

3.3.1 Number of research papers per teachers in the Journals notified on UGC website during the

Sr.No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal		
							Link to website of the Journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list/Scopus/ Web of Science/other, mention
1	Review of financial inclusion in india	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
2	A study of non- performing assets cause & measures	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
3	Evaluation of diffrent methods of charging depreciation	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
4	Different types of mutual funds	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
5	Quality of good audit report	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
6	Review of different types of loan finance and features	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
7	Review of function of the central bank of a Nation	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list



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8	Henri fayols fourteen principles of management	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhyatjournal.in/	http://junikhyatjournal.in/	Yes,UGC Care list
9	Review some of the popular theories of employee motivation	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhyatjournal.in/	http://junikhyatjournal.in/	Yes,UGC Care list
10	Quality management 'through total quality management.	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	2022	0973-0087	http://junikhyatjournal.in/	http://junikhyatjournal.in/	Yes,UGC Care list
11	A comparative studyon financial performance of HDFC bank and ICICI bank using common size statement analysis	Dr.Hansaraj Thorat	Department of Commerce	Shodhasamhit a	2022	2277-7067	http://14.139.120.91:8082/x/mlui/handle/123456789/163	http://14.139.120.91:8082/x/mlui/handle/123456789/163	Yes,UGC Care list
12	Transformation of Marketing from Traditional to Digital	Prof. Shahuraj D. Yevate	Department of B.B.A(C.A)	Purana Journal	January 2022	0555-7860	Offline Journal	Offline Journal	Yes,UGC Care list
13	The Importance of Dr. Sarvapalli Radhakrishnan's Educational Thoughts in 21st Century	Prof.Manik J. Kasab	Department of Politics	Purana Journal	January 2022	0555-7860	Offline Journal	Offline Journal	Yes,UGC Care list
14	The Presentation of culture in shobha De's Novels	Dr. Chhaya K.Joshi	Department of English	Purana Journal	January 2022	0555-7860	Offline Journal	Offline Journal	Yes,UGC Care list
15	R.K Narayan as an Indian Regional Novelist	Prof. Pravin D.Dolas	Department of English	Purana Journal	January 2022	0555-7860	Offline Journal	Offline Journal	Yes,UGC Care list
16	Effectiveness of social Media in Education	Prof. Shahuraj D. Yevate	Department of B.B.A(C.A)	Jijnasa Journal	February 2021	0337-743X	Offline Journal	Offline Journal	Yes,UGC Care list



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17	A comparative study on financial performance of HDFC bank & axis bank using common statement analysis	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	August 2021	2278-4632	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
18	A study on impact of business variables on financial problems of micro,small and medium scale textile units in solapur city	Dr.Hansaraj Thorat	Department of Commerce	Juni Khyat Journal	July 2021	2278-4632	http://junikhvatjournal.in/	http://junikhvatjournal.in/	Yes,UGC Care list
19	Vital Role of Cyber Crime and Security	Prof. Shahuraj D.Yevate	Department of B.B.A(C.A)	Jijnasa Journal	February 2021	0337-743X	Offline Journal	Offline Journal	Yes,UGC Care list
20	E-Commerce in Today's World: Challenges and Impact	Prof. Dileep S. Bari	Department of Commerce	Jijnasa Journal	February 2021	0337-743X	Offline Journal	Offline Journal	Yes,UGC Care list
21	Unemployment in India	Prof. Kailash A Astark	Department of Economic	Jijnasa Journal	February 2021	0337-743X	Offline Journal	Offline Journal	Yes,UGC Care list
22	The Study of Human Relationship in Vikram Seth's A Suitable boy	Prof. Pravin D.Dolas	Department of English	Kalyan Bharti Journal	01-12-2020	0976-0822	Offline Journal	Offline Journal	Yes,UGC Care list
23	Use of ICT Tools in 21st Century for effective teaching and learning	Prof. Shahuraj D. Yevate	Department of B.B.A(C.A)	Kalyan Bharti Journal	01-12-2020	0976-0822	Offline Journal	Offline Journal	Yes,UGC Care list




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24	Contribution of sharadchandra pawar in developing morden india	Dr. Pandurang Misal	Department of Marathi	International journal of multifaceted and multilingual studies	2017	2394-207X	https://ugccare.unipune.ac.in/apps1/home/index	https://ugccare.unipune.ac.in/apps1/home/index	Yes,UGC Care list
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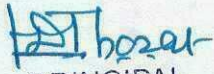
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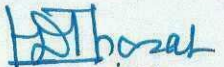
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7

REVIEW OF FINANCIAL INCLUSION IN INDIA

Dr. Hansraj D Thorat

Principal, Sharadchandra Pawar Arts and Commerce College, Alandi Pune.

Abstract: Financial Institutions are defined as the means of providing solutions and banking and financial services to everyone in the community without any form of discrimination. It primarily aims to include everyone in the community by providing them with basic financial services without regard to personal income or income. Investment is primarily focused on providing reliable financial solutions to economically disadvantaged segregated communities. It aims to provide financial solutions without any signs of inequality. It also commits itself to being transparent while providing financial assistance without any hidden transactions or costs. The Reserve Bank of India is promoting the establishment of Financial Literacy Centers (FLCs). Make many changes and updates on the functioning of the Financial Literacy Centers (FLCs). The rural branches of various organized commercial banks and financial literacy institutions now need to develop greater financial awareness and improve their financial literacy activities by setting up attractive and easy financial literacy camps. This paper reviews the financial inclusion in India.

Keywords: Financial inclusion, Financial Literacy, Digital payments, economically disadvantaged segregated communities.

Introduction

In the Indian subcontinent, the concept of investment was first introduced in 2005 by the State Bank of India with the release of the Annual Policy Statement. Soon, this idea began to spread to all parts of the nation. Mostly introduced to touch all corners of the country without ignoring any remote location. This concept addressed the lack of a formal financial system and a banking system to address the financial needs of the poor. In 2005, Khan Committee Report was issued focusing on domestic debt and low income. It talked about how many people in the country miss out on professional and licensed banking programs. The Khan Committee report has placed emphasis on providing access to essential financial services by helping them to open a bank account without having to deal with any complex or complex issues. All banks have been asked to reduce the rules relating to accounting procedures in the economically weak sectors of society. Several banks have been asked to work together to achieve 100% investment by participating in campaigns initiated by the RBI. The Indian government has also established the 'Pradhan Mantri Jan Dhan Yojna' with the sole purpose of encouraging and encouraging the poor to open bank accounts. The program has directed at least 75 million people to open bank accounts by 2015.

Need for Financial Inclusion

Investments fully improve the country's financial system and strengthens access to economic services. Most importantly, it reinforces the idea of saving for the poor living in urban and rural areas. In this way, it contributes to sustainable economic development.

Many poor people are often deceived and sometimes even exploited by wealthy landlords and lenders who do not have books because of the poor condition of the poor. With the help of investments, this critical and risky situation can be reversed.

Investment involves investing in the poorest people in the legal banking industry for the purpose of earning a small income for future purposes. Many homes have farmers or painters who do not have the proper resources to save money after working hard.



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Operations of Financial Inclusion

Under investment, a key factor is access to financial resources. This can be broadly divided into debt, wealth creation, and emergency planning.

In terms of investment, under the debt aspect, a low-income person needs proper access to emergency loans, consumer loans, home loans, and business loans at affordable prices.

In the real world, lumbering elephants are exposed by the aggression of speeding midgets. Every low-income household should also have a basic financial knowledge and understand the concept of financial risk clearly.

Under the emergency planning component of the investment system, a poor person should be able to access funds that can be specially used in the future. It is not enough if these people only have ways to improve their income and improve their quality of life. They should also have the right resources for preparing for the future, especially when they are older. Many poor people may not be aware of retirement plans. They should be provided with affordable retirement plans that will give them the best benefits for the future of their lives.

They should also be given uninsured emergencies to keep themselves safe and secure. Many less fortunate people do not even consider taking out life insurance or car insurance because of the high costs involved. Insurance brokers should offer insurance options with subsidized premiums in economically weak categories. These insurance policies will provide them with assistance and prevent them from paying expensive compensation in the event of something unexpected or unfortunate for them or their family.

They should also be given buffer storage to prepare for and prepare for unexpected or urgent expenses. This way, they will not have to go to their relatives or friends or moneylenders for financial assistance. They can stay financially stable.

The Reserve Bank of India is promoting the establishment of Financial Literacy Centers (FLCs). Make many changes and updates on the functioning of the Financial Literacy Centers (FLCs). The rural branches of various organized commercial banks and financial literacy institutions now need to develop greater financial awareness and improve their financial literacy activities by setting up attractive and easy financial literacy camps. These camps can be held outdoors under a tree or in an open area by having financial awareness camps monthly or more often. Financial literacy camps work for financial literacy and provide easy access to finance for low-income people in the community.

With the aim of expanding the branches of organized commercial banks (SCBs), the RBI has instructed banks to establish their branches in Tier 2 to Tier 6 centers with a population of less than 1 lakh. These branches can be opened with regular permission from the RBI. In the Sikkim and North-Eastern regions, organized commercial banks can set up branches without obtaining permission from the RBI. They are free to open any branch in these provinces. The RBI is also working to liberalize the operation of commercial banks other than regional regional banks (RRBs) so that they can open branches at Tier 1 centers with normal permission.

The central bank also asked banks to negotiate and develop Financial Inclusion Plans (FIPs). These programs will include information on staff members, open branches, resources provided in each branch, steps taken to turn unregistered sections of the public into people who do not have access to banking services, etc. This plan will also include information about frills accounts opened with each public or private bank. The RBI has been looking at each bank's FIP with complete commitment and providing positive feedback.

The RBI also asked banks to erect intermediate brick and mortar structures between the basic bank branch and other branch facilities. This should be done for the purpose of planning and managing cash, resolving customer complaints, collecting and maintaining responsible documents in an orderly manner, monitoring branch activities, etc. This particular central branch can be an inexpensive building with simple



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Infrastructure, printbook printers, a bank, savings machines or bulk storage filters.

The RBI has also invested heavily in banking services technology so that new methods can be introduced to make banking processes easier, faster, and less expensive. Organized commercial banks have been asked to use information and communication technology (ICT) to provide affordable digital banking services. Banks have also begun to offer bank accounts, loans, and other financial services for technical assistance. Moreover, with the introduction of technology in banks, it is okay if customers cannot read and write. They can use technological devices and work with biometrics. This also ensures that customers have safe and secure operations without any limitation of fraud or fraud. This will also enable non-banking sectors to rely on the banking system.

The Reserve Bank of India has empowered organized commercial banks to acquire business contacts (BCs) and business assistants (BFs). These BC and BF will play the role of mediators with the aim of providing banking services to clients across the country. The business journalist's strategy encourages the delivery of banking products to the customer door. They also trade for cash, therefore, making it easier for people living in rural areas where bank branches are plentiful and not the best means of transportation so they can travel to nearby cities or towns.

Conclusion

The Government of India aims to create billions of digital financial services in the current and future years with the help of Unified Payment Interface (UPI), Unstructured Supplementary Service Data (USSD), Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT), Aadhaar Pay, debit cards, BHIM, and credit cards.

In addition, the government wants to make it compulsory for manure depots, storage offices, petrol pumps, street transportation offices, hospitals, colleges, universities, etc. making arrangements to accept payment for services and products through digital payment systems. It only makes sense if customers are required to pay higher prices at these facilities or offices. The government intends to achieve this by removing the authority from the institutions listed above.

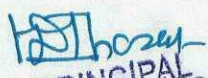
Apart from this, the government also wants to make it compulsory for all government receipts to be issued exclusively in any digital mode. Currently, most government services are done digitally and customers receive payment receipts in digital form. However, this did not fully succeed in all parts of the nation. To attract more users of digital payment methods, the government is trying its best to eliminate or reduce the cost of services charged by companies in electronic services.

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A STUDY OF NON-PERFORMING ASSETS –CAUSES & MEASURES

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Dr. Lavakush Singh

Assistant Professor, Department of Commerce, Abeda Inamdar Senior College, Camp, Pune 411001.

Abstract: The banking sector is a keystone of any financial system. The smooth functioning of the banking sector ensures the healthy condition of an entire economy. In the process of accepting deposits and lending, loans banks create credit. The funds received from the borrowers by way of interest on loan and repayments of principal are recycled for raising resources. However, building up of non-performing assets disrupts this flow of credit. It hampers credit growth and affects the profitability. As Over the past decade the problem of malfunctioning assets has plagued the global economy. A high level of Non-Performing Assets makes negative impact on the economy in a variety of ways, one of which is to use banking resources to resolve losses due to the Non-Performing Assets. This makes banks becoming careful in providing new loans, especially to small and medium-sized companies that may be trustworthy but have nothing to show for their loyalty. This in turn undermines the country's development especially developing countries whose growth depends on the development of these industries. Therefore, large Non-Performing Assets, if left unmanaged, can cause financial ruin and the country's economy. This paper reviews the concept, Causes and Measures to check Non-Performing Assets.

Keywords: Non-performing Assets, Reserve Bank of India, Sub-standard Assets. Loss Assets.

Introduction

Full form of NPA is Non-performing Assets. The Non Performing Assets is nothing but loans by Indian banks and other financial institutions where principal and interest have been unpaid for a long time. If we talk in specific time frame, a loan in default for 90 days or more is Non Performing Assets. As with any other business, banks should also make a profit, but the Non Performing Assets consumes a large portion of the bank limit.

The Non Performing Assets is not a desirable item in the Indian banking system. This is like a cancer that is destroying the entire banking system in India. The Reserve Bank of India described the Non-Performing Assets to the bank in particular. As per the Reserve Bank of India Master Circular issued by the Non Performing Assets, the ones listed below fall under the Non Performing Assets.

- The principal's installment / interest is often overdue for a continuous period of more than 90 days in respect of the fixed term debt.
- The account is 'inactive' in respect of Cash Credit / Overdraft.
- Debt outstanding for more than 90 days.
- The principal payment of interest or interest will remain late for a period of two crops in the case of short-growing crops.
- Payment of interest or principal overdue per crop season in the event of crop failure.

Different types of Non-Performing Assets: The different types of Non Performing Assets are:

Sub-standard NPA: That particular Non Performing Assets lasts for less than or equal to 12 months.

Doubtful Non Performing Assets: That Non Performing Assets resides in the **Non-Performing Assets** category of less than or equal to 12 months.

Loss Assets: Loss Assets occur when the Non Performing Assets is recognized as a loss incurred by a bank financial institution as assessed by the Reserve Bank of India .

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- In the event of a loss being disclosed, lenders should be allowed to spread the loss on sale for at least two years.
- Limited purchases by specialized organizations to find 'pressurized companies' should be allowed.
- The necessary steps should be taken to facilitate the efficient operation of the Retail Companies.
- Private / sector-specific companies should be assisted by playing a very important role in the emphasized commodity markets.

Conclusion

There is a worrisome situation for the banking sector as a whole. As far as the growth rate of Non-Performing Assets in Banking Sector is concerned. This problem is evident not only with small-sized banks but also with big names in the banking space. Hence, the entire sector is gripped in the crisis. The poor asset for the banks is a problem because as per the guidelines, given by the Reserve Bank of India, banks are required to keep some amount as provision depending on their asset quality thereby leading to declining profitability of the banks. Hence, it impacts not only the profitability level of these banks but also affects the shareholders' wealth. Thus, the time is apt that the Reserve Bank of India has been coming up with very stringent norms so that the growth in these assets can be put under control. The Insolvency and Bankruptcy Code of 2016 is playing an important role with regard to recovery of assets of those creditors whose case has been filed with the National Company Law Tribunal. In fact, figures are given by the Reserve Bank of India point to a declining phase in the Non Performing Assets growth rate, which is a positive development. But, there is still a lot to be done. Only time will say how successful has the Reserve Bank of India been in controlling the Non Performing Assets growth in the sector. It is necessary to pull the trigger hard as these poor loans are having a severe impact on the liquidity position of banks and even the banks have been asked to go slow with regard to lending, which is ultimately having an impact on the economic growth, which has been slow during the past few quarters.

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EVALUATION OF DIFFERENT METHODS OF CHARGING DEPRECIATION

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Abstract: The term depreciation refers to the method of calculation used to allocate the cost of a tangible or tangible asset over its useful life. Depreciation represents the amount of asset used. It allows companies to earn revenue from their assets by paying for them over a period of time. There are different methods of calculating and charging depreciation. These include straight line method, reducing balance method, annuity method, depreciation method, insurance policy method, and others. Each method has some advantages and disadvantages. Choice of the method is governed by the type of the asset, provisions of the law, policies of the management, and other such factors. This paper presents five different methods of depreciation along with their advantages and disadvantages.

Keywords: Depreciation, Written Down Value Method, Straight Line method.

Introduction

The term depreciation refers to the method of calculation used to allocate the cost of a tangible or tangible asset over its useful life. Depreciation represents the amount of asset used. It allows companies to earn revenue from their assets by paying for them over a period of time. Because companies do not have to be fully accountable for the year in which goods are purchased, the immediate cost of ownership is greatly reduced. Not counting inflation can have a profound effect on a company's profits. Companies can also reduce the value of long-term assets for both tax and accounting purposes.

Factors to Be Considered while Making selecting method of Depreciation

For an asset to qualify for depreciation it may be influenced by the under mentioned properties as opined by

- 1) **Historical cost of the asset.** In determining the historical cost, other cost that is direct to the acquisition of the machine is added up to the purchase price, like agreement cost, installation cost, improvement cost, etc. This however will provide more objective criteria in allocating past costs to current revenue.
- 2) **Useful Economic Life Span:** Business is a going concern. The productive effort of the asset in the private sector is spread over its commercial value. Professional Valuer is expected to estimate the economic useful life of the asset which will assist accountants in the choice of depreciation provision.
- 3) **Salvage Value** It is paramount in determining the value of depreciation. It is however necessary to recall that some assets may not have residual value at the end of its useful life. In other words it is said to be worthless, as a result of decay, corrosion etc.
- 4) **Nature and type of Assets.** The methods of providing for depreciation vary from one asset to another even in the same organization. Some equipment can be fragile or delicate to handle and the estimated life span is dependent on the asset maintenance. Similarly natural disaster could render assets economic life span useless, even though those assets have different monetary value, life span, and salvage value, etc.
- 5) **Asset usage or capacity.** Frequency and volume of production is highly necessary in making choice of depreciation. Some equipment can withstand the stress of continuity in the production process while others may not. Accordingly, capacity or volume of production may vary from one machine to another as some



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provision for depreciation is made on the basis of volume or capacity.

6) Improvement and development cost. It is similar to direct costs associated with the purchase price of the equipment to the existing asset resulting to assets efficiency, improvement in capacity, extension of economic life span etc.

Different methods and evaluation

1. Straight-line method

This is an old and easy way to charge depreciation. The life of an asset is estimated and depreciation is proportional to its useful life. Depreciation is that the value of an asset is reduced to zero at the end of the asset's life.

Advantages

1. Easy to Understand: This method of calculating depreciation is very easy to understand.
2. Easy to Calculate: Easy to calculate value and depreciation rate.
3. Accuracy: In this method, the asset volume, i.e., the price of the asset decreases slightly, becoming zero or equal to its expiration value for its usefulness.

Disadvantages

1. Difficulty in Calculating Depreciation: Calculating depreciation is easy only if the life of the original asset and its additions are the same. When they both have different health the calculation becomes difficult and difficult.
2. No Transfer Offering: This method does not provide for any replacement arrangement at the end of its useful life.
3. This method increases the charge on the Profit and Loss account over the years because repairs to old assets are increasing.
4. This method increases the cost of assets over the years as the depreciation rate is determined over the years.

In this way depreciation is charged at a fixed percentage of the reduced asset's annual balance over the useful life of the asset. Depreciation continues to decline every year. This method is very useful for plants and machines where additions and extensions occur frequently.

2. Reducing Balance method

In this way depreciation is charged at a fixed percentage of the reduced asset's annual balance over the useful life of the asset. Depreciation continues to decline every year. This method is very useful for plants and machines where additions and extensions occur frequently.

Advantages

1. It is an easy way to provide a depreciation as a fixed amount is applied to the book value or recorded value of assets.
2. This method is very popular.
3. Provides the same payment for lifetime property services.

Disadvantages

1. The path is a little complicated.
2. If the asset does not have a residual value it is very difficult to calculate the measure.

3. Annuity method

The Annuity method takes into account both the value of the asset and the interest rate on the investment made in the fixed asset. In addition, interest, the fixed depreciation rate is calculated on the basis of the depreciation from the Annuity Table and is charged to the Profit and Loss Account every year. The method is accurate and precise from a mathematical point of view, hence it is called the scientific method.

Advantages



1. This method incurs interest on investments.
2. It is considered very accurate and accurate from a mathematical point of view and is therefore very scientific.

Disadvantages

1. The system is complex and difficult to understand.
2. The end result is that the total burden on the profit and loss account grows exponentially each year.

4. Sinking Fund method

This method provides for the transfer of assets at the end of its life. Depreciation is credited to the Sinking Fund or Depreciation Fund account shown on the credit side of the balance sheet. This money is invested in securities.

Every year the fixed amount of interest and interest is re-invested. The amount invested in that way is deducted from an account known as the Sinking Fund Investment Account and these investments are recognized as an asset in the Balance Sheet. Depreciation rate remains the same for the year.

The interest rate earned on the investment and the time required for the exchange of assets enable us to determine the depreciation rate. The Sinking Fund Table reference provides additional cumulative amounts to be charged annually. Investments are sold when the asset is subject to exchange and the proceeds are used to purchase new assets.

The value of an asset is expressed at its actual cost over the years. Last year, the asset was cleared by transferring it to the Depreciation Fund Account.

This approach is appropriate when the goal is not only to provide for depreciation but also to provide for its replacement as it does in the case of Machinery and Equipment and many wasteful goods.

Advantages

1. This method sets aside a certain amount of asset exchange by maintaining a different setting.
2. The sales proceeds of the investment are useful for the exchange of goods.
3. This approach helps to strengthen the financial situation of concern.

Disadvantages

1. This approach creates difficulties and burden on the finances each year as they are invested abroad.
2. Bonds of securities may decrease during receivables as a result of which losses may be required to recover.

5. Insurance Policy method

In this way insurance is purchased on the value of the property. This policy lasts for the life of the asset and matures at the time when the asset will be replaced. The amount of the deduction is paid into the insurance premium. The premium price remains the same throughout the years. At the maturity of the policy, the insurance company will pay the amount and the amount will be used to replace the asset.

Advantages

1. Funds are readily available to exchange property.
2. Funds are not used for other purposes as they are invested abroad.
3. There is no risk of refunds as insurance is taken out by the insurance company.

Disadvantages

The result of this approach is that it creates a growing financial burden on each year as it is invested abroad.

Conclusion

The assumption, that depreciation is a valuation technique and assets replacement in business is incorrect. The inflationary trend has actually proved the above assumption incorrect. The price of assets yesterday changes astronomically that the accumulated depreciation cannot replace its value in today's or tomorrow's market. Accountants are not unaware of the gross abuse, over worked, over-stressed, and over-used term,



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“depreciation”, in financial reporting and its divergent applications do result to conflicts of interest among users of financial statements. Nevertheless, its objective and application has come to stand as no counter tenets or rules have been formulated by the board charged with this responsibility. It is as a fallout of this review that depreciation should be used with caution, especially when the anticipated economic useful lives of the asset is short-lived by new technology or passage of time, thereby making it extremely difficult to recover or replace the net book value of the Asset. A persistent and constant policy be adopted in the choice of depreciation method so that the Firm’s performances overtime can be objectively analyzed and positioned.

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DIFFERENT TYPES OF MUTUAL FUNDS

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Abstract: A mutual fund is a type of financial vehicle made up of money collected from many investors to invest in securities such as stocks, bonds, financial market tools, and other assets. Mutual funds are used by professional financial managers, who share the assets of the fund and try to generate maximum profit or income from the fund's investors. There are different types of mutual funds. The choice of a specific mutual fund will depend on the need of the investor. Since mutual funds always come with an associated risk factor, no matter how small, it is important for investors to read their policy documents carefully before investing. It would be a good idea to read this article to ensure that investors themselves have a clear understanding of what they have invested in and all the resources available to them through that investment.

Keywords: Mutual funds, Risk, Return, Investment.

Introduction

A mutual fund is a type of financial vehicle made up of money collected from many investors to invest in securities such as stocks, bonds, financial market tools, and other assets. Mutual funds are used by professional financial managers, who share the assets of the fund and try to generate maximum profit or income from the fund's investors. The mutual fund portfolio is designed and maintained to match the investment objectives stated in its prospectus.

Mutual funds give small or individual investors access to portfolio-managed portfolios, bonds, and other securities. Therefore, each shareholder, equally participates in the profit or loss of the fund. Joint investments invest a large number of securities, and performance is often tracked as a change in the total market capitalization - resulting from the combined performance of the primary investment.

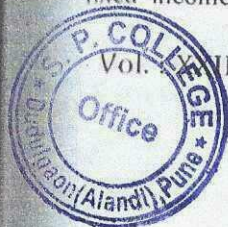
Review of Literature:

Desiana and Isnurhadi (2012) conducted a research about the comparison between the performance of conventional equity mutual funds and sharia equity mutual funds in Indonesia stock exchange. From the three methods to measure the performance of mutual funds using Sharpe, Treynor, and Jensen, the results showed that the performance of conventional equity mutual funds are better (outperform) compared with the sharia equity funds.

Ramadya and Isyнуwardhana, (2012) conducted a research about The Differences of the Performance Equity Mutual Funds between Sharia and Conventional Mutual Funds, using with Sharpe, Treynor, and Jensen methods in year 2009-2010. The results showed that sharia mutual funds have better performance in Jensen and Treynor methods. While in Sharpe method, conventional mutual funds have better performance.

Febriyanto (2011) also studied about different performances of sharia and conventional equity mutual funds, using Treynor, Jensen, and Sharpe. The results showed that sharia mutual funds have better performance than conventional mutual funds, and sharia mutual fund performance do not differ significantly with conventional mutual funds

Saputra (2009) studied about different performances of sharia and conventional mutual funds, in equity, fixed income and balanced fund. From the 12 companies analysed, sharia mutual funds have better



performance than the conventional one.

Hayati and Haruman (2006) conducted a research about Comparison Analysis between the performance of Conventional and Islamic Mutual Funds as the Basis for Decision Making Knowledge for Investment in Indonesia Capital Market. Based on the results of the research's hypothesis testing related to differences between the rate of return and risk of mutual funds, it obtained significant results as follows: (a) There are differences in the level of results between equity funds, fixed income fund and balanced fund (b) There is no difference between the rate of returns of sharia fixed income mutual funds and sharia balanced funds, (c) There are differences in the level of risks between equity funds, fixed income fund and balanced funds and (d) There is no difference in risks between sharia fixed income mutual funds and sharia balanced fund.

Objective: This research is to study various types of mutual fund

Research Methodology: The research is purely based on Secondary data only .6 Research Papers have been referred for this study.

Types of mutual funds

According to Mohamad (2015), types of mutual funds are divided into 4 which are money market fund, fixed income fund, equity fund, and balanced fund.

a. Money Market Mutual Fund

Money market fund is a mutual fund that is only invested in debt securities with maturities of less than one year. Money market mutual fund does not charge sales and the cost of buying back investment units. The terms of cost of sales and cost of purchase refer to the perspective of mutual funds.

b. Fixed Income Mutual Fund

Fixed income fund is a mutual fund that is invested at least 80% of assets in debt securities. The fixed income fund remains relatively stable price for all economic cycles. The new price deviations will happen in the cycle of recession or depression when many bond issuers experience defaults so that the exchange rate of bond drops off.

c. Equity Mutual Fund

Equity fund is a mutual fund that is invested at least 80% of assets in securities which are equity. Equity funds are mutual funds that are the most difficult to adapt to the condition of the economic cycles.

d. Mixed Mutual Fund

Balanced fund is mutual funds invested in equity securities and debt securities that its comparison is not completely like in the stock of equity funds or fixed income funds. Balanced funds are mutual funds that are the most flexible enough to adapt to any economic condition, as can either drastically shifting from stocks to bonds or from bonds into shares.

Structure-based classification

Open Funds: These are funds where units are open for purchase or use throughout the year. All purchases / releases of these components of the fund are made on existing NAVs. Basically these investments will allow investors to keep investing as long as they want. There are no restrictions on how much money can be invested in a fund. They are also more likely to be managed efficiently which means that there is a fund manager who selects the areas in which to invest. These funds also charge a fee that may be higher than the costs of inactivity due to effective management. They are an ideal investment for those looking for investment and liquidity because they are not bound to any particular maturity periods. This means that investors can withdraw their money at any time they want and thus give them the money they need.



Closed Funds: These are amounts where units can be purchased only during the initial supply period. Units can be used with the specified growth date. To provide financial support, these programs are often listed on the trading platform. Unlike open end mutual funds, once units or stocks are purchased, they cannot be traded back to the mutual fund, instead they need to be traded on the stock market at the current stock price.

Interval Funds: These are funds with the characteristics of open and expired funds because they are open to the re-purchase of shares at different times during the administration of the fund. The fund management company offers repurchase units to existing unit owners at these times. If the shareholders wish they could withdraw the shares and harvest the fund.

Asset class based classification

Equity Funds: These are investments in company shares / shares. These are considered to be high risk funds but also often offer high returns. Equity funds can include special funds such as infrastructure, fast moving consumer goods and banks to name a few. They are connected to the market and are familiar

Debt Funds: These are funds that invest in debt instruments e.g. company debts, government bonds and other non-defective assets. They are considered safe investments and provide a stable return. These amounts do not deduct tax from the source so if the return on investment exceeds Rs. 10,000 so the investor is liable to pay tax on it himself.

Money Market Funds: These are funds that invest in liquid assets e.g. T-Bills, CPs etc. They are considered safe havens for those who want to park extra cash to get a quick but moderate return. Financial markets are also called financial markets and they pose risks in terms of interest rates, investment risk and credit risk.

Balanced or Hybrid Funds: These are investments in a combination of asset classes. In some cases, the equity portion is more than the debt and in others it is the other way around. Risk and return are measured in this way. An example of a mixed fund would be the Franklin India Balanced Fund-DP (G) because in this fund, 65% to 80% of investments are made in stocks and the remaining 20% to 35% is invested in the debt market. This is because credit markets offer less risk than the equity market.

Risk-based classification

Low Risk: These are funds where investments are made by those who do not want to risk their money. Investments in such cases are made in areas such as the credit market and are usually long-term investments. Because of their low risk, the benefits of these investments are also low. One example of a low-risk fund would be gilt funds when investments are made in government securities.

Medium risk: These are investments that come with a moderate amount of risk for the investor. They are ideal for those who are willing to risk investment and often offer high returns. These funds can be used as an investment to build wealth in the long run.

High risk: These are funds for those who are willing to take higher risks with their money and who want to build their wealth. One example of high-risk investments would be counterfeit funds. Although the risk is high with these funds, they also offer high returns.

Conclusion

With so many different types of mutual funds available in the market, choosing the one that best suits your specific investment needs is not an easy task. The simplest advice that can be given is to understand your needs first. The next step would be to find out what your goal is. Do you build wealth quickly, at a medium pace or at a slower pace? Once that has been decided the last thing you need to consider is the risk you are willing to take. Higher profits are seen from funds that offer the highest risk. So if you want to give back quickly and are willing to take risks rather than a bag you should go with. If your goal is to build a fortune



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a bit, then joining a medium-sized or low-risk partnership is a good idea.

Since mutual funds always come with an associated risk factor, no matter how small, it is important for investors to read their policy documents carefully before investing. It would be a good idea to read this article to ensure that investors themselves have a clear understanding of what they have invested in and all the resources available to them through that investment.

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QUALITIES OF A GOOD AUDIT REPORT

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Abstract: The purpose of the research is to determine the set of quality indicators of an auditor's report, as appropriate serves as the basis for the development of its format and content tailored to the interests of users. The results are based on basic philosophical concepts and principles, scientific research in the theory and practice of auditing, accounting, financial reporting and information, accounting rules and regulations, financial reporting and research. Problems of identifying the quality of audit information considering the purpose and aspects of independent information are being investigated. It is proved that the quality aspects of an auditor's report should be presented by a number of groups: those that conform to the principle of consideration and those that take into account the social and psychological aspects of knowledge; basic, support and development; those that determine the content of the information in the auditor's report, and those that determine the nature of its presentation.

Keywords: Audit report, Auditor, Independent Information, Working Papers.

Introduction

The Auditors Report is the basis for making balanced decisions about shareholders, banks, insurance companies and others, so the importance of the auditor's opinion regarding the financial statements places a great deal of responsibility on the auditor-general and the audit community as a whole. The auditor's report is an important research result and the content of the information tailored to the needs of users is a key to improving the quality of the research. At the same time we should consider some form of audit as a service of expertise and communication process.

Review of Literature

International scholars mainly select the financial indicators reflecting the company's financial ability, such as profitability, solvency, asset operation and management ability, to test the impact of the indicators on the non-standard audit opinion. The conclusion is relatively consistent: the company's financial situation has a significant impact on the audit opinion.

Lennox, C. (2003) thought that the partner of the auditee's former accounting firm was an associated enterprise. They found that such an associated enterprise was more likely to receive clean audit opinions, and receiving clean audit opinions would make the company feel that this association was more valuable

Clive Lennox (2002) had studied and proved that the probability of enterprises receiving non-standard audit opinions is positively related to financial leverage, and negatively related to their cash flow

Lennox (2002), empirical research shows that companies with high liabilities have a high probability of receiving non-standard audit opinions due to the high risk of bankruptcy

Lennox (2000) uses the British listed companies as the research sample, designs the audit opinion estimation model to estimate the types of audit opinions that the listed companies may receive when they do not change their auditors, and compares it with the audit opinion types after changing their auditors, and finds that the British listed companies have successfully realized the purchase of audit opinions.

Defond and Subramanyam (1998) concluded that even if the company changed the accounting firm or audit that provided audit services for it, the subsequent firms would still maintain a high degree of prudence



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in their statements.

Chen and Church (1992) take the severity of the crisis of listed companies as the starting point, and conclude that when the crisis of listed companies becomes obvious (such as net loss, debt default, pending litigation), auditors are more likely to find the crisis of going concern, so they are more likely to issue non-standard audit opinions

Lindsay (1988), through an empirical study of the Canadian market, concludes that the size of the firm will have an impact on the independence of the audit, and ultimately the type of audit opinion

Chow and Rice (1982), put forward the same view: the change of auditor has a positive correlation with the retained audit opinion of the most recent fiscal year before the change

De Angelo (1981) and Dye (1993) The common Conclusion is that the larger the accounting firm is, the higher the audit quality it provides. **De Angelo (1981)** found that the larger the size of the firm, the higher the reputation, so as to maintain a high degree of independence and professional judgment. A large-scale firm can reduce its economic dependence on a certain customer and provide non-standard audit opinions. If the audit failure leads to the loss of the firm, the larger the scale, the greater the loss, that is to say, "deep pocket" effect. These reasons make the large-scale firm more cautious, and will issue more non-standard audit opinions, which means the higher the audit quality.

Objective: The current research Paper is to identify the qualities of a good audit Report.

Research Methodology. The research is empirical in nature. For primary collection ,opinion of auditors have been taken into accounts .Research Papers on this area have also been referred.

Qualities of a good audit report

Honesty. Auditor's reports must provide quantity and quality information without error and distortions that may influence the decision-making process by users of the report. Honesty produces the highest quality the level of confidence in the verification of initial knowledge, as well as the highest level of authenticity by the person. It builds self-confidence based on knowledge of the true purpose and eliminates any doubts. In all of this it should be remembered that honesty can be subjective (faith), accurate and direct (in life). However, in order to ensure the integrity of the information we use an entire set of quality criteria for the auditor's report. And ultimately the source of trust is the historical practice as a carrier of material things, making it almost axiomatic.

Perfection. The auditor's report must contain sufficient and sufficient information Definitions and explanations needed to confirm the information needs and requirements of users. Completeness as an indicator of the quality of an auditor's report means the highest consideration of all conditions of purpose and relationships and provides the reality of meeting the needs of knowledge as well user requirements and the corresponding definition of information. In line with the information requirements are required in order to determine the potential information of an auditor's report, which proves its importance in meeting the information requirements and satisfaction level. An explanation is considered complete if it includes all the information required by the auditor's report to understand what has been stated - the auditor's opinion as to whether the financial statements as a whole are free from errors, including all necessary explanations and explanations about the auditor procedures.

Neutrality. The central meaning of the information in the auditor's report raises the issue of bias for the selection or presentation of certain information, for the choice of words, sentences, rules of structure in order to increase the likelihood of information being viewed by users through authorization or unauthorized access. Neutrality The information prepared by the auditor should not be biased, when the various components are different importance, especially if the value of one component is unreasonably



exceeded, while the other is exaggerated unnecessarily reduced. Neutrality assumes that no manipulations are performed to increase it opportunities for specific decisions by users of the auditor's report.

Adequacy. The auditor's report must contain the statements and formats that are most relevant to it the real state of affairs otherwise there are possible doubts about its authenticity. In addition, the findings of the auditor's report should reflect the auditor's opinion sufficiently. This is guided by the particular classification of collections, collections and generalization. The structure of the auditor's report must have a logical, internal plan to avoid formal conflicts.

Understandability. Understanding the quality of information that makes users see it importance and significance. The information contained in the auditor's report should be made available to the public, ambiguous interpretation and simulation by users under the condition that they have sufficient knowledge of the field of economics, accounting, analysis, and research and are interested in the concept of this information. It it is necessary to select one of the main methods that will suit the target audience who are interested in obtaining the auditor's report: these audiences must understand the work of the organization in which the financial statements are audited, the terms and conditions of auditing procedures, and adequately pursue them.

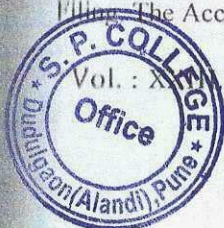
Comparability. Auditors' reports should allow users to compare the auditor's opinion with regard to the financial statements of different periods or in relation to the financial statements of different entities. Decisions allow users to make choices among other things such as investing in one business or another business. Therefore, the information about the economic business (including the auditor's report) is very useful when compared to the same information about other business entities and the same information about the same business at different times.

Conclusion

The Audit Report is the basis for making balanced decisions about shareholders, banks, insurance companies and others, so the importance of the auditor's opinion regarding the financial statements places a great responsibility on the auditor-general and the audit community as a whole. The auditor's report is an important research result and the content of the information tailored to the needs of users is key to improving the quality of the research. At the same time we should consider some form of audit as a professional service and communication process. Therefore it should have qualities like honesty, comparability, reliability, adequacy, understandability, and others.

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REVIEW OF DIFFERENT TYPES OF LOAN FINANCE AND FEATURES

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Abstract: Loans are an essential part of everyone's life. For some or the other reason we may require money which may not have. In such cases, individuals and businesses / firms / institutions choose to borrow from creditors. When a lender gives a person or company a loan with a guarantee or based on the belief that the recipient will repay the loan with certain additional benefits, such as interest rate, the process is called a loan or taking out a loan. A loan has three parts - the principal or loan amount, the interest rate and the duration of the loan or the duration of the loan. Loans can be classified on the basis of security, purpose, goods secured, and other basis. Loans have various features and benefits.

Keywords: Loan, Secured Loan, Unsecured Loan.

Introduction

We may not always have the money we need to make things or to buy things. In such cases, individuals and businesses / firms / institutions choose to borrow from creditors. When a lender gives a person or company a loan with a guarantee or based on the belief that the recipient will repay the loan with certain additional benefits, such as interest rate, the process is called a loan or taking out a loan. A loan has three parts - the principal or loan amount, the interest rate and the duration of the loan or the duration of the loan. Most of us prefer to borrow money from a bank or a reputable non-banking company (NBFC) as they are bound by government policies and are honest. In this paper, different types of loans and features of loans are reviewed.

Features of loans

- There are several types of debt that are categorized based on a variety of factors.
- You can choose the type of loan you wish to take depending on your need and eligibility.
- The lender will be more likely to determine the amount of loan they wish to offer you based on a few factors, such as repayment, income, and so on.
- The repayment period and interest rate will be linked to the total amount borrowed.
- The bank may apply a few payments and charges on all loans.
- Many lenders offer quick loans that take a few minutes to a few hours to repay.
- The interest rate is determined by the lender based on the guidelines of the State Bank of India.
- The lender determines the need for security.
- Third party warranty may be used instead of security in some cases.
- Loan repayment should be made in equal monthly installments over a fixed term.
- There may or may not be a full / partial payment option.
- Some types of loans and lenders may charge a prepayment fee.

Types of loans: loans are classified on the basis of various categories

• **Based on Security**

i) **Secured loans:** These loans require the borrower to repay the loan. In the event that the borrower is unable to repay the loan, the bank reserves the right to use the promised security to repay the pending payment. The interest rate on such loans is very low compared to unsecured loans.

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b) **Unsecured Loans:** Unsecured loans are those that do not require any collateral to obtain repayment of the loan. The bank analyzes past relationships with the borrower, credit points, and other factors to determine whether a loan should be offered or not. The interest rate on those loans can be high as there is no way to repay the loan amount if the borrower fails to repay.

• **Based on Purpose**

a) **Education Loan:** Educational loans are financial instruments that help the consumer pursue education. The course can be an undergraduate degree, postgraduate degree, or other diploma / certificate course from a recognized institution / university. You must have an entry permit issued by the institution in order to receive financial assistance. Funding is available for both domestic and international studies.

b) **Personal Loan:** Whenever there is a financial crisis, you can go for a personal loan. The purpose of taking out a loan can be anything from repaying an old loan, going on vacation, financing to pay for a house / car, and medical emergencies depending on the purchase of large ticket furniture or gadgets. Personal loans are provided based on the applicant's previous relationship with the lender and the credit points.

c) **Car Loan:** Car loans pay for the purchase of two-wheeled and four-wheel-drive vehicles. In addition, a four-wheel-drive vehicle may be new or used. Based on the cost of the vehicle, the amount of the loan will be determined by the lender. You may need to be willing to pay less to get a car as loans do not usually offer 100% of the money. The car will belong to the borrower until full payment.

d) **Home Loans:** A home loan is provided to finance the purchase of a house / apartment, to build a house, to repair / renovate an existing house, or to purchase a plot to build a house / apartment. In this case, the property will be held by the lender and the ownership will be transferred to the rightful owner upon completion of the payment.

• **Based on the Promised Goods**

a) **Gold Loan:** Many financiers and lenders offer cash when the borrower promises portable gold, which may be jewelry or gold coins / coins. The lender weighs the gold and calculates the value given based on several purity checks and other items. Money can be used for any purpose. The loan must be repaid in monthly installments so that the loan can be cleared at the end of the term of office and the gold is returned to the stock by the borrower. If the borrower fails to pay on time, the lender reserves the right to take the gold to repay the loss.

b) **Property Loan:** Similar to the promise of gold, individuals and businesses make collateral for assets, insurance policies, FD certificates, mutual funds, stocks, bonds, and other assets to borrow money. Based on the value of the promised property, the lender will provide a loan with a certain margin nearby. The borrower needs to pay on time so that he can get the right to take care of the promised property at the end of the term of office. If he fails to do so, the lender may sell the goods to repay the fixed amount.

Conclusion

Loans are an essential part of everyone's life. For some or the other reason we may require money which may not have. In such cases, individuals and businesses / firms / institutions choose to borrow from creditors. When a lender gives a person or company a loan with a guarantee or based on the belief that the recipient will repay the loan with certain additional benefits, such as interest rate, the process is called a loan or taking out a loan. A loan has three parts - the principal or loan amount, the interest rate and the duration of the loan or the duration of the loan. Loans can be classified on the basis of security, purpose, goods secured, and other basis. Loans have various features and benefits.

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REVIEW OF FUNCTIONS OF THE CENTRAL BANK OF A NATION

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Abstract: The central bank performs functions like currency regulation in accordance with the needs of the business and the general public for the purpose of granting a single disclosure note or at least one component, general banking and government agency, funding Commercial banking reserves, deposit and management of national currency, acting as the lender of the last resort and the general acceptance of the borrower's liability in the form of deposits, payment bank balance, debt management in line with business needs and the goal of achieving a comprehensive financial policy approved by the government. Thus, it plays an important role in the economy of a country. This article carries a discussion of these functions.

Keywords: Central Bank, Function, Custodian, Deposit, Commercial bank Reserve.

Introduction

The central bank is defined by its functions. According to Vera Smith, "The central definition of a central bank is a banking system in which one bank can fully control or become a surplus for note issuance." W.A. Shaw defines a major bank as a debt management bank. In Hawtrey, the central bank is the one that lends the last money. According to A.C.L. Day, a major bank "is helping to regulate and sustain the financial system and banks."

According to Sayers, the central bank is "an organ of state that carries out major financial functions in government and by its conduct in these and other ways, influences the conduct of financial institutions in support of the State's economic policy." Sayers refers only to the state of the central bank as a state bank. All these definitions are small because they refer to the single function of the central bank.

Samuelson's definition, on the other hand, is broad. According to him, the central bank is "a banking bank. Its function is to control the financial base.... and by controlling these 'powerful currencies' to control public finances." But a broader explanation is given to De Kock. This article reviews the functions of a central bank.

Functions of central banks

1. Money Controller:

The central bank is the issuing bank. It has a monopoly of note issue. Notes issued by it revolve around as official tender money. It has its own department that issues notes and coins from commercial banks. Coins are made in government mint but are distributed through the central bank.

The major banks have been following different methods of issuing notes in different countries. The central bank is legally required to keep a certain amount of gold and foreign securities against the issuance of notes. In some countries, the value of gold and foreign securities has a fixed share, between 25 and 40 percent of the total issued notes.

2. Banker, Financial Officer and Government Adviser:

Major banks everywhere act as banks, financial agents and advisers to their governments. As a bank in the state, the central bank maintains the deposits of the central government and the state government and makes payments on behalf of the government. But it does not pay interest on government deposits. It buys and sells foreign currency on behalf of the government.

It keeps the state gold stock. He is therefore the custodian of government funds and resources. As a financial agent, the central bank makes short-term loans to the government for a period not exceeding 90 days. It floats debts, pays interest on it, and eventually repays it on behalf of the government. Thus it manages all public debt. The central bank also advises the government on economic and financial matters such as inflation or inflation control, depreciation or revaluation, inflation, balance of payments, etc. As De Kock noted, "Large banks everywhere act as banks for the state not only because it can also be economically viable but also because of the close links between public finances and financial matters."

3. Trustee of Commercial Banks:

Commercial banks are required by law to keep their savings equal to a certain percentage of your time and demand deposit deposits with major banks. It is the basis of these palaces where the central bank transfers funds from one bank to another to facilitate check cleaning.

The central bank therefore acts as the custodian of the savings of commercial banks and helps to facilitate their transactions. There are many benefits to keeping the savings of commercial banks in the central bank, according to De Kock.

4. Storage and Management of International Trade Finances:

The central bank maintains and manages the country's hot currencies. It is an official place to store gold and foreign exchange. It sells gold at fixed rates to foreign financial authorities. It also buys and sells foreign currencies at international prices. In addition, it regulates foreign exchange rates in foreign currencies.

5. Lender of the last resort:

De Kock regards this job as sine qua non of central banking. By providing residential accommodation in the form of rebates and securities development to commercial banks, debt brokers and brokers, or other financial institutions, a state-owned bank acts as a last resort lender.

The central bank lends such institutions to assist them in times of crisis in order to save the country's financial system from collapsing. It operates as a last resort lender on the basis of treasury loans, government securities and "front door" bonds.

6. Clearing House for Transfer and Settlement:

Like a banking bank, the central bank acts as a payment center for transferring and paying for commercial bank applications. Since the central bank manages the deposits of commercial banks, it transfers funds from one bank to other banks to facilitate the issuance of checks. This is done by performing transfer transfers into their accounts with the goal of bookkeeping. To transfer and pay claims from one bank to another, the central bank operates a separate department in major cities and commercial centers. The department is known as the "clearing house" and provides free service to commercial banks.

7. Debt Controller:

The most important function of a central bank is to regulate the ability to create debt in a commercial bank in order to control the pressures of inflation and inflation on the economy. For this purpose, it uses measurement methods and quality methods. The measurement methods aim to control the cost and value of the debt by adopting bank rate policy, open market operations, and variations on established banking rates.

Conclusion

The central bank performs the following functions: (i) Currency regulation in accordance with the needs of the business and the general public for the purpose of granting a single disclosure note or at least one component, (ii) General banking and government agency, (iii) Funding Commercial banking reserves, (iv) Deposit and management of national currency, (v) The provision of rest and discounted accommodation to commercial banks, debtors and brokers, or other financial institutions and the general acceptance of the borrower's liability in the form of deposits, (vi) Payment bank balance, (vii) Debt management in line with



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business needs and the goal of achieving a comprehensive financial policy approved by the government.
Thus, it plays an important role in the economy of a country.

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HENRI FAYOL'S FOURTEEN PRINCIPLES OF MANAGEMENT

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Abstract: Henri Fayol's principles of management and research were published in the book 'General and Industrial Management' (1916). 14 Management principles are statements based on basic facts. These management principles serve as a guide for decision-making and administrative actions. They are designed to monitor and analyze the experiences that managers experience in the workplace. Henri Fayol has managed to compile 14 management principles after years of study. The 14 management principles can be used to manage organizations and are useful tools for prediction, planning, process management, organizational management, Multiple Project Management Methods, decision making, coordination and control.

Keywords: Henry Fayol, Principles, Management, Organisation, Decision Making.

Introduction

Thanks to scientists such as Henri Fayol (1841-1925), the foundations of modern science were laid. These basic concepts, also called management principles, are fundamental elements of effective governance. Henri Fayol thoroughly reviewed this and, as a result, compiled 14 management policies. Henri Fayol's principles of management and research were published in the book 'General and Industrial Management' (1916). 14 Management principles are statements based on basic facts. These management principles serve as a guide for decision-making and administrative actions. They are designed to monitor and analyze the experiences that managers experience in the workplace. Henri Fayol has managed to compile 14 management principles after years of study.

Principles of Management

1. Division of Work

In fact, employees are specialized in different areas and have different skills. Different levels of expertise can be divided into areas of knowledge (from generalist to professional).

Personal and professional development supports this. According to Henri Fayol, technology promotes employee efficiency and increases productivity. In addition, the specialty of the staff increases their accuracy and speed. This management principle of the 14 administrative principles applies to both technical and administrative functions.

2. Authority and responsibility

In order to get things done in the organization, managers have the authority to issue instructions to employees. Certainly this authority goes hand in hand with responsibility. According to Henri Fayol, coordination or authority gives managers the right to issue orders to subordinates.

The obligation can be tracked back from performance so it is necessary to make agreements in this regard. In other words, authority and responsibility are mutually exclusive and are two sides of the same coin.

3. Discipline

This third principle of 14 principles of governance is about obedience. It is often part of the core values in a statement of purpose and vision in terms of good behavior and respectful communication. This management system is important and seems to be the oil to keep the organisation's engine running smoothly.

4. Unity of command

The management principle 'Unity of command' means that each employee must receive orders from one manager and that the employee must be accountable to that manager.



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If related tasks and duties are assigned to an employee by more than one supervisor, this may lead to confusion which may lead to potential conflict of interest with employees. By applying this principle, responsibility for errors can be easily established.

5. Unity of direction

This management principle of the 14 principles of governance is about focus and unity. All employees deliver the same tasks that can be linked to the same goals. All activities should be done by one team forming a team. These functions must be defined in the operating system.

The manager is ultimately responsible for the program and monitors the performance of defined and planned activities. The focus areas are staffing and communication efforts.

6. Subordination of individual interest

There are always all kinds of interests in an organization. For a well-functioning organization, Henri Fayol pointed out that personal interests fall short of organizational benefits (ethics).

Focus on organizational goals and not on individual ones. This applies to all levels of the entire organization, including managers.

7. Remuneration

Motivation and productivity are closely related to organizational efficiency. This management policy of the 14 management principles states that remuneration should be sufficient to keep employees motivated and productive.

There are two types of non-monetary earnings (compliments, additional obligations, credits) and financial ones (compensation, bonus or other financial compensation). Ultimately, it is about rewarding the efforts made.

8. Degree of Centralization

The management and authority of the decision-making process must be well balanced in the organization. This depends on the capacity and size of the organization including its category.

Positioning means the accumulation of decision-making authority in senior management (board of directors). The sharing of authority with the lower level decision-making process (middle and lower managers), is called the expansion of Henri Fayol. Henri Fayol pointed out that the organization should strive for a fair balance in this regard.

9. Scalar Chain

Hierarchy introduces itself to any organization. This varies from senior management (executive board) to very low level in the organization. Henri Fayol's "leadership" management policy states that there must be a clear line of authority (from top to bottom and all managers at all levels).

This can be seen as a kind of management structure. Each employee can contact the manager or supervisor in an emergency without challenging the category. In particular, when it comes to reports on disasters to nearby managers / officials.

10. Order

According to this principle of 14 principles of management, employees in an organization must have the necessary resources to function effectively in the organization. In addition to the public order (management responsibility) the workplace must be safe, clean and tidy.

11. Equity

The principle of equity management often occurs in the core values of an organization. According to Henri Fayol, employees should be treated fairly and equitably.

Employees must be in the right place in the organization to do things right. Managers should direct and monitor the process and should treat employees fairly and impartially.

12. Stabilization of tenure of personnel

This management principle of the 14 management principles represents the deployment and management



of employees and this must be in line with the service provided by the organization.

Managers strive to reduce the number of employees and to have the right staff in the right place. Areas of focus such as constant change and adequate development should be well managed.

13. Initiative

Henri Fayol argued that with this system of human resource management they should be allowed to express new ideas. This stimulates interest and engagement and creates more value for the company.

Staff action is a source of strength for the organization, according to Henri Fayol. This encourages employees to participate and be motivated.

14. Esprit de Corps

The 'esprit de corps' management principle of the 14 administrative principles must strive for the inclusion and unity of workers. Managers have a responsibility to improve work ethic; individually and in the communication space.

Esprit de corps contributes to the development of culture and creates a climate of trust and understanding.

Conclusion

The 14 management principles can be used to manage organizations and are useful tools for prediction, planning, process management, organizational management, Multiple Project Management Methods, decision making, coordination and control. Although obvious, many of these issues are still being used based on the wisdom of current administrative procedures in organizations. It remains a work list with a focus area based on Henri Fayol's research that still works today because of many logical principles.

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REVIEW OF SOME OF THE POPULAR THEORIES OF EMPLOYEE MOTIVATION

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Abstract: There are many inspirational ideas for managers, all focused on giving an understanding of what motivates or drives a person to work. Motivational staff is an important factor in the success of any business. But people are very different, and not all people react the same way to one situation or another. It is important that organizations not only understand the different aspects of their employees but also know what drives this particular personality. Companies that want to build a workplace with satisfied and motivated employees need to find a balance between building a cohesive workplace that provides competitive wages and job security while creating rewarding work and encouraging opportunities for employees to rise in the workplace. Staff motivation is an important, but challenging, part of a manager's job.

Keywords: Employee motivation, Needs, Theories of motivation.

Introduction

There are many inspirational ideas for managers, all focused on giving an understanding of what motivates or drives a person to work. Motivational staff is an important factor in the success of any business. But people are very different, and not all people react the same way to one situation or another. It is important that organizations not only understand the different aspects of their employees but also know what drives this particular personality. Armed with this knowledge, organizations can refine how they motivate and motivate employees, and dramatically improve engagement and motivation levels in the workplace. So what are the key theories for motivating work? We have selected three high-profile theories that offer interesting insights into what motivates different people: The Maslow Hierarchy of Needs, McClelland's Three Needs Theory, and Herzberg's Motivation Theory.

The three theories reviewed briefly

The Maslow Hierarchy of Needs

One of the most frequently cited ideas for promoting work is Maslow's Hierarchy of Needs Theory. This motivating theory, developed by Abraham H Maslow, states that people have many needs and are working to meet those needs. As each need was met, they moved on to the next.

Five requirements for Maslow's theory of career promotion

Physical: very little need for basic necessities - food, clothing, and shelter. These needs are closely related to a person's income.

Security: the need to feel safe. At work, this can translate into a sense of security in the workplace even if you just need to be in a safe working environment.

Social: the need to be in a team. People are a social animal, they will want to form groups and want to feel like a valuable member of that group.

Ego: gaining recognition or position. Each person will look to increase their self-esteem or increase their self-esteem by being successful in their work.

Self-realization: once a person has identified all the other needs, he or she will enter a phase where he or she will be more creative or focused on growth.

McClelland's Three Needs Theory

David McClelland's motivational theory of management suggests that each person has three basic needs: the need for power, success, or participation. In this vision of motivating employees, McClelland states that



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a particular need of the individual will have a profound effect on their morals.

Power Requirement: This person is motivated by a position of power or control. They are usually strong leaders and discipline themselves.

Need for Success: this person is motivated by success or achievement. They succeed in challenging situations and often work hard to achieve goals and work to excel in them.

Need for Collaboration: this person is at home in a group or in a meeting place. They work well with others and want to connect with people.

Herzberg's Motivation Theory

Herzberg's Motivation Theory, also known as Two-Factor or Hygiene Theory, is one of the most well-known working motivational theories. It suggests that people have two categories of needs when it comes to work - Hygiene and Motivation. Hygiene means a person's work environment, which includes working conditions, salary, working relationships and incentives are things that motivate people to work hard - job recognition, promotion, success.

Herzberg suggests that when people are unhappy at work it goes down to the workplace, and when they are happy at work it is because they feel satisfied or motivated.

Conclusion

Companies that want to build a workplace with satisfied and motivated employees need to find a balance between building a cohesive workplace that provides competitive wages and job security while creating rewarding work and encouraging opportunities for employees to rise in the workplace. Staff motivation is an important, but challenging, part of a manager's job. At the beginning of the twentieth century, pay was considered an important incentive to work, but now we know that there is more to incentives than money. The first step is to understand what motivates your employees and work to develop appropriate programs or opportunities.

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QUALITY MANAGEMENT THROUGH TOTAL QUALITY MANAGEMENT

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Abstract: Total Quality Management is defined as a customer-focused process and aims to continuously improve business performance. It ensures that all integrated operations (especially employee work) focus on common goals to improve product quality or service quality, as well as to improve the production process or service delivery process. However, emphasis is placed on fact-based decision-making, with the use of performance metrics to monitor continuity. Total Quality Management often results in a steady stream of growing changes, it can lead to unwelcome feedback from those employees who prefer the existing system or employees who fear losing their jobs as a result. Total Quality Management works best in an environment where there is strong support and commitment from management.

Keywords: Quality, Total Quality Management, Customer-focus.

Introduction

Total quality management (TQM) is a term that originated in the 1950s and is now widely used in Japan. It is equivalent to what some countries or organizations might call a corporate quality management system, a corporate quality management system, or an integrated quality management system, to name a few. The term 'value' means the whole organization — all the parties, departments and activities — involved in quality management. 'System' refers to the management and technical methods of meeting the quality and business objectives of the entire organization. Although it may go by various names, Juran believes that 'business beauty' is the most appropriate term for TQM. Juran's Enterprise Excellence Management System has long been described as an excellent business and / or quality business plan. It incorporates the organization's beliefs and practices embodied in the policies and procedures for developing a culture that is capable of designing and delivering products and services that will meet customer, regulatory, business and social needs.

Components of TQM

Customer focus: The key to all successful TQM systems is to understand that quality is determined by the customer. No matter what steps you take to improve the quality of your products and services, the only way to know if they are successful is customer feedback, whether it is in the form of updates, refund ratings, or satisfaction surveys.

Staff involvement: Everyone in the organization — from entry level staff to management — is responsible for the quality of products and services. However, employees can only be hired if they feel empowered to make their own decisions, something that depends on the management building a proper work environment.

focus on the process: The TQM system will fail without a clear focus on process and process-led thinking. Process error is ultimately the cause of many problems, which is why effective monitoring of each step is an important part of evaluating, maintaining and improving quality.

Integrated system: The organization must have an integrated system that allows for effective and efficient quality management. This may be a system designed, or based on quality similar to ISO 9001, but should be understood and applied to all operations and departments.

Strategy & systematic approach: Central to quality management is the existence of a strategic plan that reflects the organization's goal of achieving its mission and business objectives. It does not mean that quality should be an integral part of such a system.

Decision-making is based on facts: Business performance can only be assessed using available facts, such


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sales data, revenue statistics, and customer retention rates. The opinions of customers, employers and suppliers should never be used to inform decisions.

Communication: Effective communication is essential when an organization is making major changes due to business development. All staff members should be informed of the strategy, the time frames involved, and the reasons for doing so.

Continuous development: Applying the principles of DMAIC and Lean Six Sigma will instill in the organization a culture of continuous improvement, motivating all employees to constantly seek new ways to be more competitive and to bring high quality products to all stakeholders.

Benefits of TQM

The quality department in most companies is solely responsible for product quality, and its focus is usually limited to the supply chain. It does not play a role in driving quality across the organization, yet organizations have many opportunities to drive customer information beyond products, and customer service is a good example. In recent years — as competitive pressures have forced the theme to go beyond normal quality control, testing, quality engineering, and reliable engineering — the role of the quality department and the work is being done by all departments in the TQM system. Quality management in the TQM system ensures that your organization moves from its current “q” or product focus to “big Q, business-focused thinking”. The biggest benefit is to reduce the total cost of quality by improving all products, systems and processes, not just those that are produced.

Other benefits of TQM include:

- Reduce risk and minimize risk when designing new products and processes
- Solve problems before they happen
- Solve problems that occur during operation
- Improve provider performance
- Control processes to avoid risk even when raising
- Increase productivity of all staff
- Reduce the total cost of quality and not just the low cost of products

Conclusion

Total Quality Management is defined as a customer-focused process and aims to continuously improve business performance. It ensures that all integrated operations (especially employee work) focus on common goals to improve product quality or service quality, as well as to improve the production process or service delivery process. However, emphasis is placed on fact-based decision-making, with the use of performance metrics to monitor continuity. The successful implementation of TQM requires significant training of the staff involved in it. As the training program can remove employees from their daily work, this can ultimately have a temporary negative impact. Also, as Total Quality Management often results in a steady stream of growing changes, it can lead to unwelcome feedback from those employees who prefer the existing system, or employees who fear losing their jobs as a result. Total Quality Management works best in an environment where there is strong support and commitment from management.

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A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF HDFC BANK AND ICICI BANK USING COMMON SIZE STATEMENT ANALYSIS.

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Abstract: -

The financial analysis is the process of identifying the financial strength and weakness of the firm establishing relationship between the items of balance sheet and the profit and loss account. The study has undertaken of HDFC Bank and ICICI Bank Limited with a view to have an insight in the financial performance of the banks. In the present study efforts have been taken to determine the financial condition and performance of the firm using Common Size Statement Analysis. The present study has thrown major concentration in common size statements of last five years of the banks.

Key words: - Financial analysis, Common size statement, Banks, Financial Performance

INTRODUCTION: -

Common size analysis, also referred as vertical analysis, is a tool that financial managers use to analyze financial statements. It evaluates financial statements by expressing each line item as a percentage of the base amount for that period. The analysis helps to understand the impact of each item in the financial statement and its contribution to the resulting figure.

Common Size Statements: These are the statements which indicate the relationship of different items of a financial statement with a common item by expressing each item as a percentage of that common item. The percentage thus calculated can be easily compared with the results of corresponding percentages of the previous year or of some other firms, as the numbers are brought to common base. Such statements also allow an analyst to compare the operating and financing characteristics of two companies of different sizes in the same industry. Thus, common size statements are useful, both, in intra-firm comparisons over different years and also in making inter-firm comparisons for the same year or for several years. This analysis is also known as 'Vertical analysis'.

Types of Common Size Analysis: - Common size analysis can be conducted in two ways, i.e., vertical analysis and horizontal analysis. Vertical analysis refers to the analysis of specific line items in relation to a base item within the same financial period. For example, in the balance sheet, we can assess the proportion of inventory by dividing the inventory line using total assets as the base item.

On the other hand, horizontal analysis refers to the analysis of specific line items and comparing them to a similar line item in the previous or subsequent financial period. Although common size analysis is not as detailed as trend analysis using ratios, it does provide a simple way for financial managers to analyze financial statements.

Balance Sheet Common Size Analysis: - The balance sheet common size analysis mostly uses the total assets value as the base value. On the balance sheet, the total assets value equals the value of total liabilities and shareholders' equity. A financial manager or investor uses the common size analysis to see how a firm's capital structure compares to rivals. They can make important observations by analyzing specific line items in relation to the total assets.



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For example, if the value of long-term debts in relation to the total assets value is too high, it shows that the company's debt levels are too high. Similarly, looking at the retained earnings in relation to the total assets as the base value can reveal how much of the annual profits are retained on the balance sheet.

Income Statement Common Size Analysis- The base item in the income statement is usually the total sales or total revenues. Common size analysis is used to calculate net profit margin, as well as gross and operating margins. The ratios tell investors and finance managers how the company is doing in terms of revenues, and they can make predictions of future revenues. Companies can also use this tool to analyze competitors to know the proportion of revenues that goes to advertising, research and development, and other essential expenses.

Problem Statement –

It is difficult to analyze the banks of different sizes and varying sales figure.

Common size financial statements help to analyze and compare a company's performance over several periods with varying sales figures. The common size percentages can be subsequently compared to those of competitors to determine how the company is performing relative to the industry. The banks selected of the same foundation year also of much importance to know how the changes in their strategies have effect on results. HDFC Bank and ICICI both banks has started their operations in year 1994. It is fair enough to compare these banks using Common Size statement analysis.

OBJECTIVES OF THE STUDY:

1. To study and compare the financial performance of HDFC Bank and ICICI Bank
2. To analyze changes in individual items of financial statements during a given period

REVIEW OF LITERATURE

New evidence on measuring financial constraints: Moving beyond the KZ index, Hadlock, C. J., & Pierce, J. R. (2010). *The Review of Financial Studies*, 23(5), 1909-1940. The authors collect a random sample of companies from 1995-2004 and obtain complete qualitative data from financial filings in order to classify financial constraints. With the help of this categorization, they assess ordered Logit approaches anticipating constraints as a function of various quantitative factors. The results are doubtful about the KZ index validity as a financial constraint measure when they present mixed evidence on other common constraint measures validity. The findings are that age and firm size are specifically useful predictors of levels of financial constraints. Finally, the authors present a financial constraints measure solely on the basis of these features of a firm.

Have financial statements lost their relevance?, Francis, J., & Schipper, K. (1999). *Journal of accounting Research*, 37(2), 319-352. This research investigates the Kuwait issue of a frontier market. The authors use the

decrease in the value relevance of earnings is more pronounced and deeper as compared to the book value. The findings are useful for the regulators since they provide an estimate of the



accounting review, 75(2), 179-207. The SFAS (Statement of Financial Accounting Standards) number 130 requires firms to report whole income in a basic financial statement, but the presentation can be in the form of a comprehensive income statement or stockholders equity statement. The authors evaluate the effects of alternative formats of presentation on the processing of comprehensive income data of the nonprofessional investors, particularly, data disclosing the unrealized gains volatility on marketable securities available for sale. The findings are that the judgment of nonprofessional investors about the performance of management and corporate depict the comprehensive income volatility only when they present it in a comprehensive income statement. So, the formats affect the way, the nonprofessional investors weight their comprehensive income data.

Auditfirm tenure and the quality of financial reports, Johnson, V. E., Khurana, I. K., & Reynolds, J. K. (2002). Contemporary accounting research, 19(4), 637-660. This paper evaluates, for how long the relationship between an audit firm and a company exist with the quality of financial reporting. The authors use 2 proxies for quality of financial reporting and a Big six clients sample matched on size and industry. They find audit-firm tenures of 4 to 8 years as medium and 2 to 3 years as short tenures related to financial reports of low quality. They do not find any evidence of decreases quality of financial reporting for long-term audit firm tenures of 9 or more years. On the whole, the results show empirical evidence relevant to the recurring discussion which relies on isolated cases and anecdotal evidence.

PROFILE OF BANKS: -

Brief about ICICI Bank: - ICICI Bank Ltd. is a leading private sector bank in India. ICICI Bank was originally promoted in 1994 by ICICI Limited. ICICI was formed in 1955 at the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses. Until the late 1980s, ICICI primarily focused its activities on project finance, providing long-term funds to a variety of industrial projects. With the liberalization of the financial sector in India in the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services provider that, along with its subsidiaries and other group companies, offered a wide variety of products and services. As India's economy became more market-oriented and integrated with the world economy, ICICI capitalized on the new opportunities to provide a wider range of financial products and services to a broader spectrum of clients.

Brief about HDFC Bank: - HDFC Bank Ltd. is one of India's leading private banks and was among the first to receive approval from the Reserve Bank of India (RBI) to set up a private sector bank in 1994. HDFC Bank was incorporated in August 1994 in the name of HDFC Bank Limited, with its registered office in Mumbai, India. The bank commenced operations as a Scheduled Commercial Bank in January 1995.

ANALYSIS OF FINANCIAL STATEMENTS: -

SCOPE OF STUDY: - The study shows the role of profitability position of private sector banks in India. This is the process of comparing income to output and determining how much profit was made during a specific time period. A properly conducted profitability analysis provides





invaluable evidence concerning the earnings potential of a company and the effectiveness of management.

RESEARCH METHODOLOGY

Type of Research – Analytical Research

Sources of Data – The study is based on secondary data. Information required for the study has been collected from the Annual Reports of HDFC Bank and ICICI Bank.

Period of Study: - The study covers a period of 5 years from 2018 to 2022 is taken for the study.

HYPOTHESIS: -

H0: There is no difference between the financial performance of HDFC and ICICI

H1: There is difference between the financial performance of HDFC and ICICI

ANALYSIS AND INTERPRETATION OF DATA –

Income Statement Analysis: -

Profit & Loss (All Figures in Percentage): -

NAME OF THE BANK PARTICULARS / YEAR	HDFC					ICICI				
	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Interest Earned	100	100	100	100	100	100	100	100	100	100
Other Income	18.97	17.81	20.26	20.85	23.10	31.69	22.89	21.99	23.97	21.44
Interest Expended	50.03	51.26	51.06	46.32	43.63	58.11	57.39	55.52	50.72	45.05
Operating Expenses	28.28	26.39	26.74	27.08	29.31	28.57	28.53	28.90	27.25	30.95
Total Provisions	7.39	7.63	10.58	12.99	11.79	31.49	31.01	18.79	20.49	10.00
Profit Before Tax	33.27	32.53	31.88	34.47	38.37	13.53	5.96	18.78	25.51	35.44
Taxes	11.48	11.24	9.01	8.72	9.44	1.20	0.65	8.18	5.04	8.42
Net Profit	21.79	21.30	22.87	25.75	28.93	12.33	5.30	10.60	20.47	27.02
Adjusted EPS (Rs.)	0.04	0.04	0.04	0.05	0.05	0.02	0.01	0.02	0.03	0.04

INTERPRETATION: -

Interest Earned: - Interest earned is considered as base of 100%

- Interest Earned:** - It is the revenue earned by the bank from its core lending activity over a financial year, which is income earned on core operations.
- Other Income:** - It refers to the type of income that is not related to core-operations of an entity. More the other income means more efficient in non-core banking activity. HDFC has shown increasing trend in other income from FY 2018 is 18.97% to 23.10% in year 2022. Whereas ICICI Bank – It has other income reduced from 31.69% in 2018 to 21.44% in 2022 which less than HDFC.





3. **Interest Expended:** - It is the amount paid on deposits accepted by the bank over financial year. This should be less in proportion to interest earned shows how efficiently you are managing the loans.
 - a. HDFC – Interest expended is reduced from 50.03% in 2018 to 43.63% in 2022 of Interest earned means approximately only near to half amount is paid as interest.
 - b. ICICI Bank - Interest expended is reduced from 58.11% in 2018 to 45.05% in 2022 of Interest earned. But which is still more than HDFC Bank.
4. **Operating Expenses:** - It is non-interest expenses of the banks like salaries, rents, taxes, amortization etc. over financial year
Operating expenses of ICICI bank slightly higher i.e. 30.95% of interest earned in 2022 as compared to HDFC which is 29.31% of interest earned in 2022. HDFC is slightly more efficient compared to ICICI Bank.
5. **Total Provisions:** - It includes provisions for unrecoverable assets over financial year. It shows the lending habit. Higher the provisions, poor the lending habit of bank.
For HDFC, it is not good sign as provisions is goes on increasing from 7.39% to 11.79% but compared to ICICI, it is in better position where ICICI has to 31.49% in 2018 and reduced it effectively to keep at 10.00% as provisions and shows poor lending habit this has affected their Net profit in initial years.
6. **Profit before tax:** - It is the total profit after accounting for operating and non-operating expenses but before paying corporate tax.
HDFC is having PBT is quite stable and in 2022 it is 38.37% and ICICI has steadily increased their PBT from 13.53% in 2018 to 35.44% in 2022.
7. **Taxes:** - The amount of income taxes paid or payable on net earnings of the business
8. **Net Profit:** - It is the final profit left over after subtracting all operating and non-operating items from revenues.
HDFC – Net profit shown increasing trend and increased to 28.93% in 2022 which is good sign, whereas ICICI shows also increasing trend of Net Profit and reached to 27.02% in 2022.

Balance Sheet Analysis: -

Balance Sheet (All Figures %)

NAME OF THE BANK PARTICULARS/ YEAR	HDFC					ICICI				
	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
Equity and Liabilities										
Share Capital	0.05	0.04	0.04	0.03	0.03	0.15	0.13	0.12	0.11	0.10
Total Reserves	9.94	11.95	11.14	11.63	11.56	11.81	11.10	10.49	11.88	11.96
Deposits	74.14	74.18	74.98	76.43	75.38	63.81	67.70	70.19	75.79	75.43
Borrowings	11.57	9.41	9.45	7.76	8.93	20.80	17.14	14.83	7.45	7.60





Other Liabilities	4.30	4.43	4.40	4.16	4.08	3.43	3.92	4.37	4.78	4.89
Total Liabilities	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Assets										
Balance with RBI	9.84	3.76	4.72	5.57	6.28	3.77	3.93	3.21	3.74	4.26
Balance with Banks	1.71	2.78	0.94	1.27	1.08	5.81	4.40	7.64	7.08	7.63
Investments	22.76	23.55	25.60	25.40	22.02	23.09	21.54	22.72	22.86	21.98
Advances	61.88	65.84	64.93	64.85	66.17	58.28	60.83	58.75	59.63	60.87
Net Block	0.34	0.32	0.29	0.28	0.29	0.90	0.82	0.77	0.72	0.66
Other Assets	3.47	3.75	3.52	2.63	4.15	8.16	8.49	6.92	5.97	4.59
Total Assets	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

INTERPRETATION: -

Total Liabilities and Total Assets: It is considered as base for calculation.

- Total Liabilities:** It is the sum of sources from Share Capital, Total Reserves, Deposits, Borrowings and other liabilities. Maximum source of funds should be from depositors as it is very cheap source and need to pay very low cost from the source.
- Share Capital:** - It is the part of the capital that has been obtained by issue of shares (common shares and preference shares).
HDFC is having only small portion of Total Liabilities which is 0.03% in 2022 and whereas ICICI is having share capital 0.10% of Total Liabilities in 2022 which is more than HDFC.
- Total Reserves:** - It is a certain portion of profits retained in the business to meet future contingencies and growth prospects etc.
HDFC is raising their Total reserves upto 11.56% of Total Liabilities in 2022 and ICICI has maintained their Total reserves upto 11.96% in 2022.
- Deposits:** - It includes sum of all money deposited into savings, fixed deposits, term deposits etc. cheaper source of funds.
HDFC and ICICI Bank has their source of funds is quite similar to approx. 75% in 2022 from depositors good in attracting depositors.
- Borrowings:** - It includes money taken from central bank or interbank bank loans.
HDFC has more borrowings from banks 8.93% as compared to ICICI of 7.60% in 2022.
- Other Liabilities:** - It is the amount that is kept aside in your accounts to cover a future liability. Other liabilities are all miscellaneous obligations that a company lumps together on financial statements
HDFC bank and ICICI bank has almost same amount of source from other liabilities with approx. 4%
- Total Liabilities:** - It is the combined debts that a company owes to stakeholders and others.



TRANSFORMATION OF MARKETING FROM TRADITIONAL TO DIGITAL**Prof. Shahuraj Dattatray Yevate**Assistant Professor, Sharadchandra Pawar Arts & Commerce College, Dudulgaon-Alandi (D.),
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Email Id: vnmahandule@mitacsc.ac.in**Prof. Hanumant Prabhakar Jagtap**Assistant Professor, BJS Arts Science & Commerce College, Wagholi Pune 412207
Email Id: Hpjagtap19@gmail.com**Abstract**

The most significant changes in the digital marketing show the emergence of the changing reality of an increasingly complex, dynamic and global markets. As the situation in today's need market changes, we need to adjust our strategy in the online way. There is increase in the use of digital marketing, social media marketing, search engine marketing due to the ungradation in the technology development. The buying behaviour of consumer is changed by digital marketing rather than traditional marketing. In this paper we are studying the impact of digital marketing and its importance for consumers as well as marketers. Our paper containing focusing different aspects of digital marketing in today's era. In the paper we highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era.

Keywords—Technology, digital marketing, internet, global market, online advertising, internet marketing

I. Introduction

Marketing is very important aspect to any enterprise. It is a link which connect enterprises and markets. In the competitive era,, marketing strategies are playing a key role to open up new markets, to meet the needs of market customers, and to improve the enterprises for basic competitiveness. Marketing refers to the steps that the company takes to promote the buying of any products or services. The company seeks customers or consumers for their products or services via the help of marketing. Digital Marketing refers to the marketing of any product or service in the digital form. For example, marketing using smartphones, computers, laptops, tablets, or any other digital devices. Digital marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc [1].




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Digital marketing is also known as 'online marketing', 'internet marketing', or 'web marketing'. It is also known as 'internet marketing' because with the rise of the internet there is also high growth of digital marketing. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain, to motivate the customer for more purchase and improve customer services [2]. Digital marketing can help in many-to-many communications because of its excessive degree of connectivity and is generally completed to sell services or products in a timely, relevant, non-public, and cost-powerful manner.

In year 2020, the number of internet users is around 4.8 billion and the percentage population has increased to 62 percentage [3]. And there is a direct connection between digital marketing and the internet. Countries like India and China have the highest number of internet users so they have a great opportunity.

The main objectives of this review paper are the following:

- Understand the various channels of digital marketing
- Comparison of traditional marketing and digital marketing
- Importance of digital marketing
- Advantages and disadvantages of digital marketing
- Challenges digital marketer face

II. VARIOUS CHANNELS OF DIGITAL MARKETING

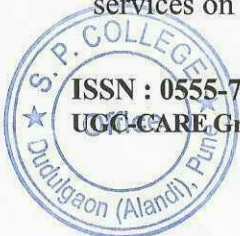
Digital marketing consists of various channels which are medium used by the marketer to promote their products or services. As an advertiser one, the main aim is to select the channel which is best for communication and give maximum return on investment (ROI) [4]. The list of important digital marketing channels are given below:

A. Social Media

In the current era, social media marketing is one of the most important media in digital marketing. It is the fastest-growing digital channel. Social media marketing is the process of gaining traffic or sites through social media sites. According to Neil Patel, Social media marketing is the process of creating content that you have tailored to the context of each social media platform to drive user engagement and sharing [5]. The number of internet users by population has increased from 16.6 to 62 percent in 15 years and social media marketing has benefited the most in that [6].

There are so many social media platforms. Below is the list of important social media platforms.

- 1) Facebook: It is the number one social media platform. A company can promote their product and services on Facebook.



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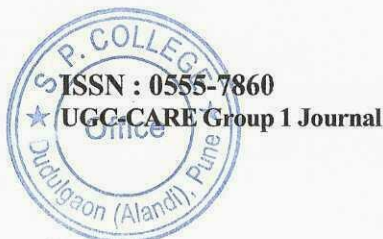
- 2) LinkedIn: Professionals write their profiles on LinkedIn and can share with others. The company also builds their profile and LinkedIn connects these two dots: companies and professionals.
- 3) Google+: It is Google's social network, user can easily connect based on their common interest and friendship.
- 4) Twitter: Its strategy is to increase brand awareness and sales, attract new followers, and lead and boost conversions.
- 5) Pinterest: It is a social media platform in which visual content is available and the user can share or store with others.

B. Email Marketing: When a message is sent through email about any product or service to any potential customer it is known as email marketing. It is a simple digital marketing channel to

understand. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business websites [7]. In an email marketing campaign, the types of email that can be sent are blog subscription newsletter, the welcome email series, the seasonal campaign, the post-purchase drip, the cart abandon campaign, follow up email when website visitor downloads something, holiday promotional to loyal members, the re-engagement campaign, etc. [8]. The biggest advantage of email marketing is that it is very cheap compared to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads, linking product images to the website [7].

C. Affiliate Marketing: In affiliate marketing, the company rewards subsidiaries for every customer or visitor they bring to the company's website by their marketing efforts or strategy on behalf of the company. According to Pat Flynn's Smart Passive Income, Affiliate marketing is the process of earning a commission by promoting other people's (or companies') products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make [3]. There are 4 different parties involved in affiliate marketing:

- 1) The Merchant: Sometimes it can be the seller, the brand, or retailer. This party produces a product to sell. It can be an individual or startup or big fortune company [9].
- 2) The Affiliate: This party is also known as a publisher. It also can be an individual or startup or big fortune company. They take a commission from the merchant for every service or product they sell. The affiliate brings customers to the merchant.
- 3) The Customer: The customer or consumer is an important part of the whole system. They go to affiliates and affiliates redirect them to merchants by taking his commission. Without a customer, the affiliate cannot earn a commission.
- 4) The Network: Network works as an intermediate between affiliate and merchant. Affiliates require a network to promote products or services [9].




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D. Search Engine Marketing: A search engine is a web based tool that helps the user to find the information they are looking for. Examples of a search engine are Google, Yahoo, Bing, Baidu, etc. Search engine marketing refers to any activity that increases a users websites rank in any search engine [10]. There is two types of Search engine marketing search engine optimization (SEO) and paid search.

According to Neil Patel, Search engine optimization is the art of ranking high on a search engine in the unpaid section [11]. It is also known as organic marketing or organic listing. In general, the higher the rank of the webpage in the search engine more visitors will visit that webpage. When it comes to SEO it consists of a search engine and searcher. And 67 percent of all searches happen on Google [11]. So Google is the most important search engine in the world.

In paid search one need to pay to get a higher rank in search engine. In paid search, one will have the same kind of keywords as on their organic ad campaign. The majority of a paid search engine is run on a commercial search engine such as Google, Yahoo, Bing, etc. [10]. Paid search work on the pay-per-click model, in which marketers will only pay when someone clicks on their ad. The search engine algorithm will determine the rank of the advertisers prefer paid search rather than SEO in short term due to its ability to give a faster result.

E Online Display Advertising:

In traditional marketing, there is a poster or billboard of any company on both sides of the road or an ad in a magazine/newspaper to promote their product or service. Online display advertising is a digital version of that. Today, a marketer can use online display advertising to achieve the same thing. There are different types of display advertising such as video ads, banner ads, interactive ads, and rich media, etc. [10]. Display advertising is great for catching the eye due to graphic ads.

An online display advertising marketer can target an audience based on website content, geography, gender, age, device type, etc. So the marketer can show a suitable ad to the relevant customer which helps in decreasing the budget and increasing sales [7].

III) Comparison between traditional and digital marketing:

Traditional Marketing: Traditional marketing refers to a kind of promotion, and advertisement includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, etc. which companies used in the early period to market their product.

Digital Marketing: In Digital Marketing we promote, selling products and services by online marketing. We are executing business through digital media and devices such as Google, Facebook, Instagram, YouTube, etc.



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Traditional Marketing	Digital Marketing
The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.	The promotion of products and services through digital media or electronic mediums like SEO, sem, PPC, etc.
Traditional Marketing is not cost-effective.	Digital Marketing is more cost-effective-promoting.
It is not so good for Brand building.	It is efficient and fast for brand building.
Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.
It is difficult to quantify the return on investment in traditional marketing.	It is simple to calculate in the case of digital marketing.
After the posting of the advertisement, it cannot be altered.	Even after the posting of an advertisement, it can be amended.
Traditional Marketing includes.	Digital Marketing includes..
T.V. advertisement	Search engine optimization (SEO)
Radio.	Pay-per-click advertising (PPC)
Banner Ads.	Web design.
Broadcast.	Content marketing.
Sponsorship.	Social media marketing.
print Ads.	Email marketing.
Users have no option except to watch the ads.	Users can even skip the ads if they lack interest.
The traditional type of marketing has local reach.	The digital type of marketing has carried a global reach.
There are standardized ways of targeting users.	The targeting here is customized and relies on the type of user.
The methods opt in traditional marketing for market analysis by a company leads to waiting for weeks or months to get results.	Digital marketing gives quick results and thus helps in getting real-time marketing results easily.
No real-time results are obtained in traditional marketing so there is a need to draft a marketing strategy beforehand as it relies on marketing results.	The improvement in marketing strategy is quite flexible as it can be changed according to marketing results.
One-way communication occurs in traditional marketing because of its rigid means to carry out the process of marketing.	Two-way communication occurs that leads to more customer satisfaction.

IV. IMPORTANCE OF DIGITAL MARKETING

Based on the above discussion summary of the importance of digital marketing that every marketer should follow is written below:

- Internet marketing is endlessly more moderate than any offline marketing techniques. It can reach a wider audience easily [11].
- In digital marketing results can be followed and monitored easily with the help of various tracking software. Rather than leading costly client research, organizations can rapidly see client reaction rates and measure the achievement of their promoting effort continuously, empowering them to design all the more adequately for the following one [11].
- Collecting feedback from customers is easy to compare to traditional marketing mediums such as TV, radio, or billboard. They can easily give feedback on any product using a website in online marketing which helps a businessman to redesign themselves in their specific domain.



- It helps in advancing a business through the online medium like web or portable subsequently arriving at a large number of clients in a second. Numerous little and huge organizations are following the methodologies of web-based showcasing to underwrite themselves globally [4].
- Digit advertisers screen things like what is being seen, how frequently and for how long, what substance works and doesn't work, and so forth. While the internet is maybe, the channel most firmly connected with digital marketing, others incorporate remote content informing, portable applications, advanced TV, and radio channels.
- Digital marketing is moderate, targetable, and quantifiable and thus organizations do it and advertisers love it.

V. ADVANTAGES OF DIGITAL MARKETING

Technology is changing rapidly and it also has affected consumer's buying behavior. Below is given some advantages digital marketing brings to the consumer:

1. Global Reach

Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labor-intensive. However, digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. The combination of global reach and visibility is a great opportunity for any business.

2. Local Reach

While global reach is a significant advantage of digital marketing, it also improves local visibility, which is especially important if your business relies on nearby customers.

3. Lower Cost

Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies. A business can find appropriate solutions based on its marketing goals.

4. Easy to Learn

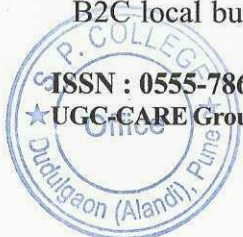
While there are many aspects of digital marketing that you need to learn, it is fairly easy to get started with. It gets more complex from the nature of the goals and the scale of the campaigns. However, it is all a matter of finding the right strategy that works for your business.

5. Effective Targeting

Even if you don't have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. It helps you to analyze the changing behaviors of customers and modify campaigns for those changes. This ability to understand customers' changing needs quickly is a sure way of success for any company.

6. Multiple Strategies

In B2B that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes. While some companies can benefit more easily with content



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marketing and SEO, others can benefit from conversion-based ad campaigns. A well-executed digital marketing strategy is one that changes and adapts quickly as the needs of the business transform.

Here are some of the most common types of strategies: SEO-based content creation, search engine marketing, social paid ads, video marketing, forum engagement, social media marketing, email marketing, local search, remarketing, influencer marketing.

7. Multiple Content Types

For a lot of platforms, there is a wide range of content types you can choose from to keep your brand fresh and build effective online campaigns. Unlike traditional marketing, you can more easily reproduce one content to fit as many platforms as you want.

Here are some of the most common types of content: Blogs, Podcasts, Emailers, Ebooks, Visual content, Infographics, Whitepapers, Quizzes, Social media posts, Webinars.

8. Increased Engagement

Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click. The best part is that all of these actions can be measured. This enables you to create even more engaging posts to increase brand awareness or boost sales. The more you engage online, the more loyal customers you can get. Businesses that use engaging formats effectively in their online strategies have an easier time converting cold traffic to loyal customers.

9. Analytics and Optimization

Analyzing your digital marketing campaigns also enables you to have the ability to pinpoint every source of traffic and take total control of your sales funnels.

VI Disadvantages of digital marketing

Digital marketing has a few disadvantages that are discussed below:

A competitor can easily copy the digital marketing campaign of others. Brand names or logos can be utilized to swindle customers [12].

If the internet connection is slow or there is some problem with websites, then websites may take too much time to open and the customer will not wait much and leave.

In traditional marketing, customers can physically touch the products to verify but it is not possible in e-commerce.

Though India is digitalizing, many customers still don't trust the online payment system or don't know [11].

The absence of trust of the clients due to the enormous number of fakes concerning virtual advancements. Fair organizations might be influenced since their picture and the notoriety of value can endure harm [12].

There are many cases when users ordered products through pay on delivery method with no intention of buying using a fake id. This shows a loophole of pay on the delivery method.

VII CHALLENGES IN DIGITAL MARKETERS



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“In digital marketing, you need to keep learning just to stand still,” said CIM course director, Daniel Rowles, in an earlier episode of the CIM Marketing Podcast. This is not a new maxim, and indeed not unique to digital marketing, but this ideology has undoubtedly taken on new meaning as marketers face perhaps their greatest challenge yet as global attentions turn to recovery post-lockdown.

According to CIM’s Impact of Marketing research in 2020, seven out of ten (70%) marketing professionals currently see themselves as fairly or very well-equipped for the tasks they need to perform. However, these results are contradicted in the 2020 Digital Skills Benchmark from Target Internet, which revealed shocking gaps in the levels of digital skills present in today’s marketers. This could mean two things: either marketers are grossly optimistic about their own skills, or businesses aren’t making use of the full digital marketing skillset.

As businesses turn to strategizing the recovery, these concerns will need to be addressed. In this article, discover the starting conclusions from the Digital Skills Benchmark 2020, which uncover some of the biggest challenges marketers face in the digital sphere today, and why today’s modern marketers need to conquer them.

VIII CONCLUSION

The world is moving from traditional to the digital world with fast speed. Every enterprise is expecting fast growth in all dimensions quickly. So everyone wants to invest more in online content. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to use digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down.

When customers want to buy any product online, they can easily get product information and can compare with other products without visiting any retail store or shopping mall. It shows that consumers are more inclined towards online buying rather than visiting a retail store. As consumer's buying behavior is changing companies also need to change their advertising strategy and embrace digital platforms for marketing.

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THE IMPORTANCE OF DR. SARVAPALLI RADHAKRISHNAN'S EDUCATIONAL THOUGHTS IN 21ST CENTURY

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Abstract

Dr. Sarvapalli Radhakrishnan the name does not require introduction. A philosopher, a great teacher, a scholar par excellence, a creative genius, a great humanist, a spiritualist, a man of visions, a man of mission, a man of principles, an idealist, an orator with gift of the gab, original thinker, an eminent author and then the role of Executive Head of India are few outlines of the personality. He was one of the greatest educationists in India. He not only enlightened India but also the whole world by his intellectual and his outstanding personality. His birthday is celebrated as Teachers Day in India. The present paper has tried to focus light on the "Importance of Dr. Sarvapalli Radhakrishnan's Educational Thoughts in 21st Century."

Key Words: Education, Philosophy, Religion, Educational Thoughts, 21st Century, Man-Making, Character Forming, Curriculum, Teacher's Role, Aims of Education.

Introduction:

Dr. Sarvapalli Radhakrishnan was born in one of the remote villages of India at Tirutani near Maitras in a Traditional Indian Family in the year 1888, he touched the best possible height achievable in the modern world. Starting as an ordinary Indian child striving like a person from the masses, achieving footprints at the places and positions where he lived, Dr. Radhakrishnan left unique remark as a politician, ambassador and above all as generous and kind human being in India and the world. Without Dr. Sarvapalli Radhakrishnan, we can't imagine the modern India.

Objectives of the Study:

1. To know the educational thoughts of Dr. Sarvapalli Radhakrishnan.
2. To know the relevance of Dr. Sarvapalli Radhakrishnan's education thoughts in 21st century.

Methodology of the Study:

This study was purely theoretical in nature. The secondary data was collected from different books, journals, e-papers, articles, and biography of Dr. Radhakrishnan.

Concepts and Functions of Education:

1. Dr. Radhakrishnan defines education as the instrument for social, economic and cultural change. He opined that only the right kind of education could solve many problems of the society and the country. He included the following aspects about education in his educational contribution. 1. Education- Training of Intellect, Heart and Spirit 2. Humanism in Education 3. Education for Democracy 4. Education to Develop Scientific Spirit 5. Education and Human Values 6. Education and Spiritual Values 7. Education – A search for Integration 8. Education – A Capacity for Discernment 9. Education to Develop the Spirit of Enquiry 10. Education to Train People for Freedom and Democracy Education and



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Self-Discipline 11.Educational Institutions should preserve the Spirit of the Youth
12.Education for Women.

Aims of Education:

The aims of education listed by him are as follows:

1. Development of Personality
2. Development of Character Preservation, Enrichment and Transmission of Culture
3. Development of Spiritual Values
4. Development of Vocational Efficiency
5. Development of National Integration
6. Development of International Understanding
7. Development of Scientific Attitude
9. Development of Careless Society
10. Development of the Habits of Simple living and high thinking
11. Development of finding Truth, Freedom & Love.

Curriculum:

According to Dr.Radhakrishnan curriculum must be related to life. He suggested the following aspects to be studied by the students:

1. Students should study the number of subjects such as: Languages, Literature, Social Studies like Geography, History, Economics, Philosophy, Ethics, Theology, Morality, Politics, Civics, Science, Mathematics, Art/Music/Fine Arts, Vocation / Profession Subjects, Sports and Physical Education, Yoga, and Religion.
2. Students must study three languages like Mother tongue / Regional Language, Federal Language Hindi and link language English.

Methods of Teaching:

He suggested the following methods of teaching –

1. Observation
2. Experiments
3. Discussion
4. Learning by meditation
5. Text book method
6. Seminar method
7. Tutorial system
8. The relationship of nature and society
9. Imitation method for learning Industrial subjects
10. Yoga and Meditation
11. Question Answer & Discussion Method

Role of Teachers:

Dr. Radhakrishnan opined that, “Teacher is the corner stone of the arch of education”.

1. Teacher should be the friend, philosopher and guide of the students.
2. Teacher should give appropriate inspiration to the students.
3. Teacher should work as mentor and trainer.
4. Teacher is responsible to arouse the interest of the pupil in the field of the study.
5. Teachers must set an example in respect of education, knowledge, behavior, human values, morality, discipline, dedication, etc.

The Relevance of Dr. Sarvapalli Radhakrishnan’s educational Thoughts in 21st Century–

1. The present education field in India suffers from the crisis in character and loss of moral values, In this regard; Radhakrishnan’s educational thoughts are very pertinent in order to develop character and moral values.



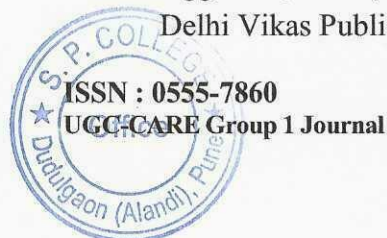
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2. In the 21st Century, if we want to achieve all round development of child as a modern aim of education, only his thoughts can fulfill this aim. These thoughts are combination of idealistic, realistic, humanistic and existentialistic philosophy.
3. The report of the University Education Commission under the Chairmanship of Dr. Radhakrishnan had given the solutions to the various problems like –falling academic standards, status and salaries of teachers, de-linking of jobs from degrees, religious education, medium of instruction, reservation of seats for the backward etc. All these recommendations are helpful in the current era for implementing New National Education Policy 2020.
4. He strongly advocated for free and compulsory education for all the children of the country irrespective of caste, creed, gender and socio-economic status. All Committees and Commissions in India have accepted this educational ideal in the country. This ideology is also acceptable in 21st Century and in New Education Policy-2020.
5. He supported the idea of equal rights and opportunity for both men and women in the field of education.
6. India is a multi-racial, multi-lingual, multi-political and multi-cultural country which stands in Unity in Diversity. So he anticipated dynamic models of education. These models will be helpful to solve various problems arise in the 21st century.
7. Modern age is the age of science and technology. Day by day the human qualities are discouraged. Without development of human qualities in children education is meaningless. So, the spiritual thoughts of Dr. Radhakrishnan are helpful in this respect in current era.
8. Dr. Radhakrishnan laid emphasis on the development of vocational efficiency in the students. He suggested for introduction of agriculture as a subject in rural schools, opening of agriculture colleges and Rural Universities in the rural areas. The present education system is not able to develop new enterprises and employment for the youth. In this context, his thought on vocational education is quite relevant and useful in this area.
9. The methods of teaching like Observation, Experiments, Discussion, Learning by Meditation, Text book method, Seminar, Tutorial system, The relationship of nature and society, real and living examples, Imitation method, Yoga and Meditation, Answer method Intuition, closer the society and nature etc. all are important in 21st Century.

Conclusion: From the above discussion, it is concluded that Radhakrishnan's educational thoughts – concepts and functions of education, aims, curriculum, and methods of teaching, discipline and the role of teacher are very relevant in the 21st century. His work will inspire the human citizens forever. His birthday is celebrated as the Teacher's Day.

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THE PRESENTATION OF CULTURE IN SHOBHA DE'S NOVELS

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Introduction:

Cultural studies as a discipline in Great Britain in 1950s. The beginning of such a study was an extremely subjective concentration that was focused on culture's relation in individuals lives. The first book on this area was Richard Hoggard's. *The Uses of Literacy* (1957) which described the working class in post-war Britain. According to Hoggard culture is a part of human existence. One cannot separate life practices such as working, sexual orientation, family life etc. The other distinguished development of culture was the idea of analysis. Cultural studies recognized the fact that societies are generally unequal in nature and one cannot base studies by division such as High and low culture. A seminal book in this category is Raymond Williams's *Culture and Society 1780-1950*(1958). From the 1950 s cultural studies has had a long history current developments in cultural studies have made it much more a global practice. It began to address questions of racism, sexism and culture. So what is its what is its function ? To make this aspect clear let me borrow the words of Simon During, who points out that, " cultural studies criticized the notion that any theory could stand outside the field it claimed to tell the truth about as if it were a 'mere discourse'" (1993,15). Thus, the new cultural studies began especially under the influence of feminism – to concentrate on expanding autonomous values, identities and ethics in terms of women.

Like Michel Foucault, the great French academic, Thomas Wilson and Edward Wheatley interpret cultural studies as an inquiry into the multiplicity of cultural practices and discourse and relate it to power politics and pleasure. It is, however, based on a systematic theorization in which certain identities like national, social, political, gender, ethnic, religious, linguistic etc. are constructed in cultural domains. Janet Sorenson examines cultural studies as a distinct discourse with particular uses of languages and models of reading than a broadening of the scope of study beyond a static site of privileged cultural experience. Hence cultural studies expand and explore the scope of the study include ethnicity, political class, gender, post-colonial writing chronical of daily life rather than the elite product of society. Cultural studies articulate and mediate the discourse that relates everyday life interdisciplinary and holistic approach with quite a bit of theory included it.

According to I.A.Richards, the two pillars on which a theory of criticism must rest are an account of value and an account of communication (1924, 25). It is precisely these aspects that are difficult to identify in modern writing because of plural cultures and plural literatures. The present paper attempts to discuss the presentation of culture in Shobha De's Novels.



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The Concept of Culture:

One finds it difficult to simplify the word culture. The interpretation of culture is difficult, as it could be a way of life, a way of behavior or even a way of being aware. A reasonably good definition or let's say understanding of the word can be found in the words of Raymond Williams:

A Social definition of culture, in which culture is a description of a particular way of life, only in art and learning but also in institutions and ordinary behavior. The analysis of culture, from such a definition, is the clarification of meanings and values implicit and explicit in a particular way of life, a particular culture. Such analysis will include historical criticism in which intellectual and imagination are analyzed in relation to particular traditions and societies, but will also include analysis of elements in the way of life that to follows of the other definitions are not 'culture' at all: the organization of production, the structure of family, the structure of institutions which express or govern social relationships, the characteristic forms through which members of the society communicate. (1961, 57)

Culture of any country is presented through art, literature, costumes, customs and traditions of a community that moulds the pattern of human activity. The natural environment of any region greatly affects the lifestyle of the people and helps in shaping its culture. The diversity in the cultures around the world is also a result of the mindsets of people inhabiting different regions of the world. Culture is composed everything symbolic that we learn. It includes all our actions and beliefs that are transmitted from one generation to the other and become meaningful when followed as a value system. Our values include whatever we think of as good versus bad, right versus wrong or beautiful versus ugly. Therefore these set of values which we call culture differ from community to community or society to society. A modern definition of culture is given by Anthropologist William. A. Haviland in cultural as "Culture is a set of rules or standard that when acted upon by the members of society, produce behavior that falls within a range of variance the members consider proper and acceptable."

Culture is not built or changed in one era. It is nurtured in the infinitive lap of time, age after age Social traditions, arts, festivals, retreats, the way of life and the values of community are shaped on the foundation of its culture. Any disruption in the flow of cultural values alters the structure of a society or civilization. Different – races, societies and nations have their own specific culture because of the variations in the historical circumstances, philosophies and modes of life, specialties of personal and social life, geographical conditions, the extent of the development of science and other fields of knowledge etc. Language, art and religion serve as the symbolic means of transfer of cultural values between generations.

Literature possesses the most soothing and sacrosanct power to discover and to create enough space for human understanding irrespective of class, creed and country. The study of literature offers cultural diversity and hybridity which can be bridged over by providing the creative cross-cultural capacities. The analysis of all cultures and their historicity present not only an equilibrium but it also takes into account the moral and psychological disgust and disarray which can be located in different masks.

Culture of India:

India is one of the world's oldest civilizations. The culture of India is the way of living of the people of India. India's languages, religions, dance, music, architecture, food and customs differ from place to place within the country. The Indian culture often labeled as an amalgamation of several cultures, span across the Indian subcontinent and has been influenced by a history that is several millennia old. Throughout the history of India, Indian culture has been heavily influenced by (dharmik) religions. Indian society poses restriction to reckless and immoral deeds / behavior by establishing institutions like marriage and family. Such value system is passed from generation to generation and that is why every individual here is a social being enjoying individual existence within society. In India individual identity is well preserved by the society. Society is the first need because if there were no society where will be the individual? Thus, 'Indian Culture' set the limits of the individual within the framework of a society and individual existence is only possible within this limited space.

Women writes are generally aware of the problems and restrictions that women face in the social set-up of India. Of course, the degree and the member of restrictions differ from region to region, caste to caste, and class to class. Consciously and unconsciously the woman writer takes up the task of portraying women's anguish either matter –of faculty or in a subversive manner. Whatever the manner, Indian women writers unlike the western women writers do not adopt modern or post modern techniques of narrative. They adopt a methodology where in they highlight and foreground the principal character's thoughts, actions as well as their relationships with others in society. It is essential to identify that women's cultural identity in the Indian setting is built upon her interaction with various members of the family.

Moreover, it is inherently recognized that Indian women, whatever their background are socialized and conditioned to accept the superior attitude of men, especially their husbands. Their obedience and faithfulness to their children is another aspect that is part of their psyche, which also indicates that to provide good family background to children. They may, in many cases resist the temptation of breaking away from their husbands, thereby leading to a more positive attitude of conforming. Within this conformity, however, the women realize their inner selves and in many aspects that is revealed through the writings of women.

This problem arises because social set up in India is built by the interrelationship of individual and tradition. According to Indian socio-cultural faith tradition is a source of truth and virtue and yet the same time, as tradition is not static but dynamic it gathers different perspectives, which simplistically means that some writers may revere it while others may deride it. In most cases women writers display an ironical stance towards religion because they think that tradition curbs women's upliftment and freedom.

Culture in Shobha De's Novels:

Text reveal culture as practice. The life portrayed in the genre of fiction is based on historical and socio-cultural context. Literature at a point is nothing but a product of culture. In fact it is a representation and interpretation of culture. Culture as depicted in these works of fiction

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has three goals, namely the ideals that it seeks to possess, the past that it seeks to repossess and the present where it exists. The ideas provide the aspirations and ambitions of society while past provides the continuum that one seeks. Women writers have changed the traditions to include themselves. Thus, for women writers the narrative itself contains the nuances of life that they wish to depict.

The works of feminist writers of India in 1990's mirror a realistic picture of the contemporary educated, urban Indian women. At a glance, their novels appear to be a product of feminism. On the other side, they satirize modern urban culture in the frame of feminism. To project urban culture, they have changed tradition picture of enduring, submissive and self-sacrificing women with a new picture of bold and liberated urban woman. Shobha De is renowned for bold and frank style of writing. She explored the lives of bored housewives and their loveless rich husband and family. Her novels mirror the life styles of the elite and the middle classes of urban world. De has become the symbol of highlighting different perspectives of woman's freedom and liberation. She conceives the extra-marital affairs of women as the stroke to break the traditional, cultural and moral values in society.

Shoba De present anticipation of women and project ultra – modern lifestyle of neo-rich people. Her fiction portrays the contemporary reality of rich elite people whether they are rich businessman, politicians, Bollywood actors, producers, journalists, doctors and industrialists. She delves deep into the hearts of the people and exposes the reality to the world without aiming to harm anyone. She is straight forward and talks with guts and fearlessness focusing her works to rule out the dangers developing in the society and to bring the awareness in the society. Her work is unique, innovative and interesting. De is a true artist who judges the demand of her modern characters. She is the first among the feminists who lifted the condition of modern elite females of contemporary India. An alliance with a man grants a woman heterosexual privileges, many of which are redefined by the laws, religion and families. But, the woman has to pay its price at her own cost, since she has to destroy herself, her voice, intellect and personal development, For a man's need, in these alliances. Thus shoba De rejects compulsory heterosexuality and suggests woman to woman relation or lesbianism is better than man to woman relationship, which she has depicted in her novels. She also refuses to participate in the game of competition for man. She confronts her own sexuality and challenges the norms placed upon her by culture or society.

Feminism is a political, social and cultural movement which gives a considerable significance to 'text' as a vehicle for carrying the ideas, beliefs, assumption, desires and wishes of its author. Feminism presumes that it gives voice for all women irrespective of culture, caste, class, religion and race. The word Feminine is a cultural construction and a role that is assigned to generation of woman. In the novels of Shoba De's women present a new pattern of values that has come into light with the coming of this new breed of woman who are independent and self-obsessed. The conservative traditional values have undergone a total change with much changed interpersonal relationships and moral values. The cultural and moral values have undergone a total change. Manifesting their new pattern of values, these woman characters can be perceived and regarded as characterless in the Indian Society. De seems to say that sex and sensuality are a part



of life and in order to accept life one has to affirm sensuality. She is not concerned with the traditional concept of morality and purity in love.

Marriage is considered a game for security and convenience. Institutions of family and marriage have come under tremendous strain in the modern times. It is affected badly by aping western culture which whips up passion and sexuality in our Indian culture too. Shobha De's approach is against Indian cultural tradition which is value based and has its own value system unlike western tradition, In Indian culture; family stands for love and loyalty. De is simply aping western culture in her novels. Her characters are modeled on western culture which is highly individualistic and sans, values; for them morals and values are like obstacles created by society. Shobha De depicts the urban world where man and woman do not become one in marriage; they merely act as partners in sex. Freedom of urban culture, uncontrolled passion for sex and lust destroys the beautiful lives of men and women and finally they get frustration in life. The high flying modern urban culture is destroying Indian culture and tradition. Money has taken place of human affection.

Summing up one can say Shobha De is towards creating a corrupt urban culture. She is redefining the roles of the modern woman and putting forth a 'new culture' Her work elicits to us a meaningful message of human values that a woman must not be subjugated and marginalized of the man and reminds us to be aware from deception and deliberate trickery going in the urban society. Whatever De has presented in her novels is just reflection of contemporary scenario and bitter reality of the contemporary situation and mechanical lifestyle of Mumbaities.

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Certificate of Publication

This is to certify the paper Entitled

THE PRESENTATION OF CULTURE IN SHOBHA DE'S NOVELS

Authored By

Joshi Chhaya Kishor
Sharadchandra Pawar Arts and Commerce College, Dudulgaon, Alandi.

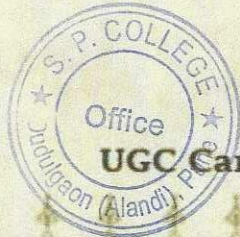
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Sharadchandra Pawar Arts & Commerce College
Dudulgaon, Alandi, Dist. Solapur, Maharashtra

R. K. NARAYAN AS AN INDIAN REGIONAL NOVELIST**Pravin Dnyandev Dolas**

Sharadchandra Pawar Arts and Commerce college, Dudulgaon, Alandi, Pune

Email- dolaspravin07@gmail.com**Abstract:**

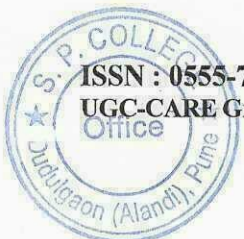
This paper is mainly focus on R. K. Narayan as an Indian Regional Novelist. R. K. Narayan is one of the most eminent writers of India along with Raja Rao, Mulk Raj Anand. R. K. Narayan has contributed to Indian English literature. R. K. Narayan compared with English Writer Thomas Hardy. Both of them have crated imaginary places in their novels.

Key Words: Indian, Regional, Literature**Introduction:**

A regional novelist is a writer who focuses on the people, culture, and customs of a specific region or locality. Such a writer's work is often rooted in the particularities of the region, and they seek to capture the essence of the place and its people in their writing. Regional novelists tend to portray the challenges, struggles, and aspirations of the people living in the region and offer insights into the social, cultural, and economic dynamics of the area. Regional novelists often use the local language, dialects, and customs in their writing, which adds authenticity to their works. The genre is often seen as a way to preserve the unique identity of a region and to celebrate its people and culture. R.K. Narayan is a celebrated Indian author who is widely regarded as one of the most significant literary figures of the 20th century. His works are known for their vivid portrayal of Indian culture, social customs, and values.

Narayan's novels are set in a fictional town of Malgudi, which he created as a microcosm of India. His works deal with the struggles of common people, their daily lives, and their aspirations.

One of the defining features of Narayan's writing is his ability to capture the essence of South Indian life. His stories are set in the state of Karnataka, where Narayan spent most of his life. His characters often speak in the Kannada language, and their mannerisms and behavior are



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In conclusion, R.K. Narayan is a prominent regional novelist who has contributed significantly to Indian literature. His works are deeply rooted in the culture and ethos of South India, but they transcend regional boundaries to offer insights into the human condition. Narayan's simple yet elegant writing style, his eye for detail, and his sensitivity towards his characters have earned him a place among the great writers of the 20th century.

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A handwritten signature in blue ink, appearing to read 'H. Borat'.

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UGC Care Listed Group 1, Peer Reviewed and Referred Journal

EFFECTIVENESS OF SOCIAL MEDIA IN EDUCATION

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Abstract:-

Use of Social media is being swiftly increasing during last few years. It is not only being used by the working people but also there is heavy rise in the use of social media by the students or we can say in education society. Use of social media has been created a positive impact on the society. With the help of Internet all the social site and various applications are available which can be access easily, also allow users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content. It has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. This paper also tries to explain the effectiveness of Social Media in young people.

Keywords— Social Media, Education, Students, social media-WhatsApp, Facebook and Twitter

INTRODUCTION

The use of social media in education helps **students, teachers and parents to get more useful information**, to connect with learning groups and other educational systems that make education convenient. ... Through these networks, you can incorporate social media plugins that enable sharing and interaction.

People watch billion of video clips on YouTube daily. Every hour, users upload video content. Every day, more than 90 percent of college students visit a social networking site. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools.

Using of social media is not limited only to professionals or elders but also it is been widely used in educational sectors by the students. There are people who can't even write their own name and they are only able to recognize him and people by their pictures have full access to internet and constantly check their Smartphone's for status updates

With the help of this paper we are trying to explain the positive and negative impact of using social media on the students.

A. SOCIAL MEDIA AS INFORMATION CENTER

The Social Media changes the way of study in current generation. The students are now referring the Social Media to get the information. There is some doubts in the authenticity of the information which is available on the internet even it is the best medium to get the information and also time saving. 59 percentage of faculty agrees that the interactive nature of online and mobile technologies create better learning environments . The Social Media can act as a



medium for communication between the students and teachers using the communication service provided by the Social Medias.

The Social Media are very effective in research purposes. According to Livingstone and Brake , “Social networking sites, like much else on the Internet, represent a moving target for researchers and policy makers.” The Social Media can be useful in all kinds of educations. The Social Media types like Blogs and Content Communities has better role in education. The Content communities and Blogs can be act as a Digital Library.

It can provide useful information and contents which are not available by nearest resources. Content Communities can provide both visual and text information. You Tube like Content Community members are providing lots of education programs to learners that means it helps not only for students. Sherer and Shea claimed that YouTube increased participation, personalization (customization), and productivity. YouTube also improved student’s digital skills and provided opportunity for peer learning and problem solving.

Online communities are also helping the students in their education. They provide instant communications between the members. The Connected Educators research supports and extends earlier findings that suggest that active participation in online communities of practice can produce significant value for educators, students, schools, and districts . The members in the online communities help other members with their knowledge by answering the questions to the other members. One of the methods to make the information available is by sharing through social medias. Common people will share things which they find interesting. “Many larger universities have multiple accounts across various channels that are

specific to departments or schools (i.e., Twitter, YouTube, Facebook accounts for the medical school, English department, admissions office, etc.) and often times the school’s news service or public affairs office will pick out information that could appeal to the broader audience and share it through the general university account, Wolter said.”

GO TO COLLEGE WITH SOCIAL MEDIA

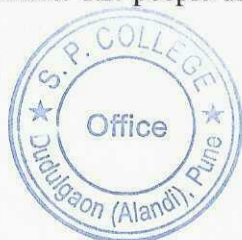
Social Medias are very helpful in finding a college, and finding better career for students. From Ivy Wise ”Research is key when finding your best-fit school, and it's crucial to leave no stone unturned. While it's important to become familiar with a school's website and to physically visit the campus if you can, social media outlets are effective supplemental

research tools. Arming yourself with all the information possible will help you develop a college list that meets all of your interests and needs!”. The Colleges and other institutions are fully active in Social Media with their online identity like College profile in Facebook. Students can refer the college’s and institution’s profile and choose the satisfactory colleges and institutions for their higher studies. According to Dr.Kat Cohen “A Zinch survey last year found that 68% of students used social media to research schools, and 38% said they used it as a research tool when deciding where to enrol. This has prompted college and universities to use social media as an informative recruitment tool, with 97% of schools using social media in their online recruitment efforts (up from 37% 10 years ago), according to the

National Association for College Admissions Counselling.”

C. SOCIAL MEDIA FOR PROFESSIONALS

Social Media is also very helpful for those who seek for jobs and those in search for careers. LinkedIn is a Social Media for professionals. The people use this Social Media as an effective tool for job hunting.



There are many more Professional Networking Sites apart from LinkedIn but it may be the biggest one in across different countries. The LinkedIn Network is purely intended for professionals. It helps to make professional connected network to build a better career. It also allows showcasing the user's professional gallery which consist of the work examples and videos and slide shares etc.

D. SOCIAL MEDIA

“Social networks have become thoroughly rooted in modern culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. Social networking makes kids more peer-based. Young people are motivated to learn from their peers online. They interact and receive feedback from one another. They are motivated to learn more from each other than from adults. Teachers and adults are no longer the only sources of knowledge. It makes kids more networked than ever. It is easier for kids to make friends with people all over the world, most of whom they will never ever meet without these technological advances. Professor Larry Rosen notes that teens are developing the ability to show virtual empathy for distressed.

Social media applications therefore allow users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content. Social media applications are seen to be open rather than closed, bottom-up rather than top-down media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process. E-Learning, the social network sites handled the big problem by providing information to the educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding interactive side with a student, and make the participation of the students in the educational process which leads to an increase to attract them toward e-learning and to clarify the reason behind the attraction educated about social network sites.



Learning with Social Media

It's no secret that most students and teachers have smart-phones and have used social media in education. In fact, there are apps and web tools that offer social media in an educational context. With faculty using a variety of software tools and free web

applications to enhance learning, communication, and engagement, the use of social media is on the rise in higher education classrooms. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on social media place the control of learning into the hands of learners themselves. A growing number of research efforts have been made to support teaching and learning using a variety of social media tools. Social networking site for college students are been developed aiming at enhancing both collaborative study and social interaction.

The research tells that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process.



Positive and Negative Impact of Social Media in Education

Positive Impact

Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly.

Following are the Positive Impact of Social Media on Education:

1. Google and education, Google has helped over 20 million student in their education using their tools.
2. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices.
3. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
4. Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams.
5. A lot of the students were able to inform public about their issues – using social media which brought awareness and helped solve a lot of problems.
6. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools.

7. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

Negative Impact

The prime bad effect of social media is addiction. Constantly checking Facebook, Twitter, LinkedIn other social media updates. This addiction could negatively affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignoring ground realities.

There are hundreds of thousands of fake accounts on social networks who are boys pretending to be girls to be friends with girls and in most cases this leads to embarrassments and disappointments which finally result in depression. If there is awareness about the risk of social media in our community it will not lead to anything bad but there is always lack of public awareness and as mentioned above that the graph of internet users is getting higher and higher while we are still far behind in the field of education thus public awareness is very difficult in societies with lack of education.

Following are the Negative impact of Social Media on Education: -

1. The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. This reduces a student's ability to effectively write without relying on a computer's spell check feature.
2. Many students rely on the accessibility of information on social media and the web to provide answers. That means a reduced focus on learning and retaining information.
3. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due to the fact that we got used to the ease of accessibility to information on social media.
4. Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.
5. The more time students spend on social sites, the less time they spend socializing in Person. Because of the lack of body signals and other nonverbal cues, like tone and inflection, social networking sites are not an adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person.
6. The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.
7. Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.

CONCLUSIONS

The Social Media is now with lots of services and resources. These services and resources can make use by the users of Social Media. This paper is used to study its effectiveness in education filed and found out that it is



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very useful tool in education purposes and beyond. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career opportunities.

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CERTIFICATE OF PUBLICATION

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EFFECTIVENESS OF SOCIAL MEDIA IN EDUCATION

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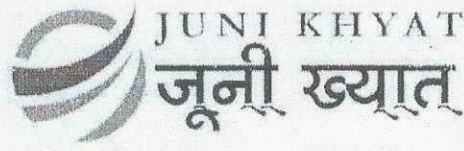


Head, Department of History & Indian Culture
University of Rajasthan

H. Thozel
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2)

CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Dr. Hansraj Thorat

Head Research, Suryadatta Group of Institute, Pune, Maharashtra

For the Research paper title

A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF HDFC BANK AND AXIS BANK USING COMMON SIZE STATEMENT ANALYSIS

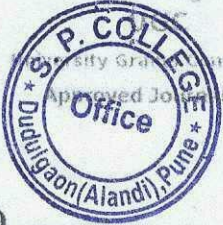
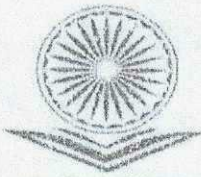
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**A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF HDFC BANK AND
AXIS BANK USING COMMON SIZE STATEMENT ANALYSIS.**

Dr. Amarish Padma, Assistant Professor, PCET's S. B. Patil Institute of Management, Pune,
Maharashtra

Dr. Hansraj Thorat, Head Research, Suryadatta Group of Institute, Pune, Maharashtra

ABSTRACT:

The financial analysis is the process of identifying the financial strength and weakness of the firm establishing relationship between the items of balance sheet and the profit and loss account. The study has undertaken of HDFC Bank and Axis Bank Limited with a view to have an insight in the financial performance of the banks. In the present study efforts have been taken to determine the financial condition and performance of the firm using Common Size Statement Analysis. The present study has thrown major concentration in common size statements of last five years of the banks.

Key words: Financial analysis, Common size statement, Banks, Financial Performance

INTRODUCTION:

Common size analysis, also referred as vertical analysis, is a tool that financial managers use to analyze financial statements. It evaluates financial statements by expressing each line item as a percentage of the base amount for that period. The analysis helps to understand the impact of each item in the financial statement and its contribution to the resulting figure.

Common Size Statements: These are the statements which indicate the relationship of different items of a financial statement with a common item by expressing each item as a percentage of that common item. The percentage thus calculated can be easily compared with the results of corresponding percentages of the previous year or of some other firms, as the numbers are brought to common base. Such statements also allow an analyst to compare the operating and financing characteristics of two companies of different sizes in the same industry. Thus, common size statements are useful, both, in intra-firm comparisons over different years and also in making inter-firm comparisons for the same year or for several years. This analysis is also known as 'Vertical analysis'.

PROBLEM STATEMENT:

It is difficult to analyze the banks of different sizes and varying sales figure. Common size financial statements help to analyze and compare a company's performance over several periods with varying sales figures. The common size percentages can be subsequently compared to those of competitors to determine how the company is performing relative to the industry.

OBJECTIVES OF THE STUDY:

1. To study and analyze the financial statements of HDFC Bank and Axis Bank
2. To study and compare the financial performance of HDFC Bank and Axis Bank
3. To analyze changes in individual items of financial statements during a given period

REVIEW OF LITERATURE:

New evidence on measuring financial constraints: Moving beyond the KZ index, Hadlock, C. J., & Pierce, J. R. (2010). The Review of Financial Studies, 23(5), 1909-1940. The authors collect a random sample of companies from 1995-2004 and obtain complete qualitative data from financial filings in order to classify financial constraints. With the help of this categorization, they assess ordered Logit approaches anticipating constraints as a function of various quantitative factors. The results are doubtful about the KZ index validity as a financial constraint measure when they present mixed evidence on other common constraint measures validity. The findings are that age and firm size are specifically useful predictors of levels of financial constraints. Finally, the authors present a financial constraints measure solely on the basis of these features of a firm.



Have financial statements lost their relevance?, Francis, J., & Schipper, K. (1999). Journal of accounting Research, 37(2), 319-352. This research investigates the Kuwait issue of a frontier market. The authors use the price regression model. They collect 2490 samples from all firms listed on the KSE (Kuwait Stock Exchange) for twenty-one years. The findings are that the decrease in the value relevance of earnings is more pronounced and deeper as compared to the book value. The findings are useful for the regulators since they provide an estimate of the effectiveness of the recent financial reporting environment. It focuses on the need for improvements as high-quality data assists equity holders to calculate value more precisely. This paper contributes to the research related to capital market changes in the value relevance of financial statement data by a statistical examination of a frontier capital market.

Effects of comprehensive-income characteristics on nonprofessional investors' judgments: The role of financial-statement presentation format, Maines, L. A., & McDaniel, L. S. (2000). The SFAS (Statement of Financial Accounting Standards) number 130 requires firms to report whole income in a basic financial statement, but the presentation can be in the form of a comprehensive income statement or stockholders equity statement. The authors evaluate the effects of alternative formats of presentation on the processing of comprehensive income data of the nonprofessional investors, particularly, data disclosing the unrealized gains volatility on marketable securities available for sale. The findings are that the judgement of nonprofessional investors about the performance of management and corporate depict the comprehensive income volatility only when they present it in a comprehensive income statement. So, the formats affect the way, the nonprofessional investors weight their comprehensive income data.

Auditfirm tenure and the quality of financial reports, Johnson, V. E., Khurana, I. K., & Reynolds, J. K. (2002). This paper evaluates, for how long the relationship between an audit firm and a company exist with the quality of financial reporting. The authors use 2 proxies for quality of financial reporting and a Big six clients sample matched on size and industry. They find audit-firm tenures of 4 to 8 years as medium and 2 to 3 years as short tenures related to financial reports of low quality. They do not find any evidence of decreases quality of financial reporting for long-term audit firm tenures of 9 or more years. On the whole, the results show empirical evidence relevant to the recurring discussion which relies on isolated cases and anecdotal evidence.

TYPES OF COMMON SIZE ANALYSIS:

Common size analysis can be conducted in two ways, i.e., vertical analysis and horizontal analysis. Vertical analysis refers to the analysis of specific line items in relation to a base item within the same financial period. For example, in the balance sheet, we can assess the proportion of inventory by dividing the inventory line using total assets as the base item.

On the other hand, horizontal analysis refers to the analysis of specific line items and comparing them to a similar line item in the previous or subsequent financial period. Although common size analysis is not as detailed as trend analysis using ratios, it does provide a simple way for financial managers to analyze financial statements.

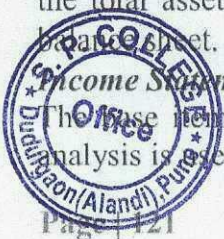
Balance Sheet Common Size Analysis

The balance sheet common size analysis mostly uses the total assets value as the base value. On the balance sheet, the total assets value equals the value of total liabilities and shareholders' equity. A financial manager or investor uses the common size analysis to see how a firm's capital structure compares to rivals. They can make important observations by analyzing specific line items in relation to the total assets.

For example, if the value of long-term debts in relation to the total assets value is too high, it shows that the company's debt levels are too high. Similarly, looking at the retained earnings in relation to the total assets as the base value can reveal how much of the annual profits are retained on the balance sheet.

Income Statement Common Size Analysis

The base item in the income statement is usually the total sales or total revenues. Common size analysis is used to calculate net profit margin, as well as gross and operating margins. The ratios tell



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investors and finance managers how the company is doing in terms of revenues, and they can make predictions of future revenues. Companies can also use this tool to analyze competitors to know the proportion of revenues that goes to advertising, research and development, and other essential expenses.

SCOPE OF STUDY:

The study shows financial position of the two selected private banks. The scope is limited to two banks HDFC and Axis bank and study is only about Financial Statements i.e. Profit and Loss account and Balance Sheet of last five years.

RESEARCH METHODOLOGY:

Type of Research – Descriptive Research

Sources of Data – The study is based on secondary data. Information required for the study has been collected from the Annual Reports of HDFC Bank and Axis Bank.

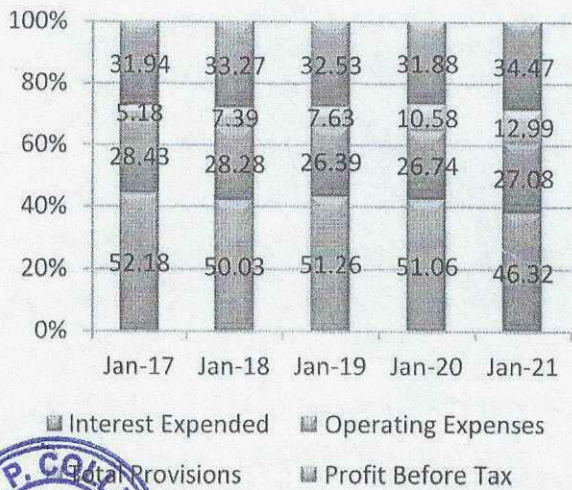
Period of Study: - The study covers a period of 5 years from 2017 to 2021 is taken for the study.

ANALYSIS AND INTERPRETATION OF DATA:

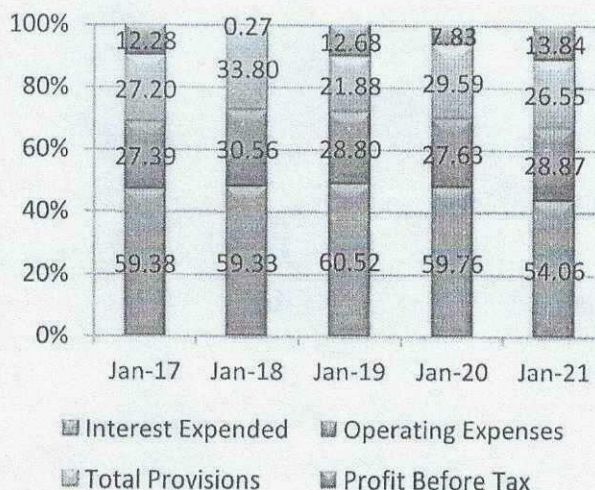
Profit & Loss (All Figures in Percentage): -

PARTICULARS	HDFC					Axis				
	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21
Interest Earned	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Other Income	17.74	18.97	17.81	20.26	20.85	26.25	23.96	23.88	24.80	23.31
Interest Expended	52.18	50.03	51.26	51.06	46.32	59.38	59.33	60.52	59.76	54.06
Operating Expenses	28.43	28.28	26.39	26.74	27.08	27.39	30.56	28.80	27.63	28.87
Total Provisions	5.18	7.39	7.63	10.58	12.99	27.20	33.80	21.88	29.59	26.55
Profit Before Tax	31.94	33.27	32.53	31.88	34.47	12.28	0.27	12.68	7.83	13.84
Taxes	10.95	11.48	11.24	9.01	8.72	4.01	-0.34	4.18	5.23	3.48
Net Profit	20.99	21.79	21.30	22.87	25.75	8.26	0.60	8.51	2.60	10.35

Profit and Loss Account of HDFC



Profit and Loss Account of Axis Bank



Interpretation:-
Interest Earned: - Interest earned is considered as base of 100%

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1. **Interest Earned:** - It is the revenue earned by the bank from its core lending activity over a financial year, which is income earned on core operations.
2. **Other Income:** - It refers to the type of income that is not related to core-operations of an entity. More the other income means more efficient in non-core banking activity.
 - a. HDFC has shown increasing trend in other income from FY 2017 is 17.74% to 20.85% in year 2021
 - b. Axis Bank – It has other income reduced from 26.25% in 2017 to 23.31% in 2021 which still more than HDFC.
3. **Interest Expended:** - It is the amount paid on deposits accepted by the bank over financial year. This should be less in proportion to interest earned shows how efficiently you are managing the loans.
 - a. HDFC – Interest expended is reduced from 52.18% in 2017 to 46.32% in 2021 of Interest earned means approximately only near to half amount is paid as interest.
 - b. Axis Bank - Interest expended is reduced from 59.38% in 2017 to 54.06% in 2021 of Interest earned. But which is still more than HDFC Bank.
4. **Operating Expenses:** - It is non-interest expenses of the banks like salaries, rents, taxes, amortization etc. over financial year
 - a. HDFC and Axis Bank– Operating expenses of Axis bank slightly higher of 28.87% of interest earned in 2021 as compared to HDFC which is 27.08% of interest earned in 2021. HDFC is slightly more efficient compared to Axis Bank.
5. **Total Provisions:** - It includes provisions for unrecoverable assets over financial year. It shows the lending habit. Higher the provisions, poor the lending habit of bank.
 - a. For HDFC, it is not good sign as provisions is goes on increasing from 5.18% to 12.99% but compared to Axis, it is in better position where Axis has to keep approx.. 27% as provisions and shows poor lending habit this has affected their Net profit.
6. **Profit before tax:** - It is the total profit after accounting for operating and non-operating expenses but before paying corporate tax.
7. **Taxes:** - The amount of income taxes paid or payable on net earnings of the business
8. **Net Profit:** - It is the final profit left over after subtracting all operating and non-operating items from revenues.
 - a. HDFC – Net profit shown increasing trend and increased to 25.75% in 2021 which is good sign.
 - b. Axis shows fluctuating profit and reached to 10.35% in 2021.


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BALANCE SHEET ANALYSIS:

Balance Sheet (All Figures %)

Equity and Liabilities	HDFC					Axis				
	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21	Mar-17	Mar-18	Mar-19	Mar-20	Mar-21
Share Capital	0.06	0.05	0.04	0.04	0.03	0.08	0.07	0.06	0.06	0.06
Total Reserves	10.30	9.94	11.95	11.14	11.63	9.19	9.10	8.26	9.22	10.14
Deposits	74.51	74.14	74.18	74.98	76.43	68.89	65.62	68.47	69.94	71.01
Borrowings	8.57	11.57	9.41	9.45	7.76	17.46	21.41	19.07	16.17	14.34
Other Liabilities	6.56	4.30	4.43	4.40	4.16	4.37	3.80	4.13	4.61	4.45
Total Liabilities	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Assets	Mar-	Mar-	Mar-	Mar-	Mar-	Mar-	Mar-	Mar-	Mar-	Mar-



	17	18	19	20	21	17	18	19	20	21
Balance with RBI	4.39	9.84	3.76	4.72	5.57	5.13	5.13	4.38	9.28	5.20
Balance with Banks	1.28	1.71	2.78	0.94	1.27	3.23	1.15	4.01	1.35	1.00
Investments	24.83	22.76	23.55	25.60	25.40	21.41	22.26	21.84	17.13	22.70
Advances	64.20	61.88	65.84	64.93	64.85	62.03	63.59	61.77	62.44	62.62
Net Block	0.42	0.34	0.32	0.29	0.28	0.58	0.52	0.47	0.42	0.42
Other Assets	4.89	3.47	3.75	3.52	2.63	7.58	7.29	7.49	9.33	8.06
Total Assets	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

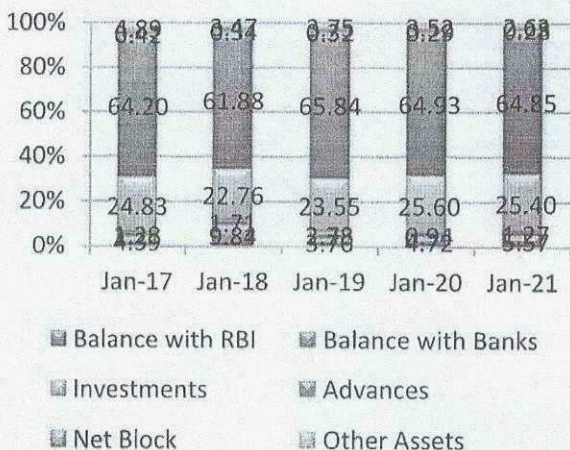
Liabilities of HDFC



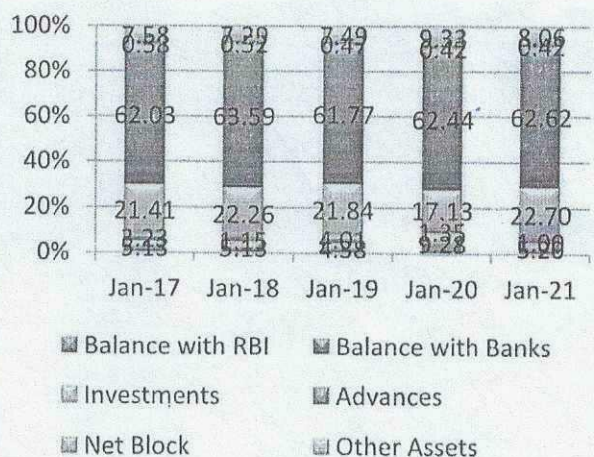
Liabilities of Axis Bank



Assets of HDFC Bank



Assets of Axis Bank



Interpretation: -

Total Liabilities and Total Assets: It is considered as base for calculation.

1. Total Liabilities: It is the sum of sources from Share Capital, Total Reserves, Deposits, Borrowings and other liabilities. Maximum source of funds should be from depositors as it is very cheap source and need to pay very low cost from the source.

2. Share Capital: - It is the part of the capital that have been obtained by issue of shares (common shares and preference shares)



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3. *Total Reserves*: - It is a certain portion of profits retained in the business to meet future contingencies and growth prospects etc.
 4. *Deposits*: - It includes sum of all money deposited into savings, fixed deposits, term deposits etc. cheaper source of funds.
 - a. HDFC- Maximus source of funds is 76.43% in 2021 from depositors good in attracting depositors.
 - b. Axis Bank – Maximum source of funds is 71.01% in 2021 from depositors which is good sign but still less as compared to HDFC Bank.
 5. *Borrowings*: - It includes money taken from central bank or interbank bank loans.
 - a. Axis has more borrowings from banks 14.34% as compared to HDFC of 7.76% in 2021
 6. *Other Liabilities*: - It is the amount that is kept aside in your accounts to cover a future liability. Other liabilities are all miscellaneous obligations that a company lumps together on financial statements
 - a. Axis bank and HDFC bank has almost same amount of source from other liabilities with approx. 4%
 7. *Total Liabilities*: - It is the combined debts that a company owes to stakeholders and others.
- Assets**:- Almost similar in all aspects except Investments and Deposits.
8. *Balance with RBI*: - It is the short term asset for a bank in terms of cash kept with RBI
 9. *Balance with Banks*: - It is the short term loan that a bank gives to earn interest on the surplus balance
 10. *Investments*: - All investments made by the bank. Mostly it comprises of government securities, treasuries and bonds.
 - a. HDFC has more investments of 25.40% as compared to Axis of 22.70% of total assets.
 11. *Advances*:- The total of advance of a specified sum of money to individual or business by a bank
 12. *Net block*: - It is the sum of total of all the assets valued at the cost of acquisition (gross block) less accumulated depreciation on assets.
 13. *Other Assets*: - The sum of other assets apart from loans and investments
 14. *Total Assets*: - Assets are anything that a business owns, has value and can be converted into cash. It includes all the current and non-current assets that a company owns.

CONCLUSIONS:

In core banking – HDFC is good compared to Axis banks. Where the interest expended is less than Axis bank, which shows they don't pay higher interest to attract depositors. In Non-core banking – Axis is good in income from other sources. Interest expended is higher in Axis banks, means paying higher interest rates to attract the depositors. Overall HDFC is more efficient in lending habits and able to earn more profits than Axis Bank.

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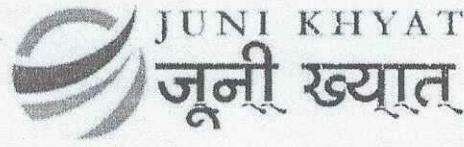


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A STUDY ON IMPACT OF BUSINESS VARIABLES ON FINANCIAL PROBLEMS OF MICRO, SMALL AND MEDIUM SCALE TEXTILE UNITS IN SOLAPUR CITY

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ABSTRACT:

Globally, there is an increased recognition of the important role played by micro, small and medium enterprises (MSMEs) in the economic development of a country. Similarly, In India, MSMEs is the main engine behind the economic growth. In particular, MSMEs is one of the biggest contributors to GDP, employment and plays a core role in the supply chain of large businesses. One of the major problems faced by MSMEs in India is lack of finance to advance business growth. MSMEs lack setup capital, liquid capital, working capital and investment capital to survive and grow in a dynamic and predatory competitive business environment. MSMEs heavily depend on the financial institutions such as banks, credit corporations and development banks for the supply of finance to meet their daily financial needs. Against this backdrop this paper will examine the financial obstacles faced by MSMEs. The paper will provide some recommendations for change in government policy and regulation in assisting MSMEs.

Keywords: Financing Development, MSMEs, Finance, Financial Problems, Business Variables, Regulatory Policies, Nature of Ownership, Turnover, Age of Unit, Capacity Utilization.

INTRODUCTION:

In present scenario of business, the micro, small and medium enterprises have been accepted as the engine of growth for promoting equitable development. The Indian economy thrives through the process of creating enterprise. The MSME have been contributing to expansion of entrepreneurial culture through business innovations. The MSME are widely dispersed across the sector of the economy, producing diverse range of products and services to meet demands of local as well as global markets. The contribution of MSME in GDP is 6%, 33% manufacturing sector and 45% in exports. The number of MSME and employment in MSME sector are 512.99 lakh and 1112.28 lakh respectively.

Classification of MSME

Sr. No.	Classification	Manufacturing Enterprises * (Rupees in Lakhs)	Service Enterprises ** (Rupees in Lakhs)
1	Micro	25	10
2	Small	500	200
3	Medium	1000	500

*Investment Limit in Plant and Machinery

**Investment Limit in Equipments

PROBLEM STATEMENT:

This study is relevant, particularly, when the Government is very keen on the promotion and development of this capital sparing and labour intensive sector. It has already been mentioned that a big role is played both by the Public and Private Agencies for the promotion and smooth functioning of the sector. Yet, this sector is not performing up to the expectations of many as it has been suffering from several problems. Therefore, the importance of the present study need not be over emphasized in the light of the fact that different problems are centered in this sector and that this study aims at resolving the varied problems of this sector.

The present study attempts to throw light on the varied problems of the micro, small and medium sectors. Further, the study may help the policy makers to formulate of certain policies in the light of changing conditions to resolve the problems of MSME's with entitled "A Study on Impact of



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OBJECTIVE OF THE STUDY:

1. To study the impact of business variables (ownership, turnover, age of unit and capacity utilization) on financial problems of Micro, Small and Medium scale textile units in Solapur city.
2. To rank the 23 Financial Problems faced by owners of MSMEs

HYPOTHESES OF THE STUDY:

1. H_0 : There is no significant impact of nature of ownership on the financial problem of Micro, Small and Medium scale textile units in Solapur city
 H_1 : There is significant impact of nature of ownership on the financial problem of Micro, Small and Medium scale textile units in Solapur city
2. H_0 : There is no significant impact of turnover on the financial problem of Micro, Small and Medium scale textile units in Solapur city
 H_2 : There is significant impact of turnover on the financial problem of Micro, Small and Medium scale textile units in Solapur city
3. H_0 : There is no significant impact of age of unit on the financial problem of Micro, Small and Medium scale textile units in Solapur city
 H_3 : There is significant impact of age of unit on the financial problem of Micro, Small and Medium scale textile units in Solapur city
4. H_0 : There is no significant impact of capacity utilization on the financial problem of Micro, Small and Medium scale textile units in Solapur city
 H_4 : There is significant impact of capacity utilization on the financial problem of Micro, Small and Medium scale textile units in Solapur city

SCOPE OF THE STUDY:

- a. **Subjective scope:** -
Research study is related to impact of demographic and business variables on twenty three financial problems identified by researcher.
- b. **Organization wise scope:** -
Research study is related to impact of financial problems on financial performance of textile manufacturing units in Solapur city.
- c. **Geographical area wise scope:** -
Research study is limited to Micro, Small and Medium scale textile units in Solapur city area. It is related to Solapur MIDC area.
- d. **Analytical scope:** - Research study has scope of analysis of different financial problems, impact of demographic and business variables on Micro, Small and Medium Scale Textile units in Solapur city.
- e. **Period wise scope:** -
Even though the study is not limited to a specific time period, but for the convenience the study mainly had focused on four years spreading from 2013 to 2017.

LIMITATIONS OF THE STUDY:

The research has certain limitations: -

- a. The universe of the investigation is restricted to the Solapur City of Maharashtra. As such the generalizations of the results of the study could only be restricted to the area under investigation particular and the areas where the similar conditions prevailing general.
- b. The study covered the registered units of Micro, Small and Medium Scale units at District Industries Centers (DIC's), which is not applicable for unregistered units.



- c. Many of the owners did not maintain the proper records of their production, income, expenditure, profit; hence the details supplied by memory call method may lead under or over estimation of the values.
- d. The inferences drawn and findings and conclusions obtained from research study are depend upon the financial information given by the Micro, Small and Medium scale textile units in Solapur city.

RESEARCH DESIGN OF THE STUDY:

The challenging problem that follows the task of defining the research problem is the preparation of the design of the research project, known as the research design. In fact the research design is the conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The descriptive research design is used in the present study.

SAMPLING DESIGN OF THE STUDY:

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher would adopt in selecting items for the sample. It includes the followings;

Universe: The owners of Micro, Small and Medium Scale Textile units of Solapur District.

Population: The owners of Micro, Small and Medium Scale Textile units of the Solapur City.

Sampling frame: The list of owners of registered Micro, Small and Medium Scale Textile units of the Solapur City at DIC (District Industries Center) office record.

Sample size: The owners of the selected Micro, Small and Medium scale textile units of Solapur city. The 354 questionnaire were circulated out of which 327 questionnaire were appropriate for the purpose of research work. The total Micro, Small and Medium Scale Textile units are 2200 units of population data received from DIC (District Industries Center) Source: Office record: DIC.

The sample size is calculated from the formula given below.

$$n = N / (1 + N * e^2)$$

n = Sample Size

N = Population

e = Level of Significance

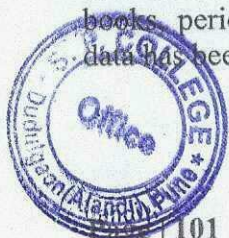
Sampling procedure: The systematic random sampling (Probability sampling) is used for the data collection.

REFERENCE PERIOD:

The length of the study is not limited but the reference period covers four years from 2013 to 2017. The reference period for the collection of primary data was six months. The survey was conducted during the period from September 2016 to March 2017.

COLLECTION OF SECONDARY DATA:

The research is also based secondary data. The secondary data is collected from various secondary sources like the Ministry of Micro, Small and Medium Enterprises, Development Commissioner, Ministry Of Micro, Small & Medium Enterprises, Maharashtra Industrial Development Corporation, Reserve Bank of India publications, the key performance indicators of the Micro, Small and Medium Enterprises (MSMEs), the central and state government publications, publications of economics and statistics department, different committee reports, the Micro, Small and Medium Enterprises (MSME) annual reports. The secondary data is also collected from the books, periodicals, magazines, journals, Ph.D. theses and websites etc. The collected secondary data has been critically analyzed in the chapter-5.



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COLLECTION OF PRIMARY DATA: -

The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The primary data has been collected through the field survey. For this purpose one set of structured questionnaire was prepared for the owners of Micro, Small and Medium enterprises in Solapur. The owners are personally interviewed which enabled the researcher to get the first hand information and gave an opportunity to observe the owners personally. It was made sure that the questions were correctly understood by the owners (respondents) by asking the questions in the local language and repeating questions whenever necessary. The primary data is analyzed in the chapter-5.

The questionnaire was prepared to meet the objectives of research. Questionnaire includes both open end and close end questions. The questionnaire is divided into three parts, first part has personal details of owner of unit, second part includes details of the unit and third part contains details about the problems faced by owners.

ANALYSIS AND INTERPRETATION OF PRIMARY DATA: -

The collected primary data has been processed and analyzed according to the objectives of research. The data has been classified and tabulated to analyze and interpret accordingly. The statistical tools like percentage, frequency, average, standard deviation, coefficient of variation (CV), t-test, analysis of variance (ANOVA), chi square test etc. were used for the analysis. For the analysis of data the Statistical Package for the Social Sciences (SPSS), Microsoft Office (MS Office) was used.

Statistical tools used for the analysis:

The collected data analyzed by using the statistical tools like percentage, frequency, average, standard deviation, coefficient of variation (CV), difference of mean test, correlation, regression, coefficient of determination, analysis of variance (ANOVA), chi square test etc. the help of Statistical Package for the Social Sciences (SPSS), Microsoft Office (MS Office) taken for the study. The findings of the data are suitably interpreted and finally the necessary inferences are drawn. Tables, charts, diagrams, figures, maps are used to make the data more attractive and relevant. Below is given the specific statistical tools used to analyze the data.

1. To test the difference between nature of ownership and financial problems of micro, small and medium enterprises 'ANOVA' test is used.
2. To test the difference between age of unit and financial problems of micro, small and medium enterprises 'ANOVA' test is used.
3. To test the difference between turnover and financial problems of micro, small and medium enterprises 'ANOVA' test is used.
4. To test the difference between capacity utilization and financial problems of micro, small and medium enterprises 'ANOVA' test is used.

ANALYSIS AND INTERPRETATION OF DATA

The researcher identified 23 financial problems faced by Micro Small and Medium Enterprises from the past literatures. Efforts are also made to analyze the reasons for the problems and suggest to appropriate measures to resolve them. The researched also collected primary data from questionnaire from 327 MSME's textile units and analysis done on the collected data.

Sr. No.	Types of Financial Problems	Sr. No.	Types of Financial Problems
1	Expensive Raw Material	13	Insufficient Fixed Capital
2	High Wastages, Sabotage, Breakage	14	Insufficient Working Capital
3	Heavy Equipment and Maintenance Cost	15	Inability to obtain External Financing
4	Increase in cost of overheads	16	Inability to obtain Internal Financing
5	High Wages or Payroll	17	High Rate of Interest
6	High Training and Development Cost	18	Lack of Collateral Security
	High insurance costs	19	Heavy Start-up Cost
	High Wholesale Cost Price	20	High Government Tax, VAT & Custom Duty



9	High Transportation and Petrol Cost	21	High Rent, Utilities Cost
10	Heavy Advertisement and Promotion Cost	22	Ability to meet financial obligation
11	High Bad Debts and Write-offs	23	Delays in account receivables payment
12	Fluctuations in Sales Volume		

HYPOTHESES TESTING: -

A) RELATIONSHIP BETWEEN NATURE OF OWNERSHIP AND FINANCIAL PROBLEMS FACED BY MSME'S.

Hypothesis 1:

H₀: There is no significant impact of nature of ownership on the financial problem of the MSMEs

H₁: There is significant impact of nature of ownership of owner on the financial problem of the MSMEs

TABLE – 1 THE RELATIONSHIP BETWEEN NATURE OF OWNERSHIP AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Ownership	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	3.3876	1.6938	1.39931	< .00001	Sig.
		Within Groups	392.19	1.2105			
2	High Wastages, Sabotage, Breakage	Between Groups	33.9097	16.955	8.84451	< .00001	Sig.
		Within Groups	621.106	1.917			
3	Heavy Equipment and Maintenance Cost	Between Groups	1.5638	0.7819	0.4998	< .00001	Sig.
		Within Groups	506.877	1.5644			
4	Increase in cost of overheads	Between Groups	19.4857	9.7428	6.85924	0.001209	Sig.
		Within Groups	460.209	1.4204			
5	High Wages or Payroll	Between Groups	14.5235	7.2618	4.1049	< .00001	Sig.
		Within Groups	573.171	1.769			
6	High Training and Development Cost	Between Groups	1.6513	0.8256	0.68591	0.504361	Sig.
		Within Groups	390.006	1.2037			
7	High insurance costs	Between Groups	0.6079	0.304	0.15907	< .00001	Sig.
		Within Groups	619.105	1.9108			
8	High Wholesale Cost Price	Between Groups	16.9794	8.4897	3.04025	0.04919	Sig.
		Within Groups	904.751	2.7924			
9	High Transportation and Petrol Cost	Between Groups	98.1765	49.088	50.5323	< .00001	Sig.
		Within Groups	314.741	0.9714			
10	Heavy Advertisement and Promotion Cost	Between Groups	3.7019	1.8509	1.24779	0.288516	Sig.
		Within Groups	480.616	1.4834			
11	High Bad Debts and Write-offs	Between Groups	40.1122	20.056	9.87752	0.000069	Sig.
		Within Groups	657.876	2.0305			
12	Fluctuations in Sales Volume	Between Groups	3.39	1.695	2.50684	0.083106	Sig.
		Within Groups	219.075	0.6762			
13	Insufficient Fixed Capital	Between Groups	61.7134	30.857	16.8916	< .00001	Sig.
		Within Groups	591.865	1.8267			
14	Insufficient Working Capital	Between Groups	93.7973	46.899	20.0322	< .00001	Sig.
		Within Groups	758.539	2.3412			
15	Inability to obtain External Financing	Between Groups	12.4178	6.2089	3.57443	0.029142	Sig.
		Within Groups	562.799	1.737			
16	Inability to obtain Internal Financing	Between Groups	71.3866	35.693	15.1066	< .00001	Sig.
		Within Groups	765.537	2.3628			
17	High Rate of Interest	Between Groups	2.7612	1.3806	1.40852	0.024557	Sig.
		Within Groups	317.5752	0.9802			
18	Lack of Collateral Security	Between Groups	34.6832	17.341	6.48092	0.001739	Sig.
		Within Groups	866.956	2.6758			
19	Heavy Start-up Cost	Between Groups	9.817	4.9085	2.55719	0.079086	Sig.
		Within Groups	621.914	1.9195			
20	High Government Tax, & Custom Duty	Between Groups	50.8777	25.439	8.84491	0.000182	Sig.
		Within Groups	931.856	2.8761			



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21	High Rent, Utilities Cost	Between Groups	26.4559	13.228	3.9092	0.02101	Sig.
		Within Groups	1096.35	3.3838			
22	Ability to meet financial obligation	Between Groups	0.4199	0.21	0.13072	0.877512	Sig.
		Within Groups	520.449	1.6063			
23	Delays in account receivables payment	Between Groups	54.936	27.468	14.5175	< .00001	Sig.
		Within Groups	613.027	1.8921			

INTERPRETATION: -

The ANOVA test applied to study relationship between Nature of ownership and financial problems. The nature of ownership has following categories: sole proprietorship, hindu undivided family and partnership.

The Table – 1 shows there is significant impact of nature of ownership in relation to financial problems like Expensive Raw Material, High Wastages, Sabotage, Breakage, Heavy Equipment and Maintenance Cost, High insurance costs, High Wholesale Cost Price, High Transportation and Petrol Cost, High Bad Debts and Write-offs, Insufficient Fixed Capital, Insufficient Working Capital, Inability to obtain External Financing, Inability to obtain Internal Financing, High Rate of Interest, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Delays in account receivables payment faced by MSME enterprises.

But there is no significant impact of nature of ownership on financial problems like High Training and Development Cost, Heavy Advertisement and Promotion Cost, Fluctuations in Sales Volume and Ability to meet financial obligation.

Thus we can conclude overall there is significant impact of nature of ownership on major financial problems at greater extent.

B) RELATIONSHIP BETWEEN TURNOVER AND FINANCIAL PROBLEMS FACED BY MSME'S.

HYPOTHESIS 2:

H₀: There is no significant impact of turnover on the financial problem of the MSMEs

H₂: There is significant impact of turnover on the financial problem of the MSMEs

TABLE – 2 THE RELATIONSHIP BETWEEN TURNOVER AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Turnover	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	17.8721	5.9574	5.09452	0.001855	Significant
		Within Groups	377.706	1.1694			
2	High Wastages, Sabotage, Breakage	Between Groups	18.3671	6.1224	3.10615	0.026738	Significant
		Within Groups	636.648	1.971			
3	Heavy Equipment and Maintenance Cost	Between Groups	14.1448	4.7149	3.081	0.027646	Significant
		Within Groups	494.296	1.5303			
4	Increase in cost of overheads	Between Groups	46.8102	15.603	11.6426	< .00001	Significant
		Within Groups	432.884	1.3402			
5	High Wages or Payroll	Between Groups	63.2654	21.089	12.9886	< .00001	Significant
		Within Groups	524.429	1.6236			
6	High Training and Development Cost	Between Groups	13.697	4.5657	3.90175	0.00924	Significant
		Within Groups	377.961	1.1702			
7	High insurance costs	Between Groups	5.8056	1.9352	1.01818	0.384757	Not Significant
		Within Groups	613.907	1.9006			
8	High Wholesale Cost Price	Between Groups	508.317	169.44	132.382	< .00001	Significant
		Within Groups	413.414	1.2799			
9	High Transportation and Petrol Cost	Between Groups	2.8956	0.9652	0.76036	0.517023	Not Significant
		Within Groups	410.022	1.2694			
11	Heavy Advertisement and Promotion Cost	Between Groups	2.0487	0.6829	0.45738	0.712265	Not Significant
		Within Groups	482.269	1.4931			
11	High Bad Debts and Write-offs	Between Groups	108.583	36.194	19.8348	< .00001	Significant
		Within Groups	589.405	1.8248			
12	Fluctuations in Sales Volume	Between Groups	1.514	0.5047	0.73777	0.530144	Not Significant
		Within Groups	220.951	0.6841			

13	Insufficient Fixed Capital	Between Groups	144.189	48.063	30.4763	< .00001	Significant
		Within Groups	509.389	1.5771			
14	Insufficient Working Capital	Between Groups	141.615	47.205	21.4531	< .00001	Significant
		Within Groups	710.722	2.2004			
15	Inability to obtain External Financing	Between Groups	23.6819	7.894	4.62301	0.003503	Significant
		Within Groups	551.535	1.7075			
16	Inability to obtain Internal Financing	Between Groups	71.3891	23.796	10.0403	< .00001	Significant
		Within Groups	765.5345	2.3701			
17	High Rate of Interest	Between Groups	2.9309	0.977	0.99419	0.395735	Not Significant
		Within Groups	317.4055	0.9827			
18	Lack of Collateral Security	Between Groups	72.1976	24.0659	9.3717	< .00001	Significant
		Within Groups	829.442	2.5679			
19	Heavy Start-up Cost	Between Groups	68.5527	22.851	13.1057	< .00001	Significant
		Within Groups	563.178	1.7436			
20	High Government Tax, VAT & Custom Duty	Between Groups	108.184	36.061	13.3186	< .00001	Significant
		Within Groups	874.55	2.7076			
21	High Rent, Utilities Cost	Between Groups	236.587	78.862	28.7428	< .00001	Significant
		Within Groups	886.221	2.7437			
22	Ability to meet financial obligation	Between Groups	6.1333	2.0444	1.28289	0.280204	Not Significant
		Within Groups	514.735	1.5936			
23	Delays in account receivables payment	Between Groups	27.8041	9.268	4.6763	0.00326	Significant
		Within Groups	640.159	1.9819			

INTERPRETATION:

The ANOVA test applied to study relationship between turnover and financial problems. The Table – 2 shows there is significant impact of turnover in relation to financial problems like Expensive Raw Material, High Wastages, Sabotage, Breakage, Heavy Equipment and Maintenance Cost, Increase in cost of overheads, High Wages or Payroll, High Training and Development Cost, High Wholesale Cost Price, High Bad Debts and Write-offs, Insufficient Fixed Capital, Insufficient Working Capital, Inability to obtain External Financing, Inability to obtain Internal Financing, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Delays in account receivables payment.

But there is no significant impact of turnover on financial problems like High insurance costs, High Transportation and Petrol Cost, Heavy Advertisement and Promotion Cost, Fluctuations in Sales Volume, High Rate of Interest, Ability to meet financial obligation.

Thus overall we can conclude that there is significant impact of turnover on major financial problems.

C) Relationship between age of unit and financial problems faced by MSME's.

Hypothesis 3:

H₀: There is no significant impact of age of unit on the financial problem of the MSMEs

H₃: There is significant impact of age of unit on the financial problem of the MSMEs

TABLE – 3 THE RELATIONSHIP BETWEEN AGE OF UNIT AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Age of Unit	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	30.6445	10.215	9.04109	< .00001	Significant
		Within Groups	364.933	1.1298			
2	High Wastages, Sabotage, Breakage	Between Groups	13.3652	4.4551	2.24263	0.083228	Not Significant
		Within Groups	641.65	1.9865			
3	Heavy Equipment and Maintenance Cost	Between Groups	9.2729	3.091	2.00009	0.11385	Not Significant
		Within Groups	499.168	1.5454			
4	Increase in cost of overheads	Between Groups	45.581	15.194	11.3048	< .00001	Significant
		Within Groups	434.113	1.344			
	High Wages or Payroll	Between Groups	10.6068	3.5356	1.97891	< .00001	Significant



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13	Insufficient Fixed Capital	Between Groups	144.189	48.063	30.4763	< .00001	Significant
		Within Groups	509.389	1.5771			
14	Insufficient Working Capital	Between Groups	141.615	47.205	21.4531	< .00001	Significant
		Within Groups	710.722	2.2004			
15	Inability to obtain External Financing	Between Groups	23.6819	7.894	4.62301	0.003503	Significant
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		Within Groups	317.4055	0.9827			
18	Lack of Collateral Security	Between Groups	72.1976	24.0659	9.3717	< .00001	Significant
		Within Groups	829.442	2.5679			
19	Heavy Start-up Cost	Between Groups	68.5527	22.851	13.1057	< .00001	Significant
		Within Groups	563.178	1.7436			
20	High Government Tax, VAT & Custom Duty	Between Groups	108.184	36.061	13.3186	< .00001	Significant
		Within Groups	874.55	2.7076			
21	High Rent, Utilities Cost	Between Groups	236.587	78.862	28.7428	< .00001	Significant
		Within Groups	886.221	2.7437			
22	Ability to meet financial obligation	Between Groups	6.1333	2.0444	1.28289	0.280204	Not Significant
		Within Groups	514.735	1.5936			
23	Delays in account receivables payment	Between Groups	27.8041	9.268	4.6763	0.00326	Significant
		Within Groups	640.159	1.9819			

INTERPRETATION:

The ANOVA test applied to study relationship between turnover and financial problems. The Table – 2 shows there is significant impact of turnover in relation to financial problems like Expensive Raw Material, High Wastages, Sabotage, Breakage, Heavy Equipment and Maintenance Cost, Increase in cost of overheads, High Wages or Payroll, High Training and Development Cost, High Wholesale Cost Price, High Bad Debts and Write-offs, Insufficient Fixed Capital, Insufficient Working Capital, Inability to obtain External Financing, Inability to obtain Internal Financing, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Delays in account receivables payment.

But there is no significant impact of turnover on financial problems like High insurance costs, High Transportation and Petrol Cost, Heavy Advertisement and Promotion Cost, Fluctuations in Sales Volume, High Rate of Interest, Ability to meet financial obligation. Thus overall we can conclude that there is significant impact of turnover on major financial problems.

C) Relationship between age of unit and financial problems faced by MSME's.

Hypothesis 3:

H₀: There is no significant impact of age of unit on the financial problem of the MSMEs

H₃: There is significant impact of age of unit on the financial problem of the MSMEs

TABLE – 3 THE RELATIONSHIP BETWEEN AGE OF UNIT AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Age of Unit	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	30.6445	10.215	9.04109	< .00001	Significant
		Within Groups	364.933	1.1298			
2	High Wastages, Sabotage, Breakage	Between Groups	13.3652	4.4551	2.24263	0.083228	Not Significant
		Within Groups	641.65	1.9865			
3	Heavy Equipment and Maintenance Cost	Between Groups	9.2729	3.091	2.00009	0.11385	Not Significant
		Within Groups	499.168	1.5454			
4	Increase in cost of overheads	Between Groups	45.581	15.194	11.3048	< .00001	Significant
		Within Groups	434.113	1.344			
5	High Wages or Payroll	Between Groups	10.6068	3.5356	1.97891	< .00001	Significant



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		Within Groups	577.087	1.7866			
6	High Training and Development Cost	Between Groups	1.5262	0.5087	0.4212	< .00001	Significant
		Within Groups	390.131	1.2078			
7	High insurance costs	Between Groups	4.1935	1.3978	0.73353	< .00001	Significant
		Within Groups	615.519	1.9056			
8	High Wholesale Cost Price	Between Groups	7.4439	2.4813	0.8766	< .00001	Significant
		Within Groups	914.287	2.8306			
9	High Transportation and Petrol Cost	Between Groups	2.4214	0.8071	0.63509	0.592867	Not Significant
		Within Groups	410.496	1.2709			
10	Heavy Advertisement and Promotion Cost	Between Groups	7.6379	2.546	1.72517	< .00001	Significant
		Within Groups	476.68	1.4758			
11	High Bad Debts and Write-offs	Between Groups	0.5304	0.1768	0.08188	< .00001	Significant
		Within Groups	697.457	2.1593			
12	Fluctuations in Sales Volume	Between Groups	3.1711	1.057	1.55694	0.199755	Not Significant
		Within Groups	219.294	0.6789			
13	Insufficient Fixed Capital	Between Groups	13.5172	4.5057	2.27378	< .00001	Significant
		Within Groups	640.061	1.9816			
14	Insufficient Working Capital	Between Groups	12.7285	4.2428	1.63223	< .00001	Significant
		Within Groups	839.608	2.5994			
15	Inability to obtain External Financing	Between Groups	9.127	3.0423	1.7359	< .00001	Significant
		Within Groups	566.09	1.7526			
16	Inability to obtain Internal Financing	Between Groups	23.5161	7.8387	3.11271	0.026506	Significant
		Within Groups	813.408	2.5183			
17	High Rate of Interest	Between Groups	11.7259	3.9086	4.09087	0.007168	Not Significant
		Within Groups	308.611	0.9555			
18	Lack of Collateral Security	Between Groups	36.0102	12.003	4.47894	0.004253	Significant
		Within Groups	865.629	2.68			
19	Heavy Start-up Cost	Between Groups	6.3522	2.1174	1.09361	0.351935	Not Significant
		Within Groups	625.379	1.9362			
20	High Government Tax, VAT & Custom Duty	Between Groups	8.1011	2.7004	0.89492	0.444012	Not Significant
		Within Groups	974.633	3.0174			
21	High Rent, Utilities Cost	Between Groups	11.0287	3.6762	1.06804	0.362779	Not Significant
		Within Groups	1111.78	3.442			
22	Ability to meet financial obligation	Between Groups	1.5224	0.5075	0.31562	0.814089	Not Significant
		Within Groups	519.346	1.6079			
23	Delays in account receivables payment	Between Groups	25.3706	8.4569	4.25086	0.005781	Significant
		Within Groups	642.593	1.9895			

INTERPRETATION: -

ANOVA - TEST:

The ANOVA test applied to study relationship between age of unit and financial problems. The age of unit has following categories:

The above table 3 shows there is significant impact of age of unit on major financial problems like Expensive Raw Material, High Wastages, Sabotage, Breakage, Heavy Equipment and Maintenance Cost, Increase in cost of overheads, High Wages or Payroll, High Training and Development Cost, High Wholesale Cost Price, High Bad Debts and Write-offs, Insufficient Fixed Capital, Insufficient Working Capital, Inability to obtain External Financing, Inability to obtain



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Internal Financing, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Delays in account receivables payment.

But there are no significant impact between age of unit in relation to financial problems of High insurance costs, High Transportation and Petrol Cost, Heavy Advertisement and Promotion Cost, Fluctuations in Sales Volume, High Rate of Interest.

Thus we can conclude that overall there is significant impact of age of unit on major financial problems of MSME.

D) RELATIONSHIP BETWEEN CAPACITY UTILIZATION AND FINANCIAL PROBLEMS FACED BY MSME'S.

HYPOTHESIS 4:

H₀: There is no significant impact of capacity utilization of unit on the financial problem of the MSMEs

H₄: There is significant impact of capacity utilization of unit on the financial problem of the MSMEs.

TABLE - 4 CAPACITY UTILIZATION AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Capacity	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	11.7526	3.9175	3.29672	0.020751	Significant
		Within Groups	383.825	1.1883			
2	High Wastages, Sabotage, Breakage	Between Groups	4.4934	1.4978	0.74369	< .00001	Significant
		Within Groups	650.522	2.014			
3	Heavy Equipment and Maintenance Cost	Between Groups	6.9525	2.3175	1.49267	0.216419	Not Significant
		Within Groups	501.488	1.5526			
4	Increase in cost of overheads	Between Groups	42.9128	14.304	10.578	< .00001	Significant
		Within Groups	436.781	1.3523			
5	High Wages or Payroll	Between Groups	20.6715	6.8905	3.92512	0.008955	Significant
		Within Groups	567.023	1.7555			
6	High Training and Development Cost	Between Groups	24.0352	8.0117	7.03926	0.000134	Significant
		Within Groups	367.622	1.1381			
7	High insurance costs	Between Groups	25.8748	8.6249	4.69128	0.003195	Significant
		Within Groups	593.838	1.8385			
8	High Wholesale Cost Price	Between Groups	3.1123	1.0374	0.36477	< .00001	Significant
		Within Groups	918.619	2.844			
9	High Transportation and Petrol Cost	Between Groups	43.8932	14.631	12.8063	< .00001	Significant
		Within Groups	369.024	1.1425			
10	Heavy Advertisement and Promotion Cost	Between Groups	8.9764	2.9921	2.03319	0.109107	Not Significant
		Within Groups	475.342	1.4716			
11	High Bad Debts and Write-offs	Between Groups	12.0784	4.0261	1.89594	0.130105	Not Significant
		Within Groups	685.909	2.1236			
12	Fluctuations in Sales Volume	Between Groups	37.6791	12.56	21.954	< .00001	Significant
		Within Groups	184.786	0.5721			
13	Insufficient Fixed Capital	Between Groups	18.137	6.0457	3.07307	0.027938	Significant
		Within Groups	635.441	1.9673			
14	Insufficient Working Capital	Between Groups	18.3107	6.1036	2.36377	0.071092	Not Significant
		Within Groups	834.026	2.5821			
15	Inability to obtain External	Between Groups	15.2508	5.0836	2.93233	0.033668	Significant



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Internal Financing, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Delays in account receivables payment.

But there are no significant impact between age of unit in relation to financial problems of High insurance costs, High Transportation and Petrol Cost, Heavy Advertisement and Promotion Cost, Fluctuations in Sales Volume, High Rate of Interest.

Thus we can conclude that overall there is significant impact of age of unit on major financial problems of MSME.

D) RELATIONSHIP BETWEEN CAPACITY UTILIZATION AND FINANCIAL PROBLEMS FACED BY MSME'S.

HYPOTHESIS 4:

H₀: There is no significant impact of capacity utilization of unit on the financial problem of the MSMEs

H₄: There is significant impact of capacity utilization of unit on the financial problem of the MSMEs.

TABLE – 4 CAPACITY UTILIZATION AND FINANCIAL PROBLEM (ANOVA TEST)

Sr. No.	Financial Problems	Capacity	SS	MS	F	Sig	Results
1	Expensive Raw Material	Between Groups	11.7526	3.9175	3.29672	0.020751	Significant
		Within Groups	383.825	1.1883			
2	High Wastages, Sabotage, Breakage	Between Groups	4.4934	1.4978	0.74369	< .00001	Significant
		Within Groups	650.522	2.014			
3	Heavy Equipment and Maintenance Cost	Between Groups	6.9525	2.3175	1.49267	0.216419	Not Significant
		Within Groups	501.488	1.5526			
4	Increase in cost of overheads	Between Groups	42.9128	14.304	10.578	< .00001	Significant
		Within Groups	436.781	1.3523			
5	High Wages or Payroll	Between Groups	20.6715	6.8905	3.92512	0.008955	Significant
		Within Groups	567.023	1.7555			
6	High Training and Development Cost	Between Groups	24.0352	8.0117	7.03926	0.000134	Significant
		Within Groups	367.622	1.1381			
7	High insurance costs	Between Groups	25.8748	8.6249	4.69128	0.003195	Significant
		Within Groups	593.838	1.8385			
8	High Wholesale Cost Price	Between Groups	3.1123	1.0374	0.36477	< .00001	Significant
		Within Groups	918.619	2.844			
9	High Transportation and Petrol Cost	Between Groups	43.8932	14.631	12.8063	< .00001	Significant
		Within Groups	369.024	1.1425			
10	Heavy Advertisement and Promotion Cost	Between Groups	8.9764	2.9921	2.03319	0.109107	Not Significant
		Within Groups	475.342	1.4716			
11	High Bad Debts and Write-offs	Between Groups	12.0784	4.0261	1.89594	0.130105	Not Significant
		Within Groups	685.909	2.1236			
12	Fluctuations in Sales Volume	Between Groups	37.6791	12.56	21.954	< .00001	Significant
		Within Groups	184.786	0.5721			
13	Insufficient Fixed Capital	Between Groups	18.137	6.0457	3.07307	0.027938	Significant
		Within Groups	635.441	1.9673			
14	Insufficient Working Capital	Between Groups	18.3107	6.1036	2.36377	0.071092	Not Significant
		Within Groups	834.026	2.5821			
	Ability to obtain External	Between Groups	15.2508	5.0836	2.93233	0.033668	Significant



	Financing	Within Groups	559.966	1.7336			
16	Inability to obtain Internal Financing	Between Groups	75.1086	25.036	10.615	< .00001	Significant
		Within Groups	761.815	2.3586			
17	High Rate of Interest	Between Groups	3.0454	1.0151	1.03341	< .00001	Significant
		Within Groups	317.291	0.9823			
18	Lack of Collateral Security	Between Groups	5.5153	1.8384	0.66264	< .00001	Significant
		Within Groups	896.124	2.7744			
19	Heavy Start-up Cost	Between Groups	128.613	42.871	27.5229	< .00001	Significant
		Within Groups	503.118	1.5576			
20	High Government Tax, VAT & Custom Duty	Between Groups	71.9484	23.983	8.50524	0.000019	Significant
		Within Groups	910.786	2.8198			
21	High Rent, Utilities Cost	Between Groups	132.141	44.047	14.3612	< .00001	Significant
		Within Groups	990.667	3.0671			
22	Ability to meet financial obligation	Between Groups	0.4433	0.1478	0.09172	< .00001	Significant
		Within Groups	520.425	1.6112			
23	Delays in account receivables payment	Between Groups	27.781	9.2603	4.67225	0.003278	Significant
		Within Groups	640.182	1.982			

INTERPRETATION: -
ANOVA - TEST: -

The ANOVA test applied to study relationship between capacity utilization of unit and financial problems. The Table - 4 shows there is significant difference between capacity utilizations in relation to financial problems like Expensive Raw Material, High Wastages, Sabotage, Breakage, Increase in cost of overheads, High Wages or Payroll, High Training and Development Cost, High insurance costs, High Wholesale Cost Price, High Transportation and Petrol Cost, Fluctuations in Sales Volume, Insufficient Fixed Capital, Inability to obtain External Financing, Inability to obtain Internal Financing, High Rate of Interest, Lack of Collateral Security, Heavy Start-up Cost, High Government Tax, VAT & Custom Duty, High Rent, Utilities Cost, Ability to meet financial obligation, Delays in account receivables payment faced by MSME enterprises.

But there are no significant differences between Education in relation to financial problems of Heavy Equipment and Maintenance Cost, Heavy Advertisement and Promotion Cost, High Bad Debts and Write-offs, Insufficient Working Capital.

Thus overall it is concluded from the table that there is significant impact of capacity utilizations on financial problems of MSME's

Ranking of Financial Problems: -

The 23 given financial problems are tested to rank among themselves.

Table - 5

Rank	Financial Problems	N	Mean	Std. Deviation
1	High Rate of Interest	327	4.5657	0.99128
2	Fluctuations in Sales Volume	327	4.5627	0.82608
3	Expensive Raw Material	327	4.4771	1.10156
4	Heavy Start-up Cost	327	4.159	1.39206
5	Increase in cost of overheads	327	3.9694	1.21304
6	Inability to obtain External Financing	327	3.9511	1.32833
7	Ability to meet financial obligation	327	3.9021	1.26402
8	High Bad Debts and Write-offs	327	3.6728	1.46324
9	High Wages or Payroll	327	3.6361	1.34266
10	Delays in account receivables payment	327	3.633	1.43142
11	High Government Tax, VAT & Custom Duty	327	3.6239	1.73624
12	Insufficient Working Capital	327	3.5657	1.61695



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13	Insufficient Fixed Capital	327	3.4771	1.41592
14	Lack of Collateral Security	327	3.3242	1.66306
15	Inability to obtain Internal Financing	327	3.0153	1.60226
16	High Rent, Utilities Cost	327	2.8624	1.85585
17	Heavy Equipment and Maintenance Cost	327	2.789	1.24885
18	High Wastages, Sabotage, Breakage	327	2.5474	1.41748
19	High Wholesale Cost Price	327	2.4924	1.68149
20	High Transportation and Petrol Cost	327	2.4495	1.12544
21	High insurance costs	327	1.8226	1.37875
22	Heavy Advertisement and Promotion Cost	327	1.6024	1.21887
23	High Training and Development Cost	327	1.4832	1.09609

INTERPRETATION :

As per ranking given to the financial problems faced by owners of MSMEs with sequence. High Rate of Interest (4.5657), Fluctuations in Sales Volume (4.5627), Expensive Raw Material (4.4771), Heavy Start-up Cost (4.159), Increase in cost of overheads (3.9694), Inability to obtain External Financing (3.9511), Ability to meet financial obligation (3.9021), High Bad Debts and Write-offs (3.6728), High Wages or Payroll (3.6361), Delays in account receivables payment (3.633), High Government Tax, VAT & Custom Duty (3.6239), Insufficient Working Capital (3.5657), Insufficient Fixed Capital (3.4771), Lack of Collateral Security (3.3242), Inability to obtain Internal Financing (3.0153), High Rent, Utilities Cost (2.8624), Heavy Equipment and Maintenance Cost (2.789), High Wastages, Sabotage, Breakage (2.5474), High Wholesale Cost Price (2.4924), High Transportation and Petrol Cost (2.4495), High insurance costs (1.8226), Heavy Advertisement and Promotion Cost (1.6024), High Training and Development Cost (1.4832).

FINDINGS:

- 1. Nature of Ownership:** - It is found that 260 respondents i.e. 79.51 percent of the respondents are of Sole Proprietorship, 11 respondents i.e. 5.20 percent of the respondents are of Hindu Undivided Family, 50 respondents i.e. 15.29 percent of Partnership firms. It can be concluded that the Majority of respondents of Sole Proprietorship that may be due to low amount of capital required which can be managed by themselves and not dependent on other partners and members.
- 2. Age of Unit:** - It is found that 115 respondents i.e. 35.17 percent of the respondents business has set up from 11-20 years, 84 owners i.e. 25.69 percent business is running from 6-10 years, 48 owners business running i.e. 14.68 percent running from 0-5 years and 80 owners i.e. 24.46 percent is running for more than 20 years. Majority of enterprises having experience of more than 5 years which gives enough experience to owners to handle business effectively.
- 3. Turnover of the Unit:** - It is found that 183 respondents i.e. 55.96 percent of the respondents are Less than 25 Lakhs, 81 respondents i.e. 24.77 percent of the respondents are 25 lakh to 1 Crore, 34 respondents i.e. 10.40 percent are of 1 to 5 Crores and 29 respondents are of above 5 Crores. It can be concluded that the Majority of respondents of having turnover of Less than 25 Lakhs and 25 Lakhs to 1 Crore. There are majority of enterprises are small whose turnover is less than 25 lakhs.
- 4. Capacity Utilization of The MSME:** - It is found that 22 respondents i.e. 6.73 percent of the respondents are running with 1-25% capacity utilized, 35 respondents i.e. 10.70 percent of the respondents are running with 26-50% capacity utilized, 115 respondents i.e. 35.17 percent are running with capacity of 51-75% and 155 respondents are running with 76-100% capacity utilized. It can be concluded that the majority of respondents are running with 51-75% and 76-100% with percentage of 35.17% and 47.40% respectively. The enterprises which are running with capacity of 1-25% are very prone to closure due to such low capacity utilization. The enterprises are also running with 26-50% capacity utilization are difficult to run and need support to rehabilitate. The reasons for low capacity utilization may be due to low demand from the low quality of raw material, reduction in costs etc.



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Table – 6 RESULT OF HYOTHESIS TESTING

Sr. No.	Hypothesis	Test Applied	Result	Conclusion
1	H0: There is no significant impact of nature of ownership on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Rejected	There is significant impact of nature of ownership on Financial Problems of Micro, Small and Medium Scale Textile Units of Solapur City
	H1: There is significant impact of nature of ownership on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Accepted	
2	H0 : There is no significant impact of turnover on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Rejected	There is significant impact of turnover on Financial Problems of Micro, Small and Medium Scale Textile Units of Solapur City
	H2: There is significant impact of turnover on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Accepted	
3	H0 : There is no significant impact of age of unit on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Rejected	There is significant impact of age of unit on Financial Problems of Micro, Small and Medium Scale Textile Units of Solapur City
	H3: There is significant impact of age of unit on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Accepted	
4	H0: There is no significant impact of capacity utilization on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Rejected	There is significant impact of capacity utilization on Financial Problems of Micro, Small and Medium Scale Textile Units of Solapur City
	H4: There is significant impact of capacity utilization on the financial problem of Micro, Small and Medium scale textile units in Solapur city	ANOVA	Accepted	

Suggestions to Owners of MSME:

- Considering the weak financial structure of MSME in the state and the exorbitant financial commitments involved in the market survey, which is a prerequisite for the successful organization and the subsequent functioning of MSME and a state level marketing consultancy organization should be set up to minimize the product failure.
- Analysis reveals that among the entrepreneurs low percentage are females compared to males. This shows that the representation of females in entrepreneurship field is less. Government is already providing different types of concessions and subsidies to women entrepreneurs. The potential women entrepreneurs should be identified and steps should be taken to commence viable units by female entrepreneurs.

CONCLUSIONS:

The present study is an attempt to evaluate the financial problems faced by micro small and medium scale in Solapur. The study highlights the various financial problems faced by the MSME in the study area. The study is based on primary and secondary data. The findings of the study will enable the Government and policy makers to frame suitable mandates to promote MSME. It is therefore, earnestly hoped that the authorities will consider the suggestions given in the study. The study would also strive to motivate the future researchers to identify many more problems in the area of small scale industries.

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VITAL ROLE OF CYBER CRIME AND SECURITY

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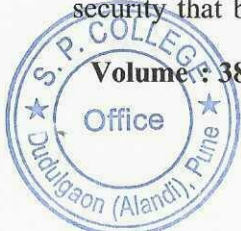
ABSTRACT:

Objective of this study to researcher concern with major systems employed in medium to large commercial and industrial enterprises fields. It examine and evaluates the nature and important of the various potential attacks, and surveys the defensive security options available. It rectifies that information technology concern need to think of the threat in would vital terms, and provide to focused new priority to defence concern. Serious action must ensure major changes and development in technology resilience at a modest marginal cost, both in term of budgeting term of normal information technology option cyber security play vital role in development of information technology as well as internet services. Our prime attention is basically drawn on 'Cyber Security' when we focused about 'Cyber Crime', so we first rational thought on 'National Cyber Security' therefore start on how to good is our infrastructure for handling and managing cyber crime

Keywords: Cyber securities, information technology, Commercial field.

INTRODUCTION:

Cyber security is term the body of technologies, procedure and practice to design a protect network, computer system program and computer data attack, damage or stolen. Cyber crime related any criminal act dealing with the computers program and network system is called the term hacking. Cyber crime also involved the pattern of traditional crime to conduct through to internet. A vital part of cyber securities is to fix broken software those major attack victim of cyber crime is to exploit broken Software security that basically are caused by defective specification, system design, and implementation. The



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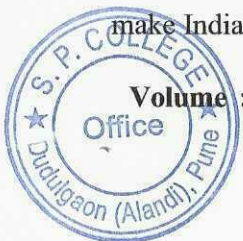
commonly accepted definition of cyber security is the protection of any computer system, software program, and data against unauthorized use, disclosure, transfer, modification, or destruction, whether accidental or intentional. Cyber attacks can come from internal networks, the Internet, private or public systems.

Businesses professional cannot afford to be dismissive of this problem because those who didn't respect, address, and counter this type of threat will surely become victims. The trend involves exploiting vulnerabilities that go as far back as 2009-10 in Office documents. Other cross sectional-platform, third-party technologies favored by hackers includes Java, Adobe PDF and Adobe Flash. Cyber security depends on the precautionally care those people take and the decisions they make when they set up, properly maintain and handling or use computers and the Internet.

The Government of India has taken to step to provide strength the country's cyber security. Current, the information Act, 2000 is the primarily law for dealing with cyber crime and digital commerce in the country. The National Cyber Security policy, 2003 was developed to build a secure and resilient cyberspace for India's citizens and businesses. The Ministry of Electronics and Information Technology said that the policy aims to product information and the information infrastructure in cyberspace, build capabilities to prevent and respond to cyber threats, reduce vulnerabilities and minimize damage from cyber incidents through a combination of institutional structures, people, processes, technology and cooperation. (Cyber Security in India)

CYBER CRIME & CYBER SECURITY:

Cyber crime and cyber security are issues that can hardly be two separated in an interconnected environment. The fact that the 2010 UN General Assembly resolution on cyber security addresses cyber crime as one major challenge. While information technology (IT) plays a vital role in the economic and social development, a growing cybercrime threat has been a important concern for most countries. The Indian cybercrime landscape has followed a trend that is broadly similar to that of the rest of the world. In some cities, there have been more cybercrime cases being registered with the police than conventional crimes such as murder, burglary and arson (Hindustan Times, 2009). One unscientific estimate suggested that India loses five times as much in online frauds compared to burglary and theft (Rahman, 2012). In addition to cybercrimes that have victimized Indian consumers, businesses and government agencies, various forms of "insider" cybercrimes have also been reported in the country. Indeed, most cybercrimes in the IT and off shoring industry are related to inside abuse. In February 2010, an employee of Wipro used his colleague's password to steal about US\$4 million from the company's bank account (Mishra, 2010). India is also a significant exporter as well as importer of cybercrimes. Factors such as the country's increasing digitization, its position as a global outsourcing hub and an important geopolitical position make India an attractive cybercrime target. Indian consumers, businesses and government agencies have



become victims of high-profile international crimes. For instance, while Stuxnet was programmed to damage only Iran's centrifuges at the Natanz nuclear site, it also infected computers in India (Rid, 2012). India also generates a significant number of cybercrimes that affect Internet users worldwide. For instance, India was the top origin for spam in 2011.

At the national level, this is a shared responsibility requiring coordinated action related to prevention, preparation, response and recovery from incidents on the part of government authorities, the private sector and citizens. The legal, technical and institutional challenges posed by the issue of cyber security are global and far-reaching, and can only be addressed through a coherent strategy taking into account the role of different stakeholders and existing initiatives, within a framework of international cooperation.

BENEFITS AND RISKS:

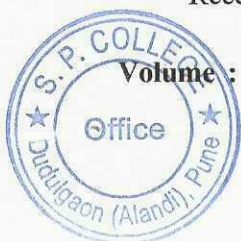
The growth of the information technology society is accompanied by new and serious threats. In the era of essential services such as water and electricity supply now race on ICTs. Automobiles, electrical or electronic & communication also depend on the smooth functioning of ICT. Related to attacks against information infrastructure and Internet services now have the potential to harm society in new and critical ways. Online fraud and hacking attacks are just some valid examples of computer-related crimes that are committed on a large scale every day. Commercially & economically damage caused by cybercrime is reported to be enormous. On the other hand, most of our industrial IT infrastructure is still sufficiently fragmented that there remains a window of opportunity to guide its evolution towards improved security through the progressive introduction of components, such as interface controllers, that provide more effective defenses in the face of hostile attack.

CYBER SECURITY AND THRETS:

Threats to cyber security basically divided into two integral parts of general categories: actions objectives at intended to damage or decay cyber systems and actions that seek to exploit the cyber infrastructure for illegal or harmful main aim of without damaging that infrastructure cyber exploitation. While some intrusions may not result in an immediate impact on the operation of cyber systems, as for example when a Trojan horse infiltrates and establishes itself in a computer, such intrusions are considered cyber attacks when they can thereafter permit actions that destroy or degrade the computer's capacities.

DEVELOPMENT OF SOFTWARE TOOLS:

Recently, software tools are being used to automate attacks. With the help of software and



preinstalled attacks, a single offender can attack thousands of computer systems in a single day using one computer. If the offender has access to more computers e.g. through a botnet he can increase the scale still further. Since most of these software tools use preset methods of attacks, not all attacks prove successful. Users that update their operating systems and software applications on a regular basis reduce their risk of falling victim to these broad based attacks, as the companies developing protection software analyze attack tools and prepare for the standardized hacking attacks. High profile attacks are often based on individually designed attacks.

ILLEGAL ACCESS:

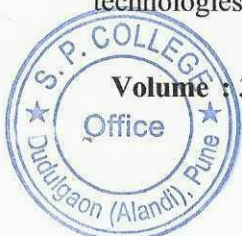
The offence described as hacking refers to unlawful access to a computer system, one of oldest Computer related crimes. Following the development of computer networks (especially the Internet), this crime has become a mass phenomenon. Famous targets of hacking attacks include the Yahoo, Google, eBay. Examples of hacking offences include breaking the password of password protected websites and circumventing password protection on a computer system. But acts related to the term hacking also include preparatory acts such as the use of faulty hardware or software implementation to illegally obtain a password to enter a computer system, setting up spoofing websites to make users disclose their passwords and installing hardware and software based key logging methods that record every keystroke and consequently any passwords used on the computer and/or device. Many analysts recognize a rising number of attempts to illegally access computer systems, with over 250 million incidents recorded worldwide during the month of August 2019 alone.

MOBILE DEVICE AND APPLICATIONS:

The huge growth of mobile devices drives an exponential growth in security risks. Every new smart phone, tablet or other mobile device, opens another window for a cyber attack as each creates another vulnerable access point to networks. This unfortunate dynamic is no secret to thieves who are ready and waiting with highly targeted malware and attacks employing mobile applications. Similarly, the perennial problem of lost and stolen devices will expand to include these new technologies and old ones that previously flew under the radar of cyber security planning.

SOCIAL MEDIA AND NETWORKING:

Growing use of social media will contribute to personal cyber threats. Social media adoption among businesses is skyrocketing and so is the threat of attack. In 2018, organizations can expect to see an increase in social media profiles used as a channel for social engineering tactics. To combat the risks, companies will need to look beyond the basics of policy and procedure development to more advanced technologies such as data leakage prevention, enhanced network monitoring and log file analysis.



CLOUD COMPUTING:

More firms will use cloud computing. The significant cost savings and efficiencies of cloud computing are compelling companies to migrate to the cloud. A well designed architecture and operational security planning will enable organizations to effectively manage the risks of cloud computing. Unfortunately, current surveys and reports indicate that companies are underestimating the importance of security due diligence when it comes to vetting these providers.

NEW PLATFORMS AND DEVICES:

New platforms and new devices will create new opportunities for cybercriminals. Security threats have long been associated with personal computers running Windows. But the proliferation of new platforms and new devices - the iPhone, the iPad, Android, for example will likely create new threats. The Android phone saw its first Trojan this summer, and reports continue with malicious apps and spyware, and not just on Android.

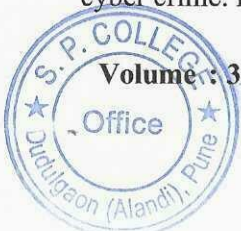
NEEDFUL OF CYBER SECURITY:

Information is the most valuable asset with respect to an individual, cooperate sector, state and country. With respect to an individual the concerned areas are:

- ✓ Protecting unauthorized access, disclosure, modification of the resources of the system.
- ✓ Security during online transactions regarding shopping, banking, railway reservations and share markets.
- ✓ Security of accounts while using social-networking sites against hijacking.
- ✓ One key to improved cyber security is a better understanding of the threat and of the vectors used by the attacker to circumvent cyber defence.
- ✓ Need of separate unit handling security of the organization.
- ✓ Different organizations or missions attract different types of adversaries, with different goals, and thus need different levels of preparedness
- ✓ In identifying the nature of the cyber threat an organization or mission faces, the interplay of an adversary's capabilities, intentions and targeting activities must be considered With respect to state and country

SECURITY TRAINING AND AWARENESS:

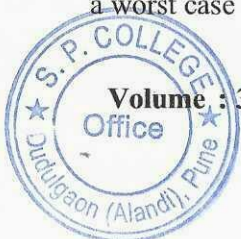
The human factor is the weakest link in any information security program. Communicating the importance of information security and promoting safe computing are key in securing a company against cyber crime. Below are a few best practices:



- ✓ Use passphrases that is easy to remember and make sure to use a combination of upper and lower case letters, numbers, and symbols to make it less susceptible to brute force attacks.
- ✓ Do not share or write down any passphrases.
- ✓ Communicate your employees and executives on the latest cyber security threats and what they can do to help protect critical information assets.
- ✓ Do not click on links or attachments in e-mail from untrusted sources.
- ✓ Do not send sensitive business files to personal email addresses.
- ✓ Have suspicious/malicious activity reported to security personnel immediately. Secure all mobile devices when traveling, and report lost or stolen items to the technical support for remote kill/deactivation.
- ✓ Educate employees about phishing attacks and how to report fraudulent activity.

CONCLUSION OF THE STUDY:

Present this study has examined the importance of privacy for everyone's as a fundamental human right. Violations of human rights arise from the unlawful collection and storage of personal data, the problems associated with inaccurate personal data, or unauthorized disclosure of such data. In this study researcher also includes the current threats, issues, challenges and measures of IT sector in our society. With the increasing incidents of cyber attacks, building an effective intrusion detection model with good accuracy and real time performance are essential. The cyber crime as a whole refers to offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet (Chat rooms, emails, notice boards and groups) and mobile phones (SMS/MMS). Such crimes may threaten a nation's security and financial health. Issues surrounding these types of crime have become high-profile, particularly those surrounding cracking, copyright infringement, child pornography, and child grooming. There are also problems of privacy when confidential information is lost or intercepted, lawfully or otherwise. A computer can be a source of evidence. Even when a computer is not directly used for criminal purposes, may contain records of value to criminal investigators. So the network must be secure as no one can access the information of the computer. The risks of cyber crime are very real and too ominous to be ignored. Every franchisor and licensor, indeed every business owner, has to face up to their vulnerability and do something about it. At the very least, every company must conduct a professional analysis of their cyber security and cyber risk; engage in a prophylactic plan to minimize the liability; insure against losses to the greatest extent possible; and implement and promote a well thought out cyber policy, including crisis management in the event of a worst case scenario.

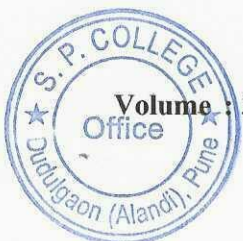


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This is to certified that the article entitled
VITAL ROLE OF CYBER CRIME AND SECURITY

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E-COMMERCE IN TODAY'S WORLD: CHALLENGES AND IMPACT

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ABSTRACT -

E- Commerce or electronic commerce is commonly known as electronic marketing. It was started in the early 1990's by Jeff Bezos. It consists of buying and selling goods and services over an electronic system such as the internet. It is purchasing, selling and exchanging goods and services over a computer network or internet through which transactions or terms of sale are performed electronically. This paper will highlight the importance and need for e-commerce in today's world. E-commerce in today's world helps people in buying and selling the products faster and most importantly it helps to find products. It avoids the geographical limitations and operates in low costs and better quality of services. Consumers find very much benefit as they need not move from place to place for buying the products i.e., their physical movement is reduced. E- Commerce is now seen as a reality for many businesses and a normal part of a business plan. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and other merchandise sitting at their home on their Personal computers. This paper will also highlight the importance and the contribution of E-Commerce in today's world.

KEYWORDS – E-commerce, Marketing, Consumer, Economy.

I. INTRODUCTION

The term Electronic commerce or E-commerce literally denotes the use of an electronic medium to carry out the commercial transactions. These business transactions are business-to-business (b2b), business-to-consumer (b2c), consumer-to-consumer (c2c) or consumer-to-business (c2b). It influences both the marketer and the ultimate consumers and it also has a significant influence on the environment. E-commerce has experienced considerably a huge growth since the aurora of the internet as a commercial enterprise. Most importantly it reduces and totally vanishes the time and geographical limitations and enables the fellow customers to get access with the new products available in the market. It involves several combinations of customers, businesses, vendors, other suppliers and also other government agencies. In a nutshell, it refers to the buying and selling of goods and services via computers and or networks.

II. OBJECTIVES

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- 1) To Study the Conceptual background of E-Commerce.
- 2) To Study the Challenges ,Importance and Advantages of Ecommerce in Today's Word.
- 3) Impact of E-Commerce on the Economy .

III. CHALLENGES FACED BY E-COMMERCE

Though E-commerce is highly trending in the present day, the hurdles it faces is enormous, the first thing is that, the retailers find it difficult to sort out the unique products unless they decide to manufacture on their own, that is bringing out the right products to sell is being a massive task to the retailers, as of now it is like anyone can launch and emerge into an online store within a day's time and start selling any kinds of products. This mainly leads to competition in the online business market and thus each and every online retailer has to find out new ways to attract their consumers. For this they must know exactly what people are trending with , for e.g. a massive population nowadays are attracted to social media, if this is the area then the online retailers may get some way to advertise their products in social medias where people come across more. Thus they must effectively enhance different ways of marketing online, like email, display ads, retargeting, mobiles, shopping engines and its associates. On the other hand the online retailers are spending significant amount of money which leads to peddle to their online store, for this they have to bring a good output so that their invested capital has a decent returns, so in order to achieve healthy profit they have to put a lot of effort in generating leads, and not all leads are created equally, retailers must position the right message for the right set of audience in order to convert them into leads, with the hope of turning them to consumers.

Once they get a good consumers in number it is very much necessary to retain them, and for this cause retailers must implement certain tactics to catch hold their existing consumers, this is one of the major problems faced by every retailer as the competition is high and people may switch on easily from one online store to the other as according to their convenience, this may lead the retailers to think about the increase in customer lifetime value. Beyond these, attracting new consumers is more expensive than holding the existing ones.

There are retailers who face many growth challenges because the technology they use might be limited or it may also be because of hiring or selecting wrong partners or agencies who could not efficiently cope up with their projects this is a biggest hindrances in the present day, as of now, every field is highly enriched with technologies. This becomes a big turn off to those retailers who lag in technology. Online retailers may have certain aspirations and visions to be attained, for accomplishing this they have to hire the right set of talents who contribute and attract the right set of people, as the true fact is that hiring the right people make it all happen.



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IV. ADVANTAGES OF E-COMMERCE

Advantages to Organizations

Using e-commerce, organizations can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers, and suitable business partners across the globe.

- 1) E-commerce helps organizations to reduce the cost to create, process, distribute, retrieve and manage the paper based information by digitizing the information.
- 2) E-commerce improves the brand image of the company.
- 3) E-commerce helps organizations to provide better customer services.
- 4) E-commerce helps to simplify the business processes and makes them faster and efficient.
- 5) E-commerce reduces the paperwork.
- 6) E-commerce increases the productivity of organizations. It supports "pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing.

Advantages to Customers

- 1) It provides 24x7 support. Customers can enquire about a product or service and place orders anytime, anywhere from any location.
- 2) E-commerce applications provide users with more options and quicker delivery of products.
- 3) E-commerce applications provide users with more options to compare and select the cheaper and better options.
- 4) A customer can put review comments about a product and can see what others are buying, or see the review comments of other customers before making a final purchase.
- 5) E-commerce provides options for virtual auctions.
- 6) It provides readily available information. A customer can see the relevant detailed information within seconds, rather than waiting for days or weeks.
- 7) E-Commerce increases the competition among organizations and as a result, organizations provide substantial discounts to customers.

Advantages to Society

- 1) Customers need not travel to shop a product, thus less traffic on road and low air pollution.



- 2) E-commerce helps in reducing the cost of products, so less affluent people can also afford the products.
- 3) E-commerce has enabled rural areas to access services and products, which are otherwise not available to them.
- 4) E-commerce helps the government to deliver public services such as healthcare, education, social services at a reduced cost and in an improved manner.

IV. Electronic commerce in the new economy

The Internet is the instrument of correspondence and the data source that has undergone the most important development in the entire history of progress, and it may very well be the instrument with the fastest diffusion of the relative multitude of times. The current advanced revolution, including the Internet and web site usage around the world, has paved the way for electronic commerce.

The convergence of the education economy through ICT, the Internet and e-commerce will become as important in the changes as the modern revolution. In essence, this "new economy" is a computerized economy that values data and knowledge higher than the "old economy". This will further change the global economic environment and reassemble its hierarchical structures. The new economy is changing the conditions in which many people live and work; it makes it possible to overcome the existing obstacles of conventional economic development. The e-economy is thus based on the existence of the Internet and as a means of representation and application - information and communication technologies (ICT).

E-commerce stands out as the most unique and visible component of the new economy and asserts a decision-making position in the future knowledge economy (Drăgănescu, 2003). In the context of the New Economy, where it is implemented with new concepts and theories, the development of e-commerce is reality on the way to fantasy. The extraordinary impact of data processing technology, which is also always "e" is, or will, leave its mark in the entire economic, social and social life of humanity and rule virtually everyone in the modern world. In a world of small "e" is dominated, is spoken in a world in which time and again of e-business (electronic commerce), E-commerce (electronic commerce) is a concept that one of the main ways of the Internet Network underlines: the possibility of exchange across borders, time and space

E-commerce therefore currently exists in many different structures and contexts. Each of the forecasts predicts an extremely unique medium-term increase in the revenue it generates, based on the assumption that in the future the processing limit of computers and the speed of information transfer through network



correspondence will increase dramatically in parallel with the development of a much better payment system

The impact of e-commerce on the economy and society is and will be of great importance in terms of breadth and intensity. For companies, e-commerce offers unique opportunities to reorganize businesses, redefine markets or create new markets. Ecommerce initiatives can generate lower expenses, higher revenues, and operational efficiencies for businesses looking to gain an edge in today's highly competitive business environment.

V. CONCLUSION

In this era of internet, E-commerce is growing by leaps and bounds and thus keeps the growth of many businesses. The rapid growth in use of mobile and internet has facilitated E-commerce business in both rural and urban areas. The advantages of ecommerce are a mere hit for its growth. People enjoy E-commerce as it is very much flexible and reliable in the present day context. It also increases the revenue of the country and it is also expected to rise in further years. This is mainly because of the awareness and knowledge about E-commerce amongst people; they find it easy to buy the products ultimately from one place. Thus E-commerce plays the most important and effective role in day to day life of the people and also in shaping the growth of the economy.

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E-COMMERCE IN TODAY'S WORLD: CHALLENGES AND IMPACT

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UNEMPLOYMENT IN INDIA

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Abstract:

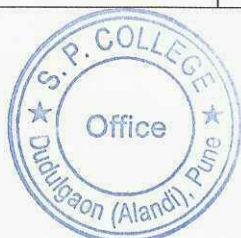
This paper examines unemployment in India and its current situation. It also discusses the recent government policy initiatives taken to reduce unemployment. The paper also suggests policy measures and recommendations to improve the current situation of unemployment in India.

Index Terms: Unemployment, Unemployment Rate, Government Policies to reduce Unemployment.

Introduction:

The unemployment rate in India rose to 7.2 percent in February 2019, the highest since September 2016, and also up from 5.9 percent in February 2018, according to the latest data compiled by the Centre for Monitoring Indian Economy (CMIE). Unemployment occurs when a person who is actively searching for employment is unable to find work. Unemployment is often used as a measure of the health of the economy. The most frequent measure of unemployment is the unemployment rate, which is the number of unemployed people divided by the number of people in the labor force.

State	December 2022	State	December 2022
Andhra Pradesh	7.7	Maharashtra	3.1
Assam	4.7	Meghalaya	2.7
Bihar	19.1	Odisha	0.9
Chhattisgarh	3.4	Puducherry	4.7
Delhi	20.8	Punjab	6.8
Goa	9.9	Rajasthan	28.5
Gujarat	2.3	Sikkim	13.6
Haryana	37.4	Tamil Nadu	4.1
Himachal Pradesh	7.6	Telangana	4.1
Jammu & Kashmir	14.8	Tripura	14.3
Jharkhand	18.0	Uttar Pradesh	4.3
Karnataka	2.5	Uttarakhand	4.2
Kerala	7.4	West Bengal	5.5



Unemployment rate = (Unemployed Workers / Total labour force) × 10

Source: <https://www.studyiq.com/articles/unemployment-rate-in-india/>

As per the National Statistical Office's 16th Periodic Labour Force Survey, in the fiscal second quarter that ended on September 30, India's unemployment rate for those who are 15 years of age or older and live in urban areas dropped from 9.8% to 7.2%, indicating a sustained recovery from the coronavirus pandemic that had left millions of people without jobs. From July to September, the unemployment rate for females (aged 15 and older) in urban areas dropped from 11.6% to 9.4% and for males dropped from 9.3% to 6.6% a year ago. According to recent CMIE statistics released on 1st March 2023, here is a complete list of the Unemployment Rate in India State-wise in December 2022.

II. Objectives

1. To examine the current situation of unemployment in India.
2. To analyze the government schemes for reducing unemployment.
3. To suggest some measures to reduce unemployment

III Unemployment in India Causes

In every nation, there are a variety of reasons that contribute to unemployment. Whether unemployment is brought on by a drop in the labour force or a lack of jobs determines whether it will be temporary or permanent. The main causes of unemployment in India are four different forms of unemployment. These four categories of unemployment include structural, frictional, seasonal, and cyclical. Through expansionary monetary policy, we may combat seasonal and cyclical unemployment by raising public spending when times are tough.

A few main causes of unemployment are:

A sizable population The working population's poor educational attainment or lack of vocational skills. Labour-intensive industries experiencing a downturn in private investment, especially the following demonetization.

Transitioning between the three sectors is challenging due to the poor productivity in the agriculture sector and the dearth of alternatives for agricultural employees.

Legal difficulties, insufficient government backing, and weak market, financial, and infrastructure ties to small firms render those operations unprofitable due to the cost and compliance overruns.

Low investments in the manufacturing sector and inadequate infrastructural development, limit secondary sector job opportunities.

The government can build up a public employment program that produces full-time employment at minimum pay levels to create job stability, or it can provide temporary labour to unemployed individuals as part of the food-for-work program. Stabilizing market forces and lowering the trend toward structural changes or the necessity to fire people due to a lack of market demand, will lessen the cyclical type of



unemployment.

IV Types of Unemployment in India

Disguised Unemployment:

It is a phenomenon wherein more people are employed than actually needed. It is primarily traced in the agricultural and the unorganised sectors of India.

Seasonal Unemployment:

It is an unemployment that occurs during certain seasons of the year. Agricultural labourers in India rarely have work throughout the year.

Structural Unemployment:

It is a category of unemployment arising from the mismatch between the jobs available in the market and the skills of the available workers in the market. Many people in India do not get job due to lack of requisite skills and due to poor education level, it becomes difficult to train them.

Cyclical Unemployment:

It is result of the business cycle, where unemployment rises during recessions and declines with economic growth. Cyclical unemployment figures in India are negligible. It is a phenomenon that is mostly found in capitalist economies.

Technological Unemployment:

It is loss of jobs due to changes in technology. In 2016, World Bank data predicted that the proportion of jobs threatened by automation in India is 69% year-on-year.

Frictional Unemployment:

The Frictional Unemployment also called as Search Unemployment, refers to the time lag between the jobs when an individual is searching for a new job or is switching between the jobs. In other words, an employee requires time for searching a new job or shifting from the existing to a new job, this inevitable time delay causes the frictional unemployment. It is often considered as a voluntary unemployment because it is not caused due to the shortage of job, but in fact, the workers themselves quit their jobs in search of better opportunities.

Vulnerable Employment:

This means, people working informally, without proper job contracts and thus sans any legal protection. These persons are deemed 'unemployed' since records of their work are never maintained. It is one of the main types of unemployment in India.

V. GOVERNMENT INITIATIVES AND POLICY MEASURES

Government of India has taken several policy measures to fight the problem of Unemployment. Some of the measures are as follows:-

Pradhan Mantri Rojgar Protsahan Yojana



The scheme is aimed at incentivising employers to generate employment, where the Government pays the employers' Employee Pension Scheme share of 8.33 percent, for new employees for the first three years of their job. The scheme targets workers who earn wages of less than INR 15000 on a monthly basis. It encourages employers of Small and Medium Enterprises and Micro Businesses to avail the benefits of this project.

Start Up India Scheme

The primary objective of Startup India is the promotion of startups, **generation of employment**, and wealth creation. The Startup India has initiated several programs for building a robust startup ecosystem and transforming India into a country of job creators instead of job seeker.

Pradhan Mantri Mudra Scheme

The scheme aims to enable Micro Finance Institutions (MFIs), Non-Banking financial institutions/Companies (NBFCs), Small Finance Banks, RBRs, Commercial Banks, Cooperative Banks, etc. to provide Low Rate Loans to eligible entities. One of the objectives of this scheme is to help generate sources of employment and increase the overall GDP by providing micro-enterprises with credit facilities.

National Career Service (India)

National Career Service (NCS) project is a Mission Mode Project launched by the Ministry of Labour and Employment (India) Government of India for establishing quick and efficient career related services across the country by revamping the existing nation-wide set-up of Employment Exchanges into IT-enabled Career Centers. It was launched as part of the government's focus on providing right skills and generating employment. The Career Centres are a modified version of Employment Exchanges which serve as a platform for addressing all career-related needs of the youth and students.

Ministry of Micro, small and medium enterprises (MSME)

msme is regarded as the engine of economic growth and development. In India it has played a key role in generating job opportunities and promoting self-employment. MSME Act 2006 facilitates the development of both manufacturing and service sector and also enhances their competitiveness. They are spread across the country and boost the manufacturing of many products thus promoting entrepreneurship and also provide services to meet the local market needs. It is found that since they have limited financial resources they are unable to hire skilled and specialized workforce. This hinders technological advancement and expansion of the enterprise. Moreover these industries do not develop the skill set of the employed unskilled workforce thereby keeping their employability low.

Swarna Jayanti Shahari Rozgar Yojana (SJSRY)

Sjry was launched in 1997 for urban poverty alleviation. The target population is the urban poor living

below the poverty line. The key objective of the Scheme is to provide gainful employment to the urban unemployed through the setting up of self employment ventures or provision of wage employment. Studies show that the training programmes for beneficiaries were organized by NGOs and other institutions which were not recommended in the SJSRY guidelines. Thus it is evident that this policy has been unable to generate the required level of employment due to several drawbacks.

VI Review of Literature

- 1) **Abraham Vinoj (2009)** shows that when there is a distress, level of income falls below the sustenance level, and the proportion of population that is not working must enter the labor market for supplementing the household income. The distress that most commonly occur in the agricultural sectors leads to lower income and stagnation. The paper shows that the income crisis that gripped farming led to employment growth in rural areas.
- 2) **BairagyaIndraji (2018)** shows that the rate of unemployment was higher among the educated than the uneducated and the rate of unemployment increases with higher education. The paper analyzes the factors responsible for higher rates.
- 3) **Seyfried (2003)** when examined the nature of the relationship between employment and economic growth in the ten largest states of United States, found that though economic growth has a positive and significant impact on employment growth, some of the effects take a few quarters to be fully felt. It is because persistence in employment growth plays a major role as well. Thus, economic growth may have to occur for a period of time before it can have a noticeable impact on the labor market.
- 4) **Okun's Law(1962)** With respect to studies regarding the relationship, Okun's Law stands as the strongest dominant foundation. Okun (1962) established a relationship between economic growth and unemployment and put forward: GDP decrease by 3 percent point as unemployment rate increase 1 percent point over the natural rate of unemployment. And till date, Okun's Law has gained wide acceptance in the literature too.

Solutions to solve the problem of unemployment:

- **Increase in Growth Rate of GDP**– If the GDP will grow faster, it implies people are actively engaged in producing goods and services.
- **Population Control**– By spreading awareness about controlling the population, the problem of unemployment can be controlled.
- **Development of the Agricultural Sector**– More than half of India's population is engaged in the agricultural sector. So, the development of the agriculture sector can help in creating more job opportunities.



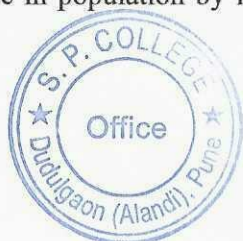
- **Educational Sector Reforms**– More reforms need to be introduced in the education sector. An increase in literacy rate will help in creating more job opportunities.
- **Financial Help to Self-Employed Workers**– By providing financial help or loans to the self-employed workers, the problem of unemployment can be controlled.
- **Infrastructural Development**– The development of infrastructure in the rural and urban areas, can help in connectivity. More people can travel to work for longer distances, and the problem of unemployment can be reduced.

VII. SUGGESTIONS

Unemployment may cause a lot of problems in society in terms of economic, social and physical aspect of a country. Hence, the direction of recreating the economic development is closely related as well as one of an effective strategy is needed to tackle unemployment directly, towards achieving sustainable development. The main objective of county's employment policy should be to increase employment opportunities and productivity of labour. Govt. should adopt a policy that provides employment to all people. Most people in India are self employed. They are engaged in agriculture, trade, cottage and small scale industries. Another interesting observation from the unemployment was that the young jobseekers believe that there are jobs available in the market, but they were not employed because they feel they lacked prior experiences and skills, which the private sectors require. For instance, primary interviewees stated that they were not employed in the private sectors because they lacked the right skill and experience for the jobs available in the labour market. Despite the measures taken by the government, India remains a country experiencing severe unemployment problems. This section seeks to propose strategies for reducing unemployment in India. It is desirable to reduce tax rates and increase government spending which will eventually increase the aggregate demand and the rate of economic growth. Lower tax rates increase the disposable income of people and thus increase consumption and purchasing power leading to higher aggregate demand (AD).

VIII CONCLUSION

Unemployment is the greatest challenge that India is facing today. Unemployment is a situation where the person willing to work, fails to find a job that earns him a living. The reasons for this unemployment situation are high population, defective education system, excessive burden on agriculture, low productivity in agricultural sector combined with lack of alternative opportunities for agricultural workers, unskilled workforce, etc. Though millions of students are pouring out of educational institutions every year, they are jobless. The supply of jobs is much less than the huge demand. The reason for this huge demand is the increase in population by leaps and bounds. This again gets directly linked up to



poverty which aggravates the situation. Due to poverty, illiteracy has spread its harmful tentacles and in the course of time pushed the Indian youth into anti-social activities. The problem of unemployment is not a new issue that emerged overnight. There are various measures and mitigating methods that are being undertaken by government and concerned agencies. India is a fast growing economy. There has been enormous improvement in the unemployment scenario since the time it was recognized as a challenge. The government is implementing various measures for increasing the employment rate and has succeeded to a great extent. Participation of women and the marginalized groups speaks about the success of the policy measures. The wide spread skill development programmes have gained popularity across the nation. With better enforcement of the strategies mentioned above, the employment level can be significantly improved.

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THE STUDY OF HUMAN RELATIONSHIP IN VIKRAM SETH'S *A SUITABLE BOY*

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Abstract

Vikram is the Indian English novelist who wrote *A Suitable boy*. He wrote this novel in an extraordinary way. The theme of the novel revolves around the study of human relationship that every individual wanted to keep it good. Rupa Mehra is searching a suitable husband for her daughter Lata. But the modern youngsters have been deciding their life partner on their own choice. So, the generation gap and mentality play an important role while study the human relationship. While studying the present novel we have keep certain relations including mother, daughter, brother, sister and friend etc. Lata who falls in love with Kabir, but lastly marries Haresh.

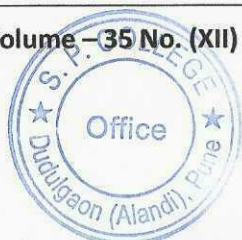
Key Words: Suitable, Relationship, Marriage, Study, System.

Introduction

The novel *A suitable boy* is written by Indian English novelist Vikram Seth. The novel is written in 1993 and deals with the study of human relationship. The main theme of the novel is the search for suitable groom for the character Lata who is youngest daughter in the family. The various types of relationship are observed throughout the novel. The relationship between husband and wife, between bother and sister so on. Lata had an affair with Kabir but his religion was different from her, the family opposed to the marriage. So, relationship is also based on the religion they belong. It is the longest novel published in single book. Rupa Mehra, one of the female characters in the novel has been searching suitable husband for her daughter. Lata is nineteen-year University student and she had her own thoughts and she didn't come in the pressure of any one of her family members.

A suitable boy is the story of four families in India during the period of early 1950's. The novel also dealt about the inter religious beliefs and society came in the way of those couple who want to marry in different religions. Lata had love affair with Kabir who was Muslim. Lata's family refused to marry her with Kabir, but she had kept her affair continue. Kabir was not in the position to marry Lata and they faced many circumstances and try their own but at last their love was not successful. The novel put some positive thought in these current religious minded situations. The theme of religion has been continuing in the novel, religious difference prevents the couple Kabir and Lata from fulfilling their hearts desires to each other. The phallic symbol of Shiva he intends to use as the pride and joy of the temple is an act of spite designed to insult Muslims. Saeeda Bai Firozabadi who like the festival Holi where she entertains. The situations were worse where the people have drunk wine and enjoying their routine life.

The novel is set in the fiction al town of Brahmpur. Other places are also mentioned in the novel including Calcutta, Delhi, Lucknow and other Indian cities. The novel is the satire on the political parties and their tendencies. The political system is based on the religious grounds that Hindu and Muslims as vote banks. The Zamindari system also effects on the human relationship. They had



suppressed to poor and downtrodden people. Poor people have lack of food and shelter and the human relationship should be maintained and equal justice may be given to all citizens. Vikram Seth is Indo-English Literature. He is also known as an Indian poet, novelist, travel writer, author, children's writer and biographer etc.

The novel A Suitable Boy is the best example of continuation of the tradition of arranged marriage those were also in 1950s. In India, marriage is a well-established institution which deals with certain customs and rites based on various values, issues and obstacles. In India the marriage is not the union of two hearts but involves respecting and understanding the customs and tradition as well as the members of each other's families. These values are based on the human relationship which roots were found in Indian culture. In Indian family system especially, the mother is more responsible to install good values among his daughter that she is ble to maintain balance the human relationship and values.

The female character Rupa Mehra who wanted to search bride for her younger daughter Lata. But she didn't think about the generation gap and forces the daughter to marry a suitable boy from their own caste. She didn't think the situations has been changing in these days that every one has the right to choose their life partner. So, the study of human relationship is complex phenomenon. The parents have the fear if the decision of their ward may be damaging the marital life. Lata Mehra is nineteen-year-old girl and she is self-thought-provoking girl. She was not influenced by her mother and brother. The story moves around the choice she is forced to make between her suitors Kabir, Haresh and Amit. The search for A suitable boy has four parallel stories including four different families; Mehra, the Kapoors, the Chatterjees and the Khans. These family reflect the social structure of post-independence India.

These families connected either by marriage and friendship to each other. Meanwhile Lata falls in love with Kabir Duarrani who was Muslim. She wants to elope with Kabir but he always refuses to do so. Lata's family also refused to marry with Kabir. The plot of A Suitable boy is structured around pursuit or search and this gives force and coherence to the novel. Major characters in the novel in search; Mr. Mahesh Kapoor is in search of political base and Nawab is in search of his feudal stability. In those days people were free from British Rule and in search of permanent footing internally and externally. So, the typical human relationship has been depicted by the novelist. Each sector from the society is different, the aims and likes also changes according to their passion and the position which they held.

The novel A Suitable Boy concerns with the fortunes and trials of four elite families over the period of 18 months. The social norms are also followed by Mehra those have been following by every Indian. Though India accepted the secularism but the traditional biases cause them to follow the principles of their ancestors. Savita, sister of Lata married to Pran Kapoor, a professor from the University. All parents want their daughter can be marry to a boy from reputed and wealthy family. But Lata's views are different from Savita, she wants of her own choice. She chose Kabir who was intelligent Professor of mathematics and star in the University cricket team but her mother refused for the marriage. One day Lata and Kabir were walking in the University, the new was scandalized and Hindu people neglected Mehra family. Rupa, mother of Lata wanted to change the atmosphere and





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they planned to move in Calcutta. Rupa Mehta tried to search suitable boy from Hindu community in Calcutta.

While searching the suitable boy Rupa Mehra reached to Amit Chatterji, a well-known poet and writer. Amit's father is a notable judge and his mother a polished socialite. Lata is somewhat positive to Haresh, a Hindu man who really likes her and whom she deems to be tolerable but slightly boring. He was the owner of shoe company. Mosques was being built near by sacred Hindu temple. The incident caused riots and common people were pray of the incident. However, the project has abandoned by the Muslims. Untouchables in India wanted they should get equal rights. Zamindari system has also caused to break human relationship. Common people have lack of land and they work on the land of bourgeois. Kabir gave an invitation to Amit to speak at Lata's school. She heard that Kabir was in relationship with someone but she learns that the information was false. Amit takes the opportunity to propose to Lata. Haresh also likes Lata, but she doesn't respond to him, and lastly, she marries Harish.

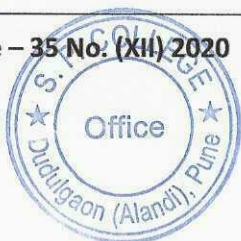
Mann Kapoor, brother-in-law of Pran is the feckless youngest child of respected politician Mahesh Kapoor, the Minister of the state. He was interested in Saeeda Bai a courtesan singer, who performed during a Holi celebration. Mann visited her house and began to court her and they became lovers. Saeeda Bai knew that the relationship with Mann had been causing damage to her work and reputation. She sends him with Rasheed, Urdu teacher to acquaint with Rasheed's family who are politically corrupt. Another incident occurred when Mann after returning from Rashid's house convince his father that he is in relationship with Saeeda bai. After returning once again to Rashid's house he found that Firoz has illicit affair with Saeeda Bai. She reveals that Tasneem is in fact her secret daughter and Firoz's half-sister. Mann stabs Firzon because of jealousy and the scandal caused his father to lose his seat and his mother die after a series of strokes. Lastly, Firoz recovered from his injury and pardons Mann. The wedding ceremony of Lata and Haresh takes place with joy but they don't invite Kabir. They started their new life in a happy mood.

Conclusion

Throughout, the novel the study of human relationship revolves around all of the characters. The class consciousness, caste system, religious controversy and money mindedness all depends upon the human relationship. Every human being is running behind the money. Caste system is prevalent from ancient period and is still continue in the present. Religious controversies have been happening nowadays also. A Suitable Boy is reflection of these issues in the Indian society. The four families in the novel are the perfect example of the picture of Indian life. Every parent wants suitable life partner for their wards. So, the title is apt and suggestive because the it itself shows the search for suitable person.

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USE OF ICT TOOLS IN 21ST CENTURY FOR EFFECTIVE TEACHING AND LEARNING

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Abstract

In the 21st century era is an era of technology and all technological developments around the world have brought tremendous changes in every sector of society. Information and communications technologies (ICTs) are present in all sectors of the economy and are recognized as most important pillars of modern society. No sector seems to work efficiently without use of ICT. 21st Century is the era, where we are in now, is a time of freedom and technological advancement. 21st century people are the first ones to experience a whole new digital world

This is desirable to acquire the new 21st century knowledge, skills and attitudes such as communication, critical thinking and problem solving, leadership, teamwork, learning to learn skills etc. So, the role of the teacher will change from knowledge transmitter to that of learning facilitator, collaborator, guide, Coach and mentor. Students in the learning process will have greater responsibility for their own learning in this environment as they search for, discover, create and collaborate and communicate the knowledge with others for solving problems.

To inculcate required knowledge and skills in students effectively, in all over the world, teachers and educational systems are using ICT integrated teaching and learning process. Diverse sectors such as governance, education, health, business, finance and tourism are critically dependent upon ICTs. Educational systems around the world are under increasing pressure to use the new information and communication technologies (ICTs) to teach students the knowledge and skills they need in the 21st century. With the emerging new technologies, the teaching profession is changing its emphasis from a teacher-centered and lecture-based instruction to a student centered and interactive learning environments. ICT is an effective tool for this emerging learning paradigm, making the learner



in active role of self-directed learning, providing flexibility and interactivity in the teaching and learning process.

Keywords: 21st century Skills, Learning Styles, Smart Classroom, Collaborator, self-Directed learning

Objectives of Study

The objectives of present study are:

- To provide a conceptual framework of ICT in teaching and learning process.
- To classify the 21st century learning skills
- To elucidate the characteristics of 21st century teachers and learners
- To reveal the 21st century learning styles
- To explain the features of 21st century smart classroom
- To share the emerging views of 21st century teaching and learning process
- To clarify about the various 21st century teaching and learning strategies
- To provide information about the 21st century teaching and learning environment

CONCEPTUAL FRAMEWORK OF INTEGRATION OF ICT IN TEACHING AND LEARNING

Information and Communication Technologies (ICT) has become an indispensable part of every sector of our life and to achieve the objectives of effective teaching and learning in present scenario, it has become necessary for the teachers to use and integrate these technologies as a part of our pedagogy.

For this purpose, hence, it becomes essential to have proper understanding of the concepts.

Information and Communication Technologies (ICT)

Information technology (IT) is defined as the study or use of electronic equipment's, especially computers for storing, analysing and sending out information.

Communication technology is the process of sending, receiving and exchanging information. ICTs can be defined as "diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information." These technologies include computers, the Internet, broadcasting technologies (radio and television), and telephony.

Technology Integration

Teachers effectively use technology with their students in the classroom to help instruct all subjects and allow students to become more active in learning



Examples of Technology Integration

- Interactive Whiteboards
- Blogging
- Wikis
- Podcasting
- Chatting Software

Benefits of Integration of Technology in Teaching and Learning

Motivation to Learn

Students come to class suggesting or asking to develop a learning project.

Students access and use information to challenge each other's statements.

Deep Understanding

- Students create content that refers to and builds upon references that are more in-depth than those found in classroom textbooks.
- Teachers use the Internet to stay current on best practices and to develop lessons that provide students with opportunities for deeper learning.

After proper instruction, students can create a document, video, podcast, or presentation that demonstrates a deeper understanding of their content areas

Learning How to Learn

- Students not only answer questions posed to them, but create their own questions based upon the wealth of information they are able to access.
- By following links online, students develop the habit of verifying information and locating deeper information in the style of bibliography-chasing used by students of previous generations.

Efficiency

- Students work smarter and so do teachers.

More Content

- Teachers bring more current and relevant teaching materials into their lesson plans.
- Hyperlinked writing makes it easier for teachers and students to verify the information presented in student work.
- Students bring more information into classroom discussions, written work, and multi media presentations

Efficiency

- Faster
- Cheaper
- Fewer Steps
- Less People
- Less Paper Work

Innovation

- New Products
- New Techniques

Improvements in teaching:

It allows faculty to improve their teaching. It provide an enhancing learning environment for students

To classify the 21st century learning skills

21st Century Learning and Skills

21st century skills are the abilities needed for the today's learners to succeed in their workplace. P21 framework presents a holistic view of 21st century themes, teaching and learning and combined discrete focus on student outcomes.

Each 21st Century skills are classified into three categories. They are Learning and Innovation skills, Literacy skills and Career and Life skills.

Learning and Innovation "The 4 Cs"	Digital Literacy	Career and Life
Critical thinking & problem solving	Information literacy	Flexibility & adaptability
Creativity and innovation	Media Literacy	Initiative & self-direction
Communication	ICT Literacy	Social & cross-cultural interaction
Collaboration		Productivity & Accountability
		Leadership & responsibility

- Learning and Innovation Skills They are the mental process require for increasing the complex life and work environment in today's world. They are the 4C's. They are Critical thinking and Problem solving, Creativity and Innovation, Collaboration and Communication.
- Literacy Skills We live in a technology and media rich environment which access to abundant of information, rapid change in technology tools and ability to collaborate and make an individual

contribution in an unprecedented scale. To be effective in 21st century learners and citizens must be able to curate, evaluate and effectively use information media and technology. It requires Information literacy, Media literacy and ICT literacy.

- Career and Life and Skills 21st century's students need to develop content knowledge and social and emotional competency to navigate complex life and work environment. P21 Career and Life skills consist of Flexibility and Adaptability, Initiative and Self direction, Social and Cross – cultural skills, Productivity and Accountability and Leadership and Responsibility.

Characteristics of 21st Century Teachers and Learners:

Teachers

21st century teacher's role is to plan, instruct, deliver the lesson and assess the student learning. The role of the teacher had changed from sage on the stage to guide by the side, coordinator of learning, facilitator and resource person. In 21st century, long lectures are not recommended. Teaching with technology will have greater impact. Teacher must know to use variety of methods in their classroom. To hold the attention of learners, teacher must use video clips, podcasts, concept charts and maps, clickers, presentation and other tools. Teacher must explore micro learning. Teacher must use course management system to accept the assignment of learners.

The characteristics of 21st century teachers are

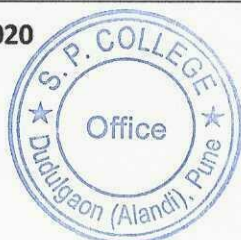
Researcher, Digital Designer, Communicator, Visionary, Leader, Role Model, Collaborator, Risk Taker, Innovative, Cooperative, Inclusive, Reflective, Creative and critical thinker, Organizer, Commitment, Continuous Learner, Relationship Builder, Calm and Patient, Social and Flexible.

- **Learners**

Skills, technology resources and Web 2.0 tools are used by 21st century learners to inquire, think critically and gain knowledge in order to draw conclusions, make decisions, apply information, create knowledge, share resources and participate as a creative member in the worldwide economy.

21st century learners are empowered by self-directed learning by taking control of learning at his/her own place, pace and time. The teachers use technologies for life-long learning such as research, update and enhance "Deep Learning" by the use of digital technology based teaching/learning resources. Digital technology can be used by teachers for online academic interaction through seminars, workshops, video conferencing.

It suggests that the learner will learn better when he/she construct his/her own knowledge. Therefore, there is a need for an active participation in the teaching and learning processes. This



would need a paradigm interruptive shift from teaching to learning environment which could be created through Technology Enabled Learning using digital technology. It will make learning more interactive, flexible and engaging through TEL.

The characteristics of 21st century learners are

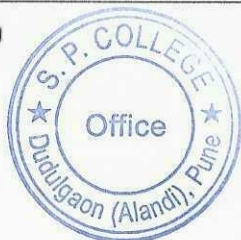
Focused, Problem solving, Flexible and critical thinkers, Collaborative communicators, Using common sense, Working with others, Caring and global citizens, Visionary leaders, Self directed lifelong learners, Information mangers, Performers, Preserving, Risk taking, Willing to work, Responsible, Motivated, Feeling confident, Showing respect and Healthy humans.

21st Century Learning Styles

Different learning styles are adopted for the students to develop a sense of motivation and responsibility. They were engaged to different types of hands-on activities and also to demonstrate learning in different ways. To be a successful teacher you must know how the present day students are learning.

Millennials prefer a broad spectrum of learning strategies. The concept of learner style is given more importance in this generation. They prefer learning materials which suits their learning styles that are deliver to cater to their visuals, auditory, read/write, kinesthetic and multimodal.

- Multimodal learner Teachers need to change their delivery mode to maintain interest, they quickly move on to the other forms of learning. Ideal learning environment involves less lectures and more collaboration with their peers.
- Attention spans are shorter 21st century learners have shorter attention span. They are easily and quickly distracted by distracters. So to hold the attention of the learners, teachers want to use multimodal approaches in their teaching.
- Good at discovering information 21st century learners are good at goggling and discovering information. They value a piece of information for their relevance to their lives. They appreciate and enjoy hands on experience/training and applications based on studies where new knowledge is discovered and synthesized actively between the group members.
- Flexible learning The present day learners were raised in a less authoritative environment, where decisions and actions are constantly justified. Flexibility and recognizing the social and emotional rationally behind new ideas and process are the expectations of 21st century learners. When trainers and instructors provide favourable learning environment reasonably behind the policies and regulations, these young learners are more likely to respond positively.
- Relaxed learning environment 21st century learners like relaxed learning environment with the minimum pressure, more freedom to complete assignments and also more freedom for personal expression and creativity. They also strive on personal relationship. They favour and follow



instructor's personal interest in their studies, training, developmental plans and achievement goals.

- Peer learning Today's learners feel more easy and enjoyable with peer learning style to attain their educational goals. Well-constructed peer learning serve as an anchor for learning.
- Like informal and stimulating environments Learners prefer unplanned, self-directed learning environments with full freedom. They like learning environment with fun and innovative.
- Prefer active learning strategies Learners prefer active learning strategies such as individual activities, group activities, inquiry learning, brain storming, project based learning, game based learning, etc
- Interaction and collaboration Students like to learn online tools with interactively and collaboratively in project based learning, cooperative learning, etc Social skills are developed through this style of learning. Mutual dependent, helping and sharing are expected in this method of learning.
- Experiential learner's 21st century learners are encouraged by hands-on exploration and help them to participate freely in Project-Based Learning. Immersive experiences, transforming experiences into understanding, deeper insights and long-lasting learning are the benefits of this method of learning.
- Comfortable with technology Learners like to access modern technology gadgets like smart phones, laptops, tablets and other devices enabled with Wi-Fi connection in classroom and feel very comfortable.
- Multitask Learners do multitask in diversified curriculum and make them multitalented personality. Multi task learning is preferred by learners for deep learning.

21st Century Smart Classroom

The use of smart classroom can act as medium to enhance the learning aspects of students. Many findings proved that out of five sense organs, the sense of sight and listening are the most powerful for gathering information and knowledge.

Based on this, 21st century smart classroom is to provide multisensory and multimodal approaches in the teaching-learning process. Technology-enabled smart classroom comprises of gadgets and tools for student learning and interaction with the instructor and peer.

They are Desktop/Laptop, Video projector/Multimedia projector, Interactive whiteboard, Interactive projector, Interactive pad, Smart Digital Podium, opaque Projector, PTZ Camera, Wireless Microphone for Convenience, Speakers, Student Response System and Feedback Assessment Tools.

Smart classrooms should be featured with following facilities:



- Preferably sound acoustic interior
- Enhanced lighting installation and controls
- A wireless mouse to control the computer from any place in the classroom while on move
- Switching controls to easily change projector output between the PC, Visualizer and other equipment
- Laptop plugging points, LAN connectivity points so you can bring your own computer and plug it up right away
- Suitable furniture to accommodate all these arrangements Use of modern technology gadgets in smart classroom result in more engaged learning for students and has potential to address to a variety of learning styles.

The usage of this new mode of instruction must be encouraged in the 21st century education system to make teaching learning process more effective.

21st Century Teaching and Learning Process

According to Constructivist psychologist a new paradigm of teaching-learning process is often characterized by the human six learning process. They are:

- The learning is a Natural process.
- The learning is a Social process.
- The learning is more Meaningful and develops insight.
- The learning is an active and not a passive process.
- The learning may be linear or non-linear.
- The learning is holistic and contextualized. The learning should be based on student interest, abilities and culture.

The learning is assessed through process, product and real problem solving ability of both individual and by group efforts. 21st century learners prefer learning from Digital makers, YouTube videos, Internet, Wikipedia, Multimodal learning, Concept mapping, Models, Books, Notes, Peer learning, Research articles, Journals, Digital books for emerging areas, etc

21st Century Teaching and Learning Strategies

New technology and approaches to teaching-learning are transforming 21st century's Classrooms. Educational institutions from primary schools to colleges are leaping on the digital trends like Smart classrooms for content delivery, Webcast Lecture, Open Educational Resources (OER), Video and Interactive video tutorials, Virtual Lab, Virtual Reality, Augmented Learning, Individualized Learning using portable devices, Personalization, Blended Learning, Flipped Learning, Small Private Online Course (SPOC), Massive Open Online Course (MOOC), Mobile Learning (m-learning), Gamification, Cloud-based, Artificial Intelligence, Chabot's, Internet of Things and Big Data are




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slowly finding their way into educational institutions. By using the 21st century digital trends and interactive teaching, we can produce a technologically-savvy generation of youths. Teacher can interact with students sitting at remote centres with the help of numerous tool such as e-NotePad, Chat, Document sharing, Whiteboard, Hand Raise, Video Sharing, Desktop Sharing, Question & Answer, Quiz, Poll, Viewer, Video wall, Library and Recording and Playback.

Assistive Technology (AT)

AT is an important enabler for participation of specially challenged students. Inclusive classroom and equal opportunity is an important component of education. Students of Physical or learning disability need social pedagogy and assistive technologies for education. These often include laptops/computers with specialized programs, like text to speech, speech to text, graphic organizers speech recognition software.

21st Century Teaching and Learning Environment

Mind Brain and Education Science (220) revealed that “Balanced with high content knowledge, the learning environment is one of the most important determinants of high quality teaching-learning exchanges.” 21st century teaching and learning environment has following characteristics such as smart use of space, integration of technology, collaborative stations and student mobility.

- Smart Use of Space:
 - Spaces are clean and inviting.
 - Colors are bright.
 - Natural sunlight.
- Integration of Technology:
 - Laptops/iPads allow for independent research.
 - Smart Boards provide an easy exchange of information.
- Collaborative Stations:
 - Maker spaces encourage active Project Based Learning.
 - Desk grouping allows for social learning.
- Student Mobility:
 - Mobile desks and chairs encourage students to design their own workspace.
 - Storage cabinets allow for free space to move around.

Conclusion:



21st century learners should employ the ICT and develop higher order cognitive skills. These are vital to find solutions for complex real-world problems.

In this regard, ICT is an effective tool for this emerging learning paradigm, making the learner in active role of self-directed learning, providing flexibility and interactivity in the teaching and learning process.

We need to have interactive teaching and this changing role of education is inevitable with the introduction of 21st century digital trends and producing a technologically-savvy generation of youths.

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What is 21st century learner?



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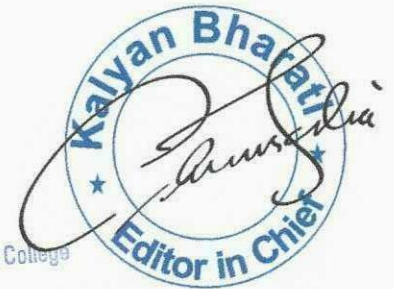
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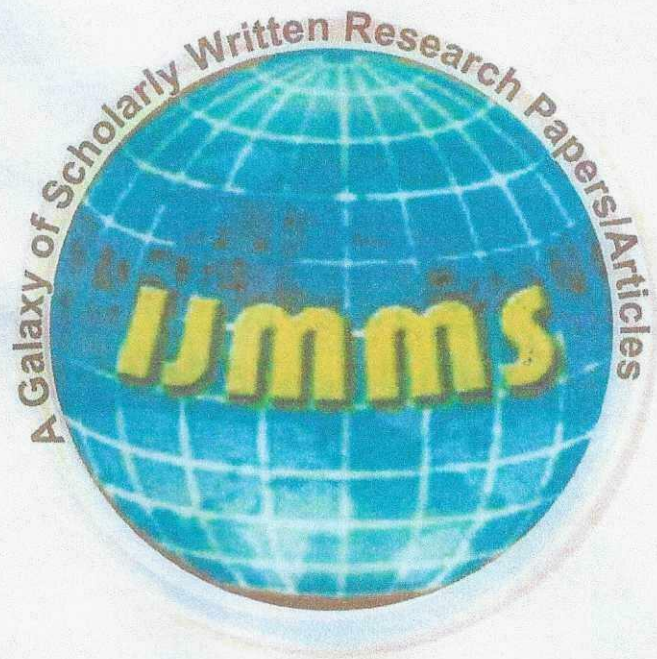


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आधुनिक भारताच्या विकासातील शरदचंद्र पवारसाहेब यांचे योगदान

डॉ. पांडुरंग उत्तमराव मिसाळ

प्राचार्य

शरदचंद्र पवार कला व वाणिज्य महाविद्यालय, आळंदी- देवाची

प्रास्ताविक :

“यद्यदाचरति श्रेष्ठस्तत्तदेवेतरो जनः । स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते ॥२१॥” गीता, अ.३

सुमारे पाच हजार वर्षापूर्वी भगवान श्रीकृष्णाने कर्तव्यविन्मुख झालेल्या अर्जुनाला कर्तव्यसन्मुख करण्यासाठी जे गीता शास्त्र सांगितले, त्यामध्ये असे सांगितले, “समाजातील अदर्श मोठी माणसे ज्याप्रमाणे आचार-विचार करतात. त्याप्रमाणे समाजातील सामान्य माणसे त्यांचे पाहून वर्तन करित असतात.” या श्लोकाचे भाषांतर करताना श्री संत ज्ञानेश्वर महाराजांनी असे म्हटले आहे की, “एथ वडिल जें जें करिती। तया नाम धर्म ठेविती। तेंचि येर अनुष्ठिती। सामान्य सकळ ॥१५८॥” ज्ञानेश्वरी, अ.३, पृ.७४ यावरून समाजामध्ये महान व्यक्ती श्रेष्ठत्व प्राप्त झालेल्यांची चरित्र, आत्मचरित्र त्यांचे वर्तन, आचार-विचार, कार्य, कर्तृत्व, जीवनप्रणाली, कार्यपद्धती दीपस्तंभप्रमाणे सर्व सामान्यांना मार्गदर्शन करित असते हेच यावरून दिसून येते. या सूत्रानुसार माननीय लोकनेते शरद पवारसाहेब यांचे चरित्र, आत्मचरित्र, जीवनकार्य, आचार-विचार, कार्यपद्धती, राजकारण, समाजकारण, अर्थकारण, शैक्षणिक धोरण. महिलाधोरण, संस्कृती, साहित्य, कला, क्रीडा, माहितीतंत्रज्ञान, संरक्षण, जलसंवर्धन, परराष्ट्रीय धोरण, हरितक्रांती, द्रष्टेपणा, त्यांच्यामुळे झालेली आधुनिक भारताची जडणघडण, त्यांचे धीरगंभीर व्यक्तिमत्त्व, चिकाटी, अभ्यास, अविश्रांत सतत प्रयत्नशील धडपड, सावधनता हे असे अनेक घटक सर्व समाजाला वर्तमानकाळात व भविष्यकाळातही सतत प्रेरणांचा अखंड स्रोत होऊन राहिला. हे त्यांच्या अमृतमोहत्सवी वर्षानिमित्त होणाऱ्या भव्य-दिव्य कार्यक्रमांतून प्रसारमाध्यमांतून पाहिलेले व प्रत्यक्ष अनुभवलेले आहे. याचे आपणापैकी अनेकजण साक्षीदारही आहेत. यातमात्र तीळमात्र शंका नाही. अशा काही महत्त्वाच्या कार्यांच्या योगदानाचा शोध घेण्याचा, आढावा घेण्याचा प्रयत्न मी, माझ्या या शोधनिबंधात केलेला आहे.

१) शिक्षणक्षेत्रातील योगदान: शरद पवार साहेब यांचे शिक्षणक्षेत्रातील कार्य अतिशय भरीव स्वरूपाचे आहे. तसेच तितकेच महत्त्वाचे आहे. शालेय विद्यार्थिनींना प्रधानक्रमांक मिळण्यासाठी त्यांनी मदतीचा हात पुढे केला. विद्यार्थिनींना शाळेपासून महाविद्यालयाचे सर्व शिक्षण विनामूल्य मिळावे तसेच बसने मोफत प्रवास मिळावा, अपंग विद्यार्थ्यांसाठी सर्व शैक्षणिक सुविधा मिळाव्यात विविध स्तरावरील परीक्षा मार्गदर्शन केंद्रांची अनेक ठिकाणी दुर्गम भागात निर्माती करून यामधून मोठ्या प्रमाणावर शैक्षणिक प्रगतीला, विकासाला त्यांनी गती देऊन प्रामुख्याने मुलींना शैक्षणिक प्रवाहात आणण्यासाठी तेही जाणीवपूर्वक प्रयत्न केले. जर स्वतः साहेबांना ३५% एस. एस.सी.ला गुण मिळाले असले तरी त्यांनी त्याकाळात महाराष्ट्र शासनाकडून सायकल मिळत असे त्यासाठी प्रयत्न करून त्या सायकलीवर प्रवास करित असत. कॉलेजलाही जात असत. असे योगदान शिक्षण क्षेत्रातही दिसून येते.

२) कौटुंबिक भावविश्वातील योगदान : साहेबांना सामाजिक बांधलकी राजकारणापेक्षा महत्त्वाची वाटत होती. तरी देखील त्यांच्या सुमारे पाच दशकांच्या राजकीय प्रवासात अत्यंत यशस्वीपणे वाटचाल करणारे शरद पवारसाहेब तसेच त्यांना कौटुंबिक महत्त्वाचा साथ देणारा त्यांचा कौटुंबिक सर्व परिवार म्हणजे जणू काही संपूर्ण महाराष्ट्रासाठी हे असे अत्यंत जिवाच्याचे, प्रेमाचे, आपुलकीचे चित्र आहे, असे आपणास वाटल्याशिवाय नक्कीच राहत नाही. त्यांचे अनेक वेळा अतिशय व्यस्त असे कामाचे वेळापत्रक असताना देखील प्रत्येक दिवाळीच्या प्रत्येक सणाला प्रत्येक वर्षी आपल्या गावी बारामती काठेवाडीला आपले सर्वच अन्न, ईष्ट, नातेवाईक यांना व सर्वच कार्यकर्त्यांना भेटतात त्यांच्या अडीअडचणींना समजावून घेतात. त्यांच्याशी संवाद साधतात, चर्चा करतात, तर त्यांचा दुसरा विशेष त्यांच्याबरोबर विलटनसारखा परदेशातील राष्ट्राध्यक्ष असा वेगळा बाहेरचा परिवारही असतो. प्रत्येकाशीच ते अतिशय आपुलकीने, अस्तेने वागतात. यातून असे म्हणावेसे वाटते ‘ज्याचे घरसुखी त्याचेच समाजकारण सुखी’ असा संदेश ते जणू हजारों कार्यकर्त्यांना देऊन जातात. अशा कार्यकर्त्यात ते सामूहिक बंधुभावाचे सहजच बीजारोपणही करतात, समाजिक ऐक्याचे संघटन करतात. म्हणूनच कौटुंबिक परिवार अन्न, ईष्ट, नातेलाग व



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कार्यकर्त्यांचे प्रेरणास्थान ठरतात. म्हणून त्यांचे कौटुंबिक विश्वातील व सामाजिक विश्वातील योगदानही तितकेच महत्त्वाचे आहे.

३) शरद पवारसाहेबांचे प्रचार दौरे तरूणांना योगदान देणारे: पवारसाहेबांची कारकीर्द इतक्या विविध आडव्या उभ्या धाग्यांनी बहरलेली, मोहरलेली आहे. ते कोणत्याही ठिकाणी गेले तरी आपल्या विचारांनी व कार्यकुशलतेने सर्वांचे लक्ष आपल्याकडे वेधून घेतात. त्यांची राजकीय क्षेत्रातील जोडी असो किंवा राजकारण विरहित मित्रांच्या समवेत, मित्रांची रमलेली गप्पांची रंगलेली मैफील असो, त्यांची उपस्थिती सर्वांनाच प्रेरणा देऊन जाते. त्यांच्या राजकीय क्षेत्रातील सुरुवातीची त्या कालखंडातील प्रचार दौरे हा आजच्या तरूण पिढीला खास अभ्यासण्यासारखा विषय आहे. अगदी सुरुवातीच्या काळात त्यांनी सायकलीवर देखील प्रचार दौरे केले आहेत. ते प्रचार दौरे चांगलेच गाजविलेले आहेत. मोठ्याप्रमाणावर तरूणांचा सहभाग प्रचार दौऱ्यात असायचा आणि त्यामध्ये अतिशय आत्मविश्वासाने ती कामे करित असत. त्यामुळे त्यांना मोठ्याप्रमाणावर तरूणांबरोबर, कार्यकर्त्यांची साथ मिळत असे. ह्या दौऱ्यात मोठ्या प्रमाणावर तळागाळातील तरूण त्यामध्ये सहभागी होत असत. यामधून आज नेतृत्व करू पाहणाऱ्या तरूण पिढ्यांना मार्गदर्शन करणारे योगदान आहे असे वाटते.

४) कृषिक्षेत्रातील योगदान: शरद पवारसाहेबांनी कृषिक्षेत्रातील भरीव स्वरूपातील योगदान देतानाच भारतीय शेती हा अर्थव्यवस्थेचा कणा आहे. तर शेतकरी हा देशाचा कणा आहे. त्यांनी भारतातील कृषिक्षेत्रात अनेक नवनव्या संकल्पना राबविल्या की ज्यामधून देशभरातील सर्वच कृषिक्षेत्राला विशेष अशी चालना मिळाली मग ती हरितक्रांती असेल किंवा विविध क्षेत्रातील विविध ठिकाणी सुरू झालेले संशोधन केंद्र असोत. तसेच कृषिप्रदर्शन मेळावे यातून भारताला स्वयंपूर्ण करण्याचे श्रेय शरद पवार साहेबांनाच जाते. ते भारताचे कृषिमंत्री झाले तेव्हा तर देशातील शेतकऱ्यांपर्यंत देशाच्या कानाकोपऱ्यापर्यंत ते पोहचले होते. शेतकऱ्यांच्या मेळाव्यात मिसळून त्यांना मार्गदर्शन करून धीर देण्याचे काम त्यांनी केले होते. तसेच शेतकऱ्यांना मोठ्या प्रमाणावर शेतीवर अनुदान देऊन त्यांच्या काळात प्रथमच देशाच्या इतिहासात शेतकऱ्यांना बाह्यत हजार कोटी रूपये त्यांनी देऊन ते इतरांचे व शेतकऱ्यांचे आधारस्थान व प्रेरणास्थान ठरले. त्यामुळे शेतकरी त्यांच्या पाठीमागे नेहमीच उभा राहिला. याचा त्यांना चांगलाच फायदा झाला. यातूनच त्यांना नेतृत्व प्राप्त झाले हे मान्यच करावे लागते.

५) बारामतीतील योगदान एक प्रेरणास्थान मॉडेल: "ज्याचे स्वतःचे घर चांगले, तोच आपला परिसर चांगला करू शकतो" असे भारताचे राष्ट्रपिता महात्मा गांधी यांनी म्हटले आहे. याचा प्रत्यक्ष वास्तव अनुभव आपण नेमके अगदी बारामतीत गेल्यावर मुख्य रस्त्यापासून बारामतीकडे वळल्यावर जणू आपणास असे वाटते की आपण कोणत्यातरी परदेशी शहरात गेल्यासारखे वाटते. सर्वच ठिकाणी उच्च दर्जाचे बांधकाम सुनियोजित रचना हे सर्वच पाहिल्यावर निश्चितपणे साहेबांनी 'अगोदर केले आणि मग सांगितले.' या तत्त्वानुसार कृषिक्षेत्रातील, नवनवीन प्रयोग अगोदर बारामतीत चांगले यशस्वीरीत्या राबविले. तसे पाहता बारामतीत पाऊसाचे सरासरी प्रमाण कमी असते. तरी आधुनिक तंत्रज्ञान वापरून त्याठिकाणचे द्राक्षे, चीज आज परदेशात निर्यात होतात. ज्याचा प्रत्यक्ष लाभ आजवर सामान्य नागरिकांसह लाखो विद्यार्थ्यांना झालेला आहे. म्हणून असे म्हटले जाऊ लागले की देशात १०० बारामती निर्माण झाल्यावर देश सुधारल्याशिवाय राहणार नाही. याचे सर्व श्रेय पवारसाहेबांनाच जाते हे मान्यच करावे लागेल. त्यांच्या बारामती शहरापासून देखील त्यांची प्रेरणा इतर शहरांना व नेत्यांनाही मिळाल्याशिवाय राहत नाही. हे त्यांचे योगदान असामान्य असे आहे.

६) क्रीडा क्षेत्रातील योगदान: पवार साहेबांना क्रिकेटविषयी आवड असून तो त्यांच्या जिवाळ्याचा विषय होता. तसेच कुस्ती, मलखांब अशा आपल्या मर्दानी खेळांना सतत पाठिंबा देत आहेत. खेळांना मदत करून, त्यातील खेळाडूंना नेहमीच आधार, स्फुर्ती, प्रेरणा व सर्वोत्तरी दिलेले आहे. परंतु तत्याचबरोबर जगभरात भारताचे नेहमी अग्रेसर ठेवणाऱ्या क्रिकेट, कुस्तीच्या प्रगतीसाठी अनेक तत्पर आणि ठोस निर्णय घेतले. तसेच शहरांबरोबर ग्रामीण भागात अत्याधुनिक स्टेडियम निर्माण करण्याचा त्यांनी घेतलेला निर्णय हा खऱ्या अर्थाने ऐतिहासिक आहे. त्यामुळे खेडेपाड्यांपासून अनेक क्रीडाक्षेत्रात गुणवंत खेळाडू प्रकाशात आले. पवारसाहेबांनी ज्या ज्या क्षेत्रात नेतृत्व केले, आपले लक्ष घातले. त्या त्या सर्व खेळांना, क्रीडाक्षेत्रांना, त्यातील खेळाडूंना चांगले दिवस आले, त्यांना चांगल्या संधी मिळाल्या. खेळाडूंना आधार मिळून प्रेरणा मिळाल्या हे विसरून चालणार नाही. तसेच जागतिक क्रिकेट संघटनेचे ते अध्यक्ष झाले. हाही सर्वोच्च बहुमान त्यांना मिळाला. क्रीडा क्षेत्रातील योगदान त्यांचे कौतुकास्पद आहे.

७) सांस्कृतिक क्षेत्रातील योगदान: पवारसाहेबांनी सांस्कृतिक क्षेत्रात अतिशय महत्त्वाचे असे योगदान दिलेले आहे. तसेच त्यांनी राजकारणाच्या पलीकडे जाऊन नेहमीच साहित्य, कला, क्रीडा आणि संस्कृती या क्षेत्रांसाठी महत्त्वाची भूमिका बजाविलेली आहे. तो सन्मान त्यांनी स्वतः पुढाकार घेऊन केलेला आहे. तो सन्मान व सत्कार यशवंतराव प्रतिष्ठानाच्या माध्यमातून त्यांनी केला, घडवून आणला. अशा अनेक दिग्गजांचा सन्मान करतानाच नवोदित कलाकार, साहित्यिकांसाठी



बारामतीतच हक्काचे व्यासपीठ निर्माण केले. लेखक, चित्रकार, कवि, अभिनेते अनेक क्षेत्रातील कलावंत अशा सर्वच घटकांना बरोबर घेऊन शरद पवार साहेबांनी एकूणच सामाजिक बांधिलकी जोपासली आहे असेच दिसून येते. यातून अनेक होतकरूना आशीर्वाद मिळाले. त्या त्या सांस्कृतिक क्षेत्रात संधी उपलब्ध झाली. त्या योगदाना पासून पुढे जाण्याचे प्रोत्साहन मिळाले.

८) महिला सबलीकरणातील योगदान: पवारसाहेबांच्या घराण्यात महिला समानतेचा विचार दृढ झालेला होता. महिलांच्या सबलीकरणासाठी आणि त्यांना सर्वेच क्षेत्रात समान हक्क मिळण्यासाठी त्यांनी नेहमीच पुढाकार घेतला. त्यांनी घेतलेल्या ठोस निर्णयामुळे नागरी स्वायत्त संस्थेमध्ये खास महिलांसाठी ३३% आरक्षणाचा कायदा अंमलात आणला. कला, क्रीडा, साहित्य, संस्कृती या क्षेत्रांप्रमाणे इतरही प्रांतात महिलांना समान संधी देऊन त्यांनी अनेक तरुणींना विकासाच्या प्रवाहात सामावून घेतले. महिला अल्पबचतगट, राष्ट्रीय स्तरावरील महिला बँक, ग्रामपंचायतीत महिलांना अग्रस्थान, युवती मेळावा, खास महिलांना मार्गदर्शन यामुळे महिलांना विकासमार्गात चांगलीच संधी मिळून मोठ्याप्रमाणावर फायदा झालेला आहे. याचमुळे महिलांना समान संधी मिळालेली आहे. हे सर्वच लाभ महिलांना पवार साहेबांमुळे शक्य झालेले आहे. यातूनच त्यांच्या प्रगतीला हातभार लावून प्रगतीची, विकासाची महिला सबलीकरणाची प्रेरणा मिळालेली आहे. हे सर्व त्यांचे महिला सबलीकरणामुळे, योगदानामुळे, तळमळीतून शक्य झालेले आहे.

९) संरक्षणक्षेत्रातील योगदान: पवारसाहेबांच्या संस्कृती, कला, क्रीडा, साहित्य, महिलासबलीकरण, कृषिक्षेत्रातील योगदान हे धोरण कार्य सगळ्यांनाच माहिती आहे. तितकेच अतिशय महत्त्वाचे योगदान, कार्य त्यांनी अतिमहत्त्वाच्या क्षेत्रातही केलेले आहे. आजपर्यंत संरक्षण खात्याचा मंत्री जिथे दुर्गम भागात जाण्याचे धाडस दाखवू शकला नाही. अशा अतिशय दुर्गम भागात त्यांनी स्वतः जाऊन तेथील सैनिकांना त्यांनी मार्गदर्शन करून त्यांची मने जिंकून आलेली आहेत. आपले सैन्य कायम आद्यावत असावे यासाठी त्यांनी नेहमीच अग्रही भूमिका घेतली. त्यातूनच अत्याधुनिक शस्त्रसामग्री, वाहने, लष्करी ताफ्यात दाखल झाली. त्यामुळे आपल्या भारत देशाचा दबदबा संपूर्ण जगामध्ये नक्कीच निर्माण झाला. हवाई दल, पोलीस दलात महिलांना प्राधान्य मिळाले. महिलांना आणखी एक चांगली संधी मिळाली. संरक्षणक्षेत्रातील अशी कामगिरी सर्वच महिलांसाठी अतिशय प्रेरणादायी ठरलेली आहे. हे त्यांचे योगदान महत्त्वपूर्ण आहे.

१०) आपत्कालीन व्यवस्थापनक्षेत्रातील योगदान: आपत्कालीन संकट निवारण (डिझास्टर मॅनेजमेंट) या क्षेत्रात त्यांचा अभ्यास आणि कर्तृत्व फार मोठे आहे. याची दखल घेऊन विरोधी सत्ताधारी पक्षांचे पंतप्रधान माननीय अटलबिहारी वाजपेयींनी त्यांना 'अपदा प्रबंधन' खात्याचे उपाध्यक्ष पद देऊन एक प्रकारे प्रत्यक्ष त्यांच्या क्षमतेची पोहोच पावती दिले असे म्हणावे लागेल. किल्लारी भूकंप असो की मुंबई बाँबस्फोट प्रकरण असो की मळणीची अतिशय अशी भयंकर घडलेली दुर्घटना असो. असे कोणतेही संकट आले की ते नेहमीच त्याठिकाणी धावून जातात आणि पुढाकार घेऊन अतिशय चतुराईने संकट निवारण करतात. उदा. मुंबई बाँबस्फोटात अवघ्या तीन दिवसात शांत करून जनजीवन पूर्व परिस्थितीवर आणले. कोणतेही क्षेत्र असले तरी त्यांचे काम हे अलौकिकच असते. त्यामुळे त्यांच्या अपात्कालीन कार्यातून व्यवस्थापनातून त्यांचे योगदान सिद्ध झालेले आहे.

११) देशातील हरितक्रांती क्षेत्रामधील योगदान : आपण स्वतंत्र भारताचे विकासाची टप्पे पाहिल्यावर त्यामध्ये कृषिक्षेत्रातील विकास व त्या अनुषंगानी त्यांनी घडवून आणलेली हरितक्रांती जणू संपूर्ण देशवासियांसाठी वरदान ठरलेले आहे. पूर्वी एकेकाळी अनेक धनधान्याची परदेशातून आपणास आयात करावी लागत असे परंतु आजघडीला भारत हा देश तांदूळ, गहू, धान्याच्या क्षेत्रात जगात क्रमांक दोनच निर्यातदार झालेला आहे याचा आपणास सार्थ अभिमान आहे. सहकारातून ऊस संवर्धन, फळ बागा विकास व फळ प्रक्रिया उद्योग, वायनरी धान्य बँक अशी विविध क्षितीजे साहेबांच्या या हरितक्रांतीच्या कर्तृत्वाला लाभलेली आहेत. तसेच त्यांनी फळबागांनाही अनुदान दिलेले आहे. यामधून भारतवाशीय शेतकऱ्यांना मदत तर झालीच परंतु त्यांना चांगले पीके घेण्याची व काम करण्याचे योगदान मिळाले असेच यातून आपणांस जाणवते.

१२) सर्वच ठिकाणी मैत्रीपूर्ण योगदान: "हे विश्वची माझे घर" या ज्ञानदेवांच्या उक्तीप्रमाणे पवारसाहेबांची मैत्री तशी तर अगदी काठेवाडी ते युनोस्कोपर्यंत आहे. ग्रामपंचायत ते आंतरराष्ट्रीय स्तरापर्यंत त्यांची असलेली निखळ मैत्री हा सर्वांच्या कौतुकाचाच विषय आहे. आपल्या देशात तरी एवढी मैत्री जपणारा दुसरा कोणी नसावा असे वाटल्याशिवाय राहत नाही. प्रत्येक पक्षातीलच नव्हे तर प्रत्येक क्षेत्रातील माणसाशी साहेबांची चांगलीच मैत्री आहे. नुकत्याच झालेल्या १० डिसेंबर २०१५ रोजी लोकनेते शरद पवार साहेब यांच्या अमृतमोहोत्सवी कार्यक्रमात त्यांचा सत्कार आणि सन्मान करताना त्याठिकाणी शासनाचा प्रोटोकॉल न पाळता राष्ट्रपती, उपराष्ट्रपती, मुख्यमंत्री, राज्यपाल तसेच विरोधी पक्षनेत्यांसह अनेक पक्षांचे नेते जागतिक कीर्तीचे उपस्थित राहिले होते. त्यांनी तोंडभरून साहेबांचे कौतुक केले हे आपण प्रसारमाध्यमातून पाहिलेच आहे. डॉ. एपीजी अब्दुल कलाम यांनी त्यांना हद्दाने 'बॉस' म्हटले आहे. कार्यकर्त्यांच्या तीन तीन पिढ्यांसी त्यांचा मैत्रीभाव कायमचा राहिलेला आहे. यातून



सर्व सामान्य माणसांपासून ते राजकीय नेत्यांपर्यंत सर्वांनाच मैत्रभावाची बागणूक मिळते हे त्यांचे समाजातील मैत्रीपूर्ण योगदान आहे.

१३) वृहन्महाराष्ट्र कॉलेजमध्ये जी. एस. म्हणून निवडणुकीतील योगदान: बी. एम. सी. महाविद्यालयात वाणिज्यविद्या शाखेत असताना पुणे व पुण्याच्या बाहेरून आलेल्या विद्यार्थ्यांना अर्ज भरून देणे, प्रवेशासाठी मदत करणे, आपुलकीने विचारपूस करणे, गरीब विद्यार्थ्यांना मदत करणे, त्यांना मार्गदर्शन करणे त्यामुळे त्यांच्या भोवती विद्यार्थ्यांचा सतत घोळका, गर्दी असे सर्वांना तो विद्यार्थी नेता आपलासा वाटायचा त्यामुळे ते महाविद्यालयात जी. एस. निवडणुकीसाठी उभे राहिले व प्रयत्नांनी ते अगदी सहजच निवडून आले. यातून आजही कॉलेज विद्यार्थ्यांला प्रेरणा मिळाल्याशिवाय राहत नाही.

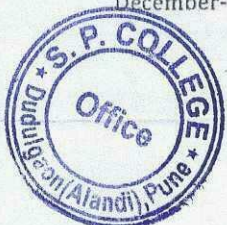
१४) राजकीय क्षेत्रातील योगदान: अनेक क्षेत्रातील नामवंत, गुणवंत, कर्तृत्ववान महापुरुषांचे अमृतमोहोत्सवी वर्षे साजरे करून लोकांनी त्यांचा सन्मान केला, गौरव केला. तसाच सोहळा साजरा करताना त्यांचे अनेक मान्यवरांनी कौतुक करताना त्यांचा उल्लेख देशाचे भावी पंतप्रधान व राष्ट्रपती पदाच्या योग्यतेचे व्यक्तिमत्त्व म्हणून शरद पवार साहेबांचा उल्लेख केला. हीच त्यांची सर्व श्रेष्ठ महनता आहे. यातूनच नेतृत्व करणारा नेता हा कसा असावा याची प्रेरणा मिळते. हे विसरता येणार नाही. आज राजकारणी माणसाला हे समजून घेण्यासारखे आहे असे मला वाटते.

१५) समाजकारणातील योगदान: राजकारण करित असताना समाजकारणाला महत्त्व देऊन सामाजिक बांधिलकी अतिशय महत्त्वाची असते. ते पवार साहेबांनी जीवनभर जोपासण्याचे काम त्यांनी केले. मराठवाडा नामांतर प्रकरणामध्ये डॉ. बाबासाहेब आंबेडकर असे मराठवाडा विद्यापीठाचे नामांतर करताना, त्यावेळी अनेक ठिकाणी जातीय दंगली निर्माण झाल्या. जाळपोळ झाली. या प्रसंगात समाजकारणाला महत्त्व देताना त्यांच्या सरकारला सत्तेतून पाय उतार व्हावे लागले. त्यांना नामुष्की पत्काराची लागली. परंतु तरी समाजकारणालाच पाठिंबा दिला. म्हणूनच समाजातील त्यांची लोकप्रियता आढळ राहिली आहे. म्हणून असे वाटते की सामाजिक क्षेत्रात त्यांचे योगदान अतिशय महत्त्वाचे आहे.

१६) पवार साहेबांचे रयत शिक्षण संस्थेतील योगदान: ज्या रयत शिक्षण संस्थेचा पाया महर्षि कर्मवीर भाऊराव पाटील यांनी घातला. त्या रयत शिक्षण संस्थेचे गेली २५ वर्षे पवारसाहेब अध्यक्ष म्हणून काम पाहतात. मुख्यमंत्री पद भूषविण्यापेक्षा त्यांना संस्थेचे अध्यक्ष पद महत्त्वाचे वाटते. प्रत्येक वर्षी ९ मे ला ते रयत शिक्षण संस्थेत प्राचार्य, प्राध्यापक, शिक्षक व शिक्षकतेर कर्मचारी यांना मार्गदर्शन करतात त्यांच्या अडचणी सोडवितात. शिक्षण संस्थेत काम करताना राजकारणाचे जोडे दाराच्या बाहेर सोडवावेत असाही सल्ला देण्यास ते विसरत नाहीत. संस्थेच्या प्रगतीसाठी, वाटचालीसाठी सदैव प्रयत्नशील असतात. यातून त्यांचे रयत शिक्षण संस्थेवर असणारे प्रेम आपणास दिसून येते. यामुळे सर्वांचे ऋणानुबंध जोडले जातात व लोकांच्या मनात एक विश्वास निर्माण होतो. हेही योगदान अतिशय महत्त्वाचे आहे.

१७) त्यांच्या दैनंदिन जीवनातील योगदान: श्रीमद् भगवतगीतेतील कर्मयोग्याप्रमाणे सतत कार्यमग्न असणारा असा लोकनेता दुर्मिळ आहे असे म्हणावेसे वाटते याचे कारण त्यांची दिनचर्या पाहिल्यावर सहज लक्षात आल्याशिवाय राहत नाही. पहारे पाच वाजल्यापासून त्यांचा दिनक्रम सुरू होऊन सकाळी ८ वाजता तर त्यांच्या कामाला सुरुवात होऊन त्यांच्याभोवती कार्यकर्त्यांचा मेळा जमा होतो. त्यांच्या समस्या सोडविणे, त्यांच्या प्रश्नांची समाधानकारक उत्तरे देऊन मार्गदर्शन करतात. हा क्रम रात्री ११ वाजेपर्यंत सतत चालत राहतो. सत्ता हे सेवेचे साधन मानतात. कार्यकर्त्यांना मदत करतात. त्यांच्या समस्यांचा अचूक वेध घेतात. त्यांनी नेतृत्व अतिशय कष्टाने कमावलेले आहे. त्या पाठीमागे त्यांच्या आयुष्याची गुंतवणूक आहे. हेच त्यांचे भांडवल आहे. लोकांच्या निवेदनाची ताबडतोब उत्तर देणे, पत्राची उत्तरे देणे. या त्यांच्या कार्यपद्धतीमुळे लोकांना आळस झटकून टाकून कामाची गोडी लागते हे दैनंदिन जीवनातील दिनचर्यातील अतिशय महत्त्वाचे योगदान आहे.

समारोप: लोकनेते शरद पवार साहेब यांचे जीवन व कार्य पाहात असताना त्यांचे चरित्र, आत्मचरित्र, कार्यपद्धती, विचार करण्याची रीत, त्यांचा द्रष्टेपणा, वक्तृत्व, अभ्यास, अनुभव, चिकाटी, जिद्द, मेहनत, कार्यशैली, अविश्रांत परिश्रम, समत्व बुद्धी, महिलाविषयी आदर, शेतकऱ्यांवर विश्वास व प्रेम, धैर्यशील, करारी वृत्ती, कार्यकर्त्यांवर दबदबा, त्यांच्या कामाचा लेखाजोखा करणे. भ्रष्टाचाराचा एकही आरोप नसणारा नेता, संसदेचा मान, पावित्र्य राखणारा, संसदेत वाऊग न बोलणारा, आपल्या मतावर कायम ठाम असणारा, वैज्ञानिक दृष्टिकोन असणारा, शकुन व अपशकुन यावर विश्वास न ठेवणारा, दुष्काळात शेतकऱ्यांचे आश्रु पुसणारा, आजारांना न जुमानता काम करणारा, विरोधाकांशी चांगलीच मैत्री करणारा, सतत कार्यमग्न असणारा, मुख्यमंत्री पद चार वेळा भूषविणारा, संरक्षण तसेच भारताचे कृषि मंत्रीपासून ते जागतिक क्रीकेट संघटनेचे अध्यक्षपद स्वीकारण्यापर्यंत असे अनेक महत्त्वाचे पद भूषवून आपले अष्टपैलू व्यक्तिमत्त्व सिद्ध करून आधुनिक भारताच्या विकासात, जडण-घडण करणारा, सर्वच प्रगतीच्या क्षेत्रात सिंहासारखे योगदान देणारा एकमेव नेता कोण असेल तर ते म्हणजे



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माननीय लोकनेते शरद पवारसाहेब होय असे निसंकोचपणे म्हणावेसे वाटते. यात शंका घेण्याचे कारण नाही असे मलाही मनापामून वाटते.

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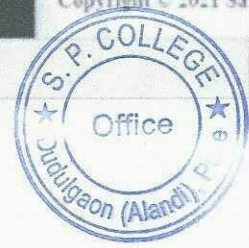
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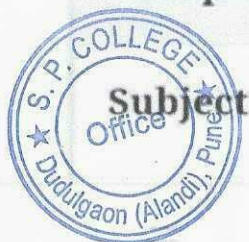
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