



# KLE SOCIETY'S

## SCIENCE AND COMMERCE COLLEGE

Plot No, 29, Sector 1, Kalamboli, Navi Mumbai, Maharashtra 410218 Contact- 8828979594,  
Web-www.klessccmumbai.edu.in (Affiliated to University of Mumbai)

### Proceedings of ISBN NO. 978-81-964370-3-9

ONE- D A Y NATIONAL CONFERENCE

On

## "Recent Trends in Startup Entrepreneurship And Green Initiative's In Commerce with Sustainability"

ORGANIZED BY

Department of Commerce  
In Collaboration with IQAC

Venue: - College Auditorium

24 th March 2023

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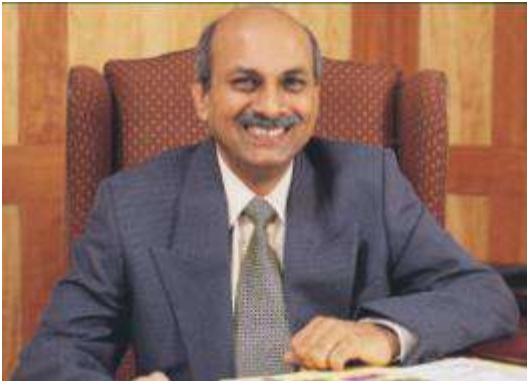
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### **About KLE Society**

The Foundation of KLE Society was laid on November 13, 1916 by seven young teachers remembered as "Saptarishis" who had a vision to spread the light of education amongst all sections of society. They initiated with an Anglo- Vernacular school in Belagavi which ushered in a new dawn in the realm of education that has at present grown into about 293 institutions in diverse faculties ranging from Arts. Science, Commerce, Medicine, Engineering, Dental, Pharmacy, Architecture, Law, Nursing, Ayurveda Management, IT and Computer Science catering services from kindergarten to Post graduation and professional research. KLE is a vibrant 107-year-old Society led by a charismatic Chairman, Dr. Prabhakar Kore who has completely transformed lives through his relentless effort, commitment and contributions through healthcare and education. K.LE Society's collaborations with Universities inthe US, UK and Malaysia have added a completely new dimension making it at par with international educational institutions. Underthe unparalleled leadership of Dr. Prabhakar Kore, KLE Institution has reached enviable heights. His spectacular Chairmanship of more than 35 years, with the active support of his team of elected members, embodies the collective efforts of everyone in KLE, 13,000 members of the trust, 1, 80.000 students and 18,000 faculty members, in making KLE an international education hub.

### **Dr. Prabhakar Kore**



### **Chairperson, KLE Society, Belagavi**

A multifaceted personality, Dr. Prabhakar Kore has diverse interests and commitments in various domains that include education,health care, cooperative sector, politics and community building and has left an indelible mark on the State, National and International scenario through this relentless effort, commitment and contribution to transforming lives through health care and education.

He is a progressive leader whose missionary zeal and firm commitment have pioneered the march of KLE society in health sciences,education and research. This has taken state-of-the-art health care services to the doorstep of the common people. He has also ensured cross-cultural integration through various academic collaborations and has become a local lore by providing urban infrastructure in the rural areas to harness local talent. He has with his rare visionary redefined and redesigned KLE society for the 21st century and as an accomplished educationist led the KLE society relentlessly along the path envisioned by the founding 'Saptarishis'.

The KLE Society lauds Dr. Prabhakar Kore for his ceaseless and spectacular chairman ship of a period of more than 35 years. The society continues providing services with its 293 institutions along with the team of over 18000 staff members living up to the expectations of over 138000 students.

### **About College**

KLE College of Science & Commerce, Kalamboli is one of the proud branches of Karnataka Lingayat Education Society Belgavi that emphasizes on the Academic, Medicine and Research horizons for developing a sound mind and a healthy body through spiritual enlightenment and social transformation. KLE, Kalamboli has been emerging into a strong educational institution since the time of its inception in 2013. It is committed to provide excellent educational assistance through the union of Truth, Love, Service and Sacrifice, which are the ideals of the KLE society.

The conference is organized by department of commerce on "Recent Trends in Startup Entrepreneurship & Green Initiative's In Commerce with Sustainability." It focuses on the present shift of happening all over the world as well as brings together different personalities of the society like academicians, consultants & Research scholars to express their views and findings.

### **Objective of the conference**

- To discuss trend, opportunities and Challenges faced in Modern Startup, Entrepreneurship & sustainability.
- To proclaim the technological advancement in field of startup, Entrepreneurship & sustainability.
- To outline the issues and concerns in modern startup, Entrepreneurship & sustainability.
- To stimulate innovation through discussion and deliberation in the field of startup, Entrepreneurship & sustainability.

### **Conference Themes**

- Ethics in Entrepreneurship.
- Green Commerce.
- Sustainable development.
- Startup.
- Digitalization in commerce & industry. HR policies changing Scenario.
- E marketing.
- Financial management towards sustainable approach in modern Industry.
- CSR towards environment.

### **Advisory Board**

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Academic Director,

Uni globe College (Pokhara University Affiliate), Kathmandu, Nepal

### **Keynote Speaker**

Prof. Dr. G.Y Shitole

Principal- SBUP School (Sri Balaji University, Pune)

**Session Chairman**

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## HR Policies Changing Scenario

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### Abstract:-

A close study of human resource strategy will help us understand why human resource strategy is binding. If we take the dictionary meaning of policy as "plan of action" and "plan" as policy, then according to Flipo, 'policy' is a man-made rule of pre-determined action. Which is established to guide the performance of work towards the objectives of the organization. Human resource policies are defined as specific guidelines that an organization takes to manage its human assets. These are formal rules for recruiting, appraising, training and rewarding employees. They are referred to as the framework and guiding force that help in taking consistent decisions for the welfare of the organization and its employees.

Everything you need to know about HR policies. A policy is a statement or general understanding that provides guidelines to the members of an organization in making decisions regarding any course of action. Thus, a human resource policy provides guidelines for making decisions on matters related to the management of human resources. For HR policies to be more effective, they must be established according to good standards. They should be reviewed from time to time. There should be a set of standards to check the effectiveness of a particular HR policy. Human resource policies should align with employee expectations

**Keywords:** - Human resource policies 22, online information, technological and environment.

### Introduction:-

Human resource policies are variable because, resources should be used appropriately to achieve specific objectives. Resource planning is done with this approach in mind. The process of planning human resources in the context of an enterprise is called human resource planning. This process is also known as work force planning. Business conditions are never static and stable. If the business condition improves, the demand for the product increases. Therefore, it is necessary to increase the production. If production is to be increased, there is a definite increase in the number of work force, manpower or employees with various skills in the organization. The term human resource planning includes the efforts made to increase the availability of human resources at the right time as needed, taking into account the consequences and nature of human resource demand in the future. The

development of any individual, family, society and country never happens by coincidence or accident. Development depends on availability of tools and proper utilization of resources. These resources are of three types namely natural resources, financial resources and human resources. Total geographical area of the country, land, land fertility, mountains, rivers, seas, forests, mineral wealth etc. These are all natural remedies. National income of a country, per capita income, savings rate, capital formation rate are examples of economic resources. Objectives of the study:-

- 1) To recruit suitable employees with the necessary qualities, qualifications and skills, taking into consideration the future expansion of the industry and the urgency of possible production increase from the point of view of human resource planning.
- 2) To accurately predict the shortage of various types of work force in the future or how many and which employees will be surplus and take necessary measures accordingly.
- 3) To predict the impact of technology on future work, current workforce and future human resource needs.

**Fact Analysis: - How the HR technology revolution happened in 2022, a study of some of the ways in which augmented reality technology can enhance personnel management yielded the following information.**

- 1) The development of all organizational dimensions, notably human resources, has been facilitated by the rapidly changing technology environment (HR). The technological revolution is changing traditional HR policies and practices and reshaping people management as it acts as an inventive game-changer.
- 2) The Covid-19 outbreak forced the HR sector to reevaluate its operations as several organizational divisions prioritized digital solutions for business procedures. This made it possible to give digital solutions like management software, cloud computing, artificial intelligence (AI), and machine teach (ML) more priority in the field of human resources.
- 3) HR technology :- Talent sourcing ,Process management, comprising hiring, paying, and rewarding employees, Collaboration and dialogue, Analytics for the workplace and data management, Performance evaluation, employee input, and reward, Project management and management and Monitoring and adherence
- 4) How augmented reality may change human resources policy: - the moment, HR practices use the latest technology to enhance operations. However, differences in participation and communication can have an impact on a worker's attitude toward their job and productivity.
- 5) Utilizing augmented technologies, such as artificial intelligence (AI), machine learning (ML), and augmented reality/virtual reality (AR/VR), may assist in creatively bridging the gaps in communication, interpersonal relationships, employee engagement, and workplace inclusion. This may improve the workplace for new hires and workers and greatly improve their work experience.

**22 HR policies your company should have in India. Mainly, there are two types of HR policies in India. General policies and specific policies.**

### **1. General policies:-**

General policies are the kind of policies that every organization requires and has. The leaders of the company usually formulate them.

### **2. Specific Policies:-**

Specific policies are the kind of HR policies which relate to certain issues or concerns of a specific organization. They are crafted specifically to suit the organization by the HR

Department. These policies relate to issues concerning the compensation, recruitment, benefits, etc. of the employees. 22 Most Important HR Policies in India 2023 it is the sole responsibility of the HR personnel to keep a company compliant to the local laws of a country. Therefore, the company policies should be created with the utmost understanding and experience. Below, we've included a list of 12 important HR policies that your company must have in India. The list is no particular order of importance.

### **1. Car Lease Policy:-**

A car lease policy is a flexible, affordable and convenient solution for car ownership. This policy helps the employees access their desired car without the hassle of down payment, bank liability, vehicle registration, insurance, service or maintenance. At PumPumPum, you can Lease high-quality pre-owned cars near you in a comprehensive package. PumPumPum is the best option for Startups and SME's. The Leasing is cheaper than any other monthly EMI of a Car. You can visit PumPumPum for more details.

### **2. Employment Contracts:-**

An employment Contract is an accord that states the working relationship between an employee and a company. It allows both parties to understand the rules and regulations and the terms of employment. It is important to have these documents as the Indian employment laws are a diverse and complex framework to navigate. Therefore, having up to date documents to prove the company's compliances will protect the company for several years ahead. A few important laws that you must refer to before creating the company's employment contracts are wage laws, labour laws, the contract act, 1872 and the local state's employment laws.

### **3. Code of Conduct:-**

The code of conduct policy of a company contains the vision, ethics and mission of the organization and it is created to build and maintain the right business environment for employees. It contains the rules of work that the employees of the company must abide by. In India, policies such as equal right policies, electronic usage policy, dress code, enabling work environments, media policy, conflict of interest, etc.

### **4. Employee Wages:-**

Managing employee payroll is an important part of an HR department's job, however, ensuring that employee salaries are competitive in the market and are compliant with government policies is also an important part of it. In India, several acts cover the wages of an employee. One of them is the Minimum wage act, 1948. And also, it sets the minimum wages that a skilled and unskilled labour should receive. As well as it enables employees to earn the 'basic cost of living'. Furthermore, the Payment of Wages Act, 1936 ensures that the employee receives the right monthly payment on time and without any unnecessary deductions.

### **5. Menstrual Leave Policy:-**

Menstrual leave is a leave where women may have the option to go for a paid or unpaid leave from their employment if they are on their periods and are unable to go to work because of

the pain and anything related. This leave helps to seek better facilities for women in the workplace. And because of this women have always suffered. And to ease up things, Menstruation Benefits Bill 2017, was introduced by Ninong Ering who is a member of the parliament of Arunachal Pradesh. Under the Bill, women of both public and private sectors registered with the Central and/or state governments will be entitled to two days of menstrual leave every month, amounting to a total of 24 days of leave annually.

#### **6. Gratuity Policy:-**

A gratuity amount is payable to an employee if they have completed 5 years of employment in a company. Once an employee is retired they receive their gratuity amount, this amount is mainly paid to an employee to offer them a token of appreciation for the service they have delivered to the company. Furthermore, it is also a legal compulsion to pay employees gratuity under the payment of gratuity act, 1972. Therefore, you must have a gratuity policy in order for your organization.

#### **7. Employee Provident Fund:-**

The employees' provident fund act, 1947 provides employees with income security during their retirement also, it is a social security fund that gives employees benefits like retirement pension, medical insurance, housing care and more. It is worth noting that only organizations with more than 10 employees have to compulsorily have a Provident fund. However, you should have a provident fund policy in your organization to make things easier.

#### **8. Leave Policy:-**

The leave policy is created to give employees a clear picture of the number of leaves an employee is allowed to take annually. Furthermore, it should also mention public holidays. Furthermore, the leave policy must also mention the percentage of salary cut that an employee will see in the case of unpaid leaves or half-days. Legally, India has three national holidays where no organization is allowed to be open without permission. However, organizations like factories, hospitals, travel agencies, etc. are exempt from this and are allowed to work for 24 hours a day. However, under the Factories Act, 1948, they must be paid for those days and should be paid for overtime. Furthermore, every organization should have an annual list of leaves that the employees will be getting.

#### **9. Sexual Harassment Policy:-**

Every organization must take extra steps to make their workplace a safe environment for women to work in. It is not just a legal requirement but also a moral obligation. In India, laws have also been updated to make the safety of women in workplaces a priority. The 5-year-old sexual harassment act, 2013 has taken the Indian business world by a storm. The act is well praised and has even lead to closing down of a few companies. Furthermore, the act protects not just the employees and interns of an organization but also any woman visiting the company or a woman customer. Every organization must include a sexual harassment policy to be able to address all complaints actively. According to the act, every company with more than 10 employees must set up an Internal Complaints Committee. Furthermore, the steps that should be taken in such cases should also be mentioned in the policy.

\*For more information, you can check out – our blog post \*

<p style="text-align: center;"><b>Letterhead Spacing</b></p> <p style="text-align: center;"><b>LEAVE POLICY</b></p> <p>The objective of the leave policy is to ensure all employees have adequate time away from work while avoiding the build-up of large amounts of annual leave not taken on the Company leave balance sheet.</p> <p>The leave cycle starts from April 1st and ends on March 31st of every year. An employee will be entitled to paid leaves of 15.25 days (pro-rata basis) for every month you have worked.</p> <p>Leaves accrued over a year will be carried forward in the next to leave cycle. Please note that in a leave cycle only 36 leaves will be allowed and approved to be <b>carried forward</b> in the next to leave cycle year. Any leaves exceeding 36 leaves will lapse.</p> <p>➤ <b>Leave application procedure</b></p> <ul style="list-style-type: none"> <li>○ It is necessary that leaves are scheduled in advance and in a manner that balances both the individual's desires and Company's need for appropriate coverage on teams and projects.</li> <li>○ All employees should get e-mail approval (both) from their Supervisor with HR Team marked on CC for their casual/planned/sick leaves.</li> </ul> <p>➤ <b>Planned and Unplanned Leave</b></p> <ul style="list-style-type: none"> <li>○ Any leaves which have been informed and applied to e-mail prior to the specified date of leave will be considered as planned leave.</li> <li>○ Example: If an employee wants to take a leave on 7-May-2019, the following needs to be done:</li> <li>○ The employee should have the Supervisor informed 24-48 hours i.e. 5<sup>th</sup> or 6<sup>th</sup> May 2019 about the leave requirement.</li> <li>○ The employee should drop an mail on or before 7<sup>th</sup> May 2019. If he fails to do so or applies the leave post 7<sup>th</sup> May 2019 it will be considered as <b>Unplanned Leave</b>.</li> <li>○ Respective Supervisor/ Reporting Authority has decision making power to either approve a requested leave by the employee as <b>Paid or Unpaid</b> basis on the <b>business requirements</b>. Supervisor/ Reporting Authority can exercise this right as the response on the email of the requested leave.</li> </ul> <p>➤ <b>Leave bifurcation for the year is as follows</b></p> <ul style="list-style-type: none"> <li>○ <b>Sick leave (SL)</b> - 3 per year</li> <li>○ <b>Earned Leave (EL)</b> - 15 per year</li> <li>○ These leaves will start accruing from the date of joining; however, will be available for utilization only after you are a confirmed employee with the organization.</li> <li>○ During probation, you are not allowed to take more than five leaves subject to the approval of your reporting authority.</li> <li>○ Any leave taken during the probation period will be counted as unpaid leave/loss of pay (L.O.P).</li> </ul>	<p style="text-align: center;"><b>Letterhead Spacing</b></p> <p style="text-align: center;"><b>EMPLOYEE HANDBOOK</b></p> <p>Privileged Leave every year. However, an employee can take a maximum of 15 working days at a stretch. In case an employees avails of more than 15 working days at a stretch, such leave will be treated as unpaid leave.</p> <p>1.26 All Paid holidays and Sundays that precede, succeed or fall within the period of the employee availing the PL, will not be considered part of the PL.</p> <p>1.27 Privileged Leave cannot be accumulated or go-cashed.</p> <p>➤ <b>Casual Leave / Sick Leave (CL/SL)</b></p> <p>1.28 Casual Leave is permitted for employees to attend to their personal exigencies.</p> <p>1.29 Sick Leave is permitted when an employee is unable to attend work for medical reasons. When an employee is ill and is unable to come to work he / she must call the office and notify his / her supervisor of their absence.</p> <p>1.30 Employees are eligible to 10 working days of Casual / Sick leave in a year.</p> <p>1.31 In case of absence for more than three (3) working days at a stretch, a Medical Certificate from a doctor is required. In case of additional requirement of SL, it may be combined with PL. Advance SL may be permitted on a discretionary basis.</p> <p>1.32 More than three (3) working days taken as CL, would be treated as PL. Alternately, medical certificate should be submitted for the leave to be considered as sick leave.</p> <p>1.33 Casual / Sick Leave cannot be accumulated or go-cashed.</p> <p>1.34 Casual / Sick Leave cannot be suffixed or prefixed to Privileged Leave.</p> <p>➤ <b>Maternity Leave (ML)</b></p> <p>1.35 Maternity Leave (ML) will be available to all female employees for the purpose of confinement and recuperation thereafter.</p>
<p style="text-align: center;"><b>Letterhead Spacing</b></p> <p style="text-align: center;"><b>EMPLOYEE HANDBOOK</b></p> <p style="text-align: center;"><b>5. Terms of Employment</b></p> <p>1.11 All employees will be issued employment agreements at the time of joining.</p> <p>➤ <b>Probation</b></p> <p>1.12 Employees may be placed on probation for a period of six months.</p> <p>1.13 Alternately, the employees will be treated as confirmed employees.</p> <p>1.14 At the end of 6 months for the employees on probation, there will be a Performance Review, based on which the employee will be confirmed. confirmation, this period of 6 months will be included for the purpose of granting increments / entitlements and any other benefits (with the exception of leave).</p> <p>1.15 In case, the Performance Review discussion indicated a less than satisfactory performance, the same will be communicated to the employee and his / her probation period may be extended by another 3 months or the employment terminated depending upon the Review. If the performance is unsatisfactory even after the extension of the probation period, his / her employment with the company is liable to be terminated.</p> <p>1.16 At all times, employees are expected to perform and deliver their duties / responsibilities as per their designated role to the satisfaction of the management.</p> <p style="text-align: center;"><b>6. Leave And Holidays</b></p> <p>➤ <b>Purpose and Overall Policy</b></p> <p>1.17 This section includes XYZ's policies on Leave, which are categorized as:</p> <ul style="list-style-type: none"> <li>➔ Privileged Leave (PL)</li> <li>➔ Casual Leave / Sick Leave (CL / SL)</li> <li>➔ Maternity Leave (ML)</li> <li>➔ Holidays</li> </ul>	

## 10. Maternity and Paternity Leave Policy:-

Every organization employing more than 10 workers is required to follow the maternity benefits (amendment) act, 2017. The maternity act is perhaps one of the most popular HR policies in India Also; it outlines the benefits and the leaves that a pregnant woman who has worked in an organization for 80 days is entitled to. Under the act, your policy must include at least a 26-week paid leave to a woman for the first two children and a 12-week leave subsequently. Though there is no legislation for paternity leave in India, there is, however, a bill called the Paternity Benefit Bill in 2017 has been upheld by the government. This has truly brought in the conversation of equality for both the parents and has been applauded by the citizens of the country.

## 11. Termination of Employment Policy:-

There always comes a time when an employee has to be let go. Such situations always have heavy emotions attached to them. Therefore, it is important to create a leave policy for your organization so it guides you through the steps of letting an employee leave a company. This will help the HR personnel carry out the correct procedures according to the federal laws. For example, it should be noted that companies are not allowed to terminate

employees Without notice. In order for the employee to be compliant and also, it is important for a correct and in-depth termination policy to be created.

### **12. Adaptive Work Culture Policy:-**

Work offices look a little different than they used to a few years ago. Today, more and more employees seek for flexible work options such as work from home options or 5 day work weeks. Though it is not a legal requirement to adapt to the changing times, it is not smart to stick to the traditional work patterns either. Having adaptive work cultures helps employees be more productive as well as improves employee engagement. This is an HR policy in India that is often overlooked, however, should be included.

### **13. Communications Policy:-**

A communication policy helps establish and maintain open communication for employees throughout various levels of the organization. This policy includes your company's policies for e-mails, mobile phone usage, telephones, notice boards, memos, etc. also, It must place the correct mechanisms to update existing technology as well as communication channels frequently.

### **14. Nondiscrimination Policy:-**

Discrimination can take several forms; it can be based on prejudices of age, color, sex, caste, creed or more. However, it is an employee's fundamental right to be treated equally and without discrimination. Articles 14, 15 and 16 grant these rights to every citizen in the country. Therefore, every organization must create a company policy that does not permit any kind of discrimination and must state the repercussions of the same.

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### **15. Dress Code Policy:-**

The dress code policy exists to make working more professional and also, promote a better work environment. But, a good dress code policy is a set of guidelines to understand what is inappropriate to be worn at work. Having a laid out policy ensures that the employees are well-dressed for meetings and promotes the right work culture.

### **16. Probation and Confirmation Policy :-**

When a new employee is on boarded they are usually kept on a probation period. Which commonly lasts for three months or more. It gives the company time to judge an employee's performance and also the conditions under which the employee will be confirmed into the company. Probation periods are mandatory for all employees of an organization. Therefore, this means that the employee gets a chance to understand the work environment and the workload of a company. The probation policy includes the terms and conditions that the employee should follow during the probation period. The policy must include the probation time period, as well as procedures, post the confirmation also, it should include the code of

conduct, the performance expectations and goals of the employee for the company.

### **17. Work from Home Policy :-**

A Work from the Home policy is an agreement between an employer and employee to grant the employee the privilege of working from home. It should clearly specify the work timings, deliverables and clear procedures. Though there are no laws regarding these, having a clear and definitive policy will be helpful. It must include the procedure through which an employee can apply for the privilege of working from home and mention in detail who is eligible for sure privileges.

#### **Also Read:**

1. How to Implement a New Company Policy
2. How to Design a Leave Policy?

### 3. Work From Home Policy: A Guide For HR Managers

#### **POLICY ON PROBATION AND CONFIRMATION**

##### **PROBATION**

1. A person is appointed on probation in order to assess his suitability for absorption in the service to which he has been appointed. Probation should not, therefore, be treated as a mere formality. No formal declaration shall be necessary in respect of appointment on probation. The appointing authority may declare successful completion or extend the period of probation or terminate the services of a temporary employee on probation, on the basis of evaluation of performance.

2. Probation is prescribed when there is direct recruitment, promotion from one Group to another or for officers re-employed before the age of superannuation. The probation shall stand successfully completed upon issue of orders in writing. It is, however, not desirable that a Government servant should be kept on probation for long periods.

3. Instead of treating probation as a formality, the existing powers to discharge probationers should be systematically and vigorously used so that the necessity of dispensing with the services of employees at later stages may arise only rarely.

4. Concentration of attention on the probationer's ability to pass the probationary or the departmental examination, if applicable, should be an essential part of the qualification for confirmation but there should be a very careful assessment of the outlook, character and aptitude for the kind of work that has to be done in the service before a probationer is confirmed.

5. A probationer should be given an opportunity to work under more than one officer during this period and reports of his work may be obtained from each one of those officers. The probation reports for the whole period may then be considered by a Board of senior officers for determining whether the probationer concerned is fit to be confirmed in service. For this purpose, separate forms of report should be used, which are distinct from the usual Annual Performance Appraisal Report (APAR) forms. The probation period reports, unlike APAR, are written to help the supervising officer to concentrate on the

# Letterhead Spacing

## SEXUAL HARASSMENT POLICY

- Transmitting any message, by mail, telephone, e-mail, etc. which is obscene, lewd, suggestive or blatantly sexual
- Any explicit or implicit communication wherein a sexual favor or demand, whether by words or actions, is made a condition for an individual's employment, career progress, promotion, etc. thereby creating a hostile environment.
- Sexually charged jokes or remarks and behavior which have sexually-oriented innuendoes
- A consistent pattern of unnecessary physical contact, staring or targeting unreasonable attention at an individual in day to day dealings
- Any pervasive pattern of behavior which makes employees uncomfortable, insecure or feel humiliated or disadvantaged based on gender differentiation
- Actual sexual assault.
- As mentioned above, this is an indicative but not an exhaustive list of possible forms of sexual harassment.

This policy is to prohibit and deter any employee/ staff employed with the Company any form advancing any form of sexual harassment in the way employees behave with each other. This applies equally to relations between superiors and subordinates as well as between peers. Any incident of sexual harassment will be viewed with extreme seriousness. A complaint or report of sexual harassment will be immediately investigated and appropriate action will be taken against the offending employee or employees. For every incident of Sexual Harassment, the accused/ respondent shall be prosecuted under the provisions of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (hereinafter referred to as 'the Act') and such other laws enforced in India at the time of the commission of the offense.

### > Internal Committee

The Company at this moment constitutes an Internal Complaints Committee (from now on referred to as 'Committee') as required under section 4 of the Act. The Committee has been established to ensure that any incidence of sexual harassment is dealt with appropriately, sensitively and expeditiously ;

- Internal Complaints Committee for Sexual Harassment comprises of
- Presiding Officer: A woman employed at a senior level in the organization or workplace
- At least 2 members from amongst employees, committed to the cause of women and or having the legal knowledge

PROBATION-AND-CONFIRMATION-Policy

01 - Anti Sexual Harassment Policy-2

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### **18. Grievance Policy :-**

In India, as per section 9C of the Industrial Disputes Act, 1947 every employer employing at least 20 workmen, is required to set up a Grievance Redressed Committee. Grievance regarding job harassment, sexual misconduct, unfair decisions, and more should be heard, and should have the policy to resolve the same. Meanwhile, HR policies such as the grievance policy are extremely important for the growth and proper functioning of an organization.

### **19. Awards and Recognition Policy:-**

The rewards and Recognition Policy is created to give employees a one-time reward or an award for outstanding performance. It is created to help encourage employees to improve their performance whether individually or as a team. The awards and also recognition milestones are built according to the overarching company vision and objective. The reward can be both monetary and non-monetary.

### **20. Travel Policy:-**

In the necessary requirement of an employee being required to travel for business-related work, the travel policy is created. Also, this reimburses the cost of the travel to the employee for business approved travel costs. The travel policy must mention the requirements for proof, the procedure of filing for reimbursement, authorization authority as well as the exceptions to it.

### **21. Performance Management and Appraisal:-**

The performance management policy is one of the HR policies created to give employees a clear understanding of what is expected of them. It provides an appropriate framework within which the performance of an employee can be managed. Also, this can be done through the implementation of various tools, techniques, as well as processes. While performance management includes identifying, measuring, managing, and developing the performance of human resources in an organization. Performance appraisal is an ongoing process of evaluating an employee's performance and therefore, should be part monthly HR processes.

### **22. Hiring Policy:-**

A hiring policy maps out the rules and regulations that all employees must follow while recruiting and interviewing candidates and also while making hiring decisions. These policies can differ depending on the company as they are often changed according to the company's needs.

### **Conclusion:-**

Every business entity needs strong policies to establish and maintain order in the workplace. These are the right guidelines that pave the way for moral and ethical behavior in the workplace. It details the responsibility of the employer towards the employees working under him and guides the employees on how they should behave to maintain the dignity of the place. Various objectives can be achieved through human resource management. In this,

Human resource planning is done to provide the workforce with the right skills to meet the future employee needs of the organization. An industrial organization should prepare and announce its HR policy in advance so that it can base decisions on future HR issues.

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**Title of the paper: Corporate Social Responsibility Funds: A Catalyst to Inclusive Growth**

**Prepared and to be Presented by**

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**Abstract:**

India has an age-old history of charity, donations, philanthropy activities carried out by the kings, wealthier sections of the society and businesses. A continuous growing charitable contributions were seen during all reign's pre- independence, during the freedom struggle and post-independence period to contribute towards the development of the nation. We are all familiar with the big corporate contributions that helped our nation even to fight the pandemic COVID-19 and help India get stabilized post covid to step ahead towards becoming a global super power. The concept of inclusive growth was started since eleventh five-year plan by NITI Aayog to trigger the development process, improve the quality of life and ensure equality of opportunity for all.

The study aims to explore the importance of the usage of CSR Funds as a measure for inclusive economic growth, environmental sustainability and associating benefits of competitive advantage that the corporates gain through the effective CSR spending.

**Keywords:** Corporate Social Responsibility, Inclusive Growth, Environment Sustainability

**Introduction:**

The corporate social responsibility has been mandated in India ages after being in practice voluntarily by the corporates. If we read out the literature there is no specific definition of the term CSR but it has been generalized to giving back to the societies that make the business running and profitable. It is a management concept where by the companies integrate social and environmental concerns in their business operations and have interactions with their stakeholders. The essence of CSR lies in the principles of Sustainability, Accountability and Transparency. It requires the businesses to focus on the Triple Bottom Line for its long run sustainability viz. People, planet and Profit. CSR has potential to transform India

as recent CSR mandates have paved the way for huge funds to the social sector even being a spiritual land the

Pandemic of COVID-19 brought in retail donors at large scale and the emerging concept of crowd funding has become capable of gathering funds from the people for the social causes at large.

Inclusive growth has envisaged at large in the Indian economy since the eleventh five-year plan 2007-2012. Inclusive Growth can be termed as “broad based growth. Shared growth and pro-poor growth” that shall lead to equitable allocation of resources, increased rate of employment opportunities, improved access to education, proper sanitation and hygiene provision and better standard of living. Achieving inclusiveness needs multiple interventions and introduction of new policies and programs along with changes in the attitudes of the business and society at large and expand their access to essential services.

India is ranked 62 amongst the 74 emerging economies in the Inclusive Development Index while 132 out of 191 countries in Human Development Index as per the reports released by the United Nations Development Programme Report 2021-2022. Figures though behind the developed nation’s shows that India is marching ahead of many other developing nations in the world heading towards its march for \$5 Trillion Economy by 2024. Therefore, the development needs to be inclusive to achieve better ranks in all the economic barometers of performance measurement and so the CSR Funds can be a great source for achievements of the goal.

#### **Objectives of the Study:**

1. To study the concept of CSR and Inclusive Growth.
2. To study role of CSR towards the inclusive growth in India.
3. To find out the contribution of CSR funds in environment sustainability.
4. To provide suggestions for optimum utilization of CSR funds.

#### **Research Methodology:**

The study is completely based on secondary data from the CSR portal of Government of India, CSR Box reports, research articles, journals, news articles and other published resources.

#### **Review of Literature:**

**Kanbur, G.R. (2009)**, states the distinction between the inclusive growth and inclusive development yet the growth can help eradicate poverty and accelerate broad base economic growth. Improvisation in the rural infrastructure can immensely contribute towards growth in agriculture, employment opportunities and incomes. The study has put forward strong Recommendations of strengthening the sustainable growth, good political playfield, policies for business growth and environmental sustainability.

**Athreya, M. (2009)**, the study examines the role of CSR in inclusive growth and states the need for comprehensive standards for reporting on CSR and refining business actions from the point of ethical, social, environmental betterment. It needs to go beyond the charitable and philanthropy aspects.

**Dr. Anjan Kumar, M. (2016)**, analyzed the challenges and prospects of Inclusive Growth of Indian Economy and CSR fund of Domestic Corporation in India. The study states that low agricultural growth, poverty, caste barriers, traces of existing child labor pose challenges towards inclusive growth. It highlights the need of hour that while India is achieving its growth rate it requires to formulate effective strategies and implement those effectively towards achievement of desired goals of environment sustainability, social and economic growth.

**Rao, G.A. (2009)**, in their study find that in this contemporary era of liberalization and retreat of developmental state CSR plays a vital role in promoting inclusive development It supports the four-pillar opinion of Confederation of Indian Industry (CII) i.e., the stakeholder engagement, effective partnership, risk management and corporate governance are essentially required for successful implementation of CSR towards achieving Inclusive Development.

**Shetty, J. (2018)**, study was specifically conducted in the state of Karnataka and shows that corporates in Karnataka have a positive attitude towards the CSR initiatives. Companies prefer to follow good ESG policies and highlights the need for the government organizations to bring in supportive policies and adaptable strategies for planned development of nation through effective utilization of CSR funds.

**Ahmed, S. (2022)**, in his article stated that the Outbreak of COVID-19 has brought a social concern in all business regardless of its size, industries have huge role in nation building

as they help in tackling the societal and environmental issues and are leading towards sustainability bridging the inequitable distribution of wealth. Their ethical efforts are also proved to bring them returns as customers feel privileged buying products from the businesses contributing in social causes.

## **Results and Discussions:**

Contribution of CSR in achieving the Elements of Inclusive Growth:

### **1. Agriculture Development**

In the terms of creating shared value, the businesses are helping the progress of agriculture and allied activities. Despite of hard efforts the country has been continuously facing the problems in agriculture due to natural factors as well as lack of proper implementation of the policies or lacking dissemination of the technology after the mandate of CSR in 2014 many big corporates have entered in sharing responsibilities with the state helping farmers in agriculture and allied activities through their CSR implementing agencies. Krishi Mitra by Mahindra & Mahindra helping farmers in crop planning, soil health improvising the agricultural productivity. Moo by HUL to tackle milk deficit in dairy farming through ICT enabled techniques enabling rural farmers to generate good income through the allied activities. Adani Foundation through System of Rice Intensification (SRI) technique helped farmers in reducing their cultivation cost by 33% and increased productivity by 51%. The M-Krishi by Tata Consulting Services enabled personalized services to farmers regarding the weather and soil conditions, fertilizers, crop prices, etc. more than 20000 farmers are taking benefits through it.

### **2. Poverty Reduction:**

CSR spending has been proved in alleviating poverty from the country under the provision of 'eradication of poverty and hunger' for eradication of malnutrition, hunger deaths, health and safety, sanitation 79 companies have contributed Rs.1564.39 Crores. Poverty reduction is common in all CSR reports. Through its Sustainable Development Goals, the corporate plan to have big contribution in helping India come out of poverty by 2030.

### **3. Access to Essential Services:**

CSR funds have huge spending in essential services of education and skill building, healthcare industry, building toilets and other sanitation facilities, etc. The

Education Promotion Project by Wipro Ltd. Is remarkable with its contribution of 19.75 crores for the education of underprivileged. Due to COVID-19, the spending on healthcare industry has doubled. The top 200 companies spend around Rs.1369 crores on health and wellness about 24% of the total spend on CSR is focused on health care. The Major lead taken by Tata, Wipro, Infosys, BPCI, Mahindra & Mahindra, etc. were a big lead to contribute in the health care. By 2030 India is also marching towards AIDS and Malaria eradication by joint initiatives of government and corporates.

#### 4. Social Justice and Empowerment

For social upliftment and empowerment of women, child and migrant workers the companies have launched gender equality, skill development, livelihood programs, etc, the big giants like Tata Consultancy Services, Wipro Ltd, Bajaj Ltd, HDFC, Oracle Financial Services Software Ltd, Hindustan Zinc Ltd., ITC Ltd., etc. almost majority of the companies are spending crores of rupees on such projects. Tata has been a major contributor spending hundreds crore for the betterment of women and socially deprived class towards education, empowerment and means for livelihood. The Bandhan Bank Limited contributed Rs.18.20 crore on Targeting the Hard-Core Poor Program is well known for destitute women in form of distributing only productive assets to sustain their livelihood.

#### 5. Environment Sustainability:

The CSR compliance has provision for environmental sustainability, ecological balance, flora fauna protection, maintenance of soil, air, water quality, etc. Which is addressed as environmental CSR. The companies have been continuously spending good amount towards environmental sustainability, which can be analyzed through:

Financial Year	Total CSR Expenditure (Rs. In Cr.)	Total Environmental CSR Expenditure (Rs. In Cr.)	Percentage of Environmental CSR (%)
2014-2015	10065.93	859.47	8.54
2015-2016	14517.21	1003.88	6.92
2016-2017	14344.00	1342.03	9.36
2017-2018	17094.72	1694.36	9.91

2018-2019	20150.13	1708.90	8.48
2019-2020	24860.70	1799.83	7.24
2020-2021	20358.89	1042.35	5.12

Source: CSR Data Portal (Accessed at [csr.gov.in](http://csr.gov.in))

It shows that since the beginning of mandatory CSR the corporates have started spending crores of rupees on environmental sustainability, conservation of natural resources, agroforestry, animal welfare and contribution to clean Ganga fund. It has been increasing from 2014 to 2019 later due to pandemic the reduction has been seen in 2019 to 2021 as they majorly Contributed towards healthcare. Still, it can be analyzed that the proportion (%) of spending has been declining and needs a good lift in upcoming years to tackle the rapidly growing environmental issues.

#### **Conclusion:**

The study concludes that the CSR funds have been positively contributing towards the achievement of inclusive growth. The CSR funds have been a helping hand towards the inclusive development of nation by redistributing the gained income to the economically and socially backward classes of the nation. CSR funds have proved to be a good source of funding towards contribution for all elements of inclusive growth. The CSR funds have played a big role in Battling with COVID-19 in India. The corporates are continuously contributing towards the environmental sustainability combating the serious nature destruction issues. It also brings advantages to the company improving its corporate image.

#### **Suggestions:**

- The corporates should adopt a particular area especially the areas towards their headquarters and sub branches for development.
- The corporates should be involved in planning programmes by the government for effective implementation of strategies.
- There should be an increased number of employees voluntarily willing to work for effective implementation of CSR policies.
- The skill development programmes should be funded but along with a proper channel to start self-employment.

- The CSR fund should be channelized at areas with majority of rural farmers for their farm upgradation.
- The CSR funds should also be spent on tribal areas, education for their children and employment generation for them.
- The strong association between CSR spending and green corporate image needs to be realized by the corporates.
- The optimum utilization will lead India a step ahead in achievement of its goal of becoming a \$5 trillion economy in the upcoming years.

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**Abstract** - E - Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E- Marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The basics of marketing remain the same – creating a strategy to deliver the right messages to the right people. What has changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e marketing adds a completely new element to the marketing mix. Many businesses are producing great results with e marketing and it's flexible and cost-effective nature makes it particularly suitable for small businesses. Very simply put, e - Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e -Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

**Keywords** - on-line marketing, e marketing, online marketing, Internet marketing, global marketing competition.

## **I. INTRODUCTION**

Due to globalization, not only nations are coming closer to each other but also different sector undergoes into significant changes. In addition, marketing sector is also affected by this and experiencing so many changes continuously. To sell our product through internet or digital media is known as E- marketing. Types and size of business organization affects marketing traditionally but in today's scenario, digital technology is a valuable addition. E- Marketing is also known as web marketing and online marketing. E- Marketing helps to find out the right audience to whom goods and services are to be provided by the business organizations. It consists of all processes and activities with the purposes of attracting, finding, winning and retaining customers. Creative use of internet technology is made by using various multimedia, text, graphics etc. with different languages to create catchy advertisements, forms, e- shop where product can be promoted, viewed and sold. The scope of E-Marketing is deemed to be broad in scope it does not only use to promote marketing over the internet but also helps in marketing as well through e-mail and wireless media. E-marketing also joins technical and creative aspects of the Internet, including: development, design, advertisement and sales. Use of websites are made by-marketing in combination with online promotional techniques such as social medial marketing, search marketing (SEM), interactive online ads, e-mail marketing,online directories, viral marketing, affiliate marketing and so on. E- Marketing also include product display, advertisement consisting of graphics videos and audio with text, 3D product view,product navigation, basket selection, checkout and payments. The digital technologies

Used as communication and delivery mediums within the scope of e marketing which include:

## II. DEFINITION

“Internet Marketing or E-Marketing is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.” “E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model.”

## III. OBJECTIVE

In this paper we focus on the study of E-Marketing and online behavior of consumers. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives.

- To review the present status of online trading in retailing in India.
- To identify the problems in online trading in retailing from the point of view of providers and consumers.

## IV. IMPORTANCE OF INTERNETMARKETING

Below are some of the reasons why it is important for any business to invest in online marketing for their brands.

**Cost effective:** IM (internet marketing) is one of the best cost effective ways of advertising because marketing products on the internet is less expensive in comparison to physical marketing due to short chain of middlemen in online marketing as well as less expenses on the physical outlet of the showrooms and the use of marketing articles or social media in establishing an online presence is minimal and you don't have to incur cost of rental property and its maintenance because you will not have to purchase stocks in bulk for display in a store.

**Convenient:** Internet marketing enables to provide 24\*7 services without worrying about the opening and closing hours of a physical store. It's also convenient for your customers because they can browse your online store at any time and from any place worldwide and place their orders at their own convenient time.

**Improves customer seller relationship:** Better platform to build relationships with customers to increase customer retention level is provided by internet. For example when a customer has purchased product, first step to begin the relationship by sending a follow up e-mail to confirm the transaction and then thank the customer. You can also invite the potential customers to give product reviews on your website regarding the existing product and this will help to build a sense of community.

**Personalization:** By building a profile of their purchasing history and preferences, internet marketing will help a business to personalize offers for customers. You can do this by tracking the product information and web pages that helps to prospect, visit and make targeted offers, which reflect their interests.

**Increases sales:** Internet marketing will increase your sales because it provides the consumers opportunity to purchase the products online rather than physically going to a place or sending an order form by mail. This will increase the impulse rate of purchasing power resulting in an increase of revenue for business organizations and an excellent return on their investments.

## V. CHALLENGES OF E-MARKETING

### **Marketing integration:**

Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.

But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. However, all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

### **Increased Integration with Social Networks:**

Love them or hate them, many of our customers are almost permanently active on social networks. E-mail must be equipped for instant integration; sharing, liking, posting, and linking. This is a huge benefit for the brand, getting exposure and endorsements from trusted friends.

**Impersonal service:** Electronic methods of providing customer service are used by businesses, which are operating online, such as posting and emailing info on the website to answer possible user questions. Sometimes customers perceived this to as just too impersonal or uncaring. Merchants must develop efficient checkout procedures for selling goods via the Web, for addressing this problem. Hiring call-handling services is also taken into consideration, so that customers can talk to real people when they have inquiries about problems that need instant answer.

**Lack of Trust:** In general, identity theft, Spam, intrusive advertising and technological glitches have left many mistrusting of marketing. You are either part of the problem or part of the solution, you have to decide it.

**Know-It-Alls:** Nobody is able to fully understand all aspects of marketing. There is simply too much to know, and whatever you do to know is changing at supersonic speed. If you are going to be an expert, you will have to get specialization in one aspect of e-marketing

**Customer Expectations:** Never before customers had expected too much. Managing your customer expectations is vital to marketers, because if you don't know your competitors will, you are not able to survive in long run in the market. Without customers, you will not have a business because customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way, you want to be treated as a customer.

### **Traditional advertising dollars**

The discrepancy between the amount of time people spend online and the amount top

advertisers spend there is enormous. According to a recent Morgan Stanley Dean Witter report, the top six advertisers spend less traditional advertisers (mainly by addressing the four issues above) is the key to the industry's growth.

## **CONCLUSION**

E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has till now been very difficult to achieve via Traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that upper to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. In the next few years, online marketing in India will strengthen even further. However, long-standing sustainability directly depends on factors like changes in the market, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing witnessed a promising growth. Moreover, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at special discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

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# Digitalization and Development Issue for India

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## ABSTRACT

Information and communication technologies ICTs providing new opportunities and challenges for developing economies. ICT providing opportunities in terms of productivity, efficiency and creating new services and occupations. Increasing economic growth and productivity of services are major outcomes of Digitalization. After Digitalization people has the new ways to get the work done efficiently and effectively.

This research is covering the growth of India after Digitalization, economic Performances with ICT and Digital Divide. Providing a summary how people are moving to digital world

## KEY WORDS:

Digitalization and development in India, Digital India, Economic Performances and Digital divide.

## INTRODUCTION:

Information and communication technologies (ICT) have brought great changes not only on the economic front but also in the social and personal areas of human life.

The process of digitizing involves transferring information into a digital format and using this to deal with documents, money, and many other things. The result of innovation and technical development is digitalization. Therefore, we can conclude that digitalization is the dynamic way of living in the twenty-first century. From many perspectives, digitalization alters human existence and strengthens social cohesion. India is starting to go cashless, and

everyone from the poorest person to the most successful businessperson is experimenting with digital payment methods.

### Research Methodology

This research on digitalization and development is a quantitative research. The design which is used for this paper is descriptive. Primary data collected through internet, secondary data has collected through structured questionnaire, and the sampling method is simple random sampling.

### Literature Review

Dibyendu maiti. 2020- A survey conducted by the people's research on Indian Economy. (2016)

MA Soomro 2020.agenda for future research on digitalization readiness.

AT Raasario 2022- A systematic bibliometric literature review (LRSB) was conducted to identify appropriate sources providing information on digital adoption and its impacts.

### India's Growth and Development.

India's full-year GDP growth averaged 6.15 percent from 2006 to 2023, with record highs of 9.10 percent in 2022 and -6.60 percent in 2021.

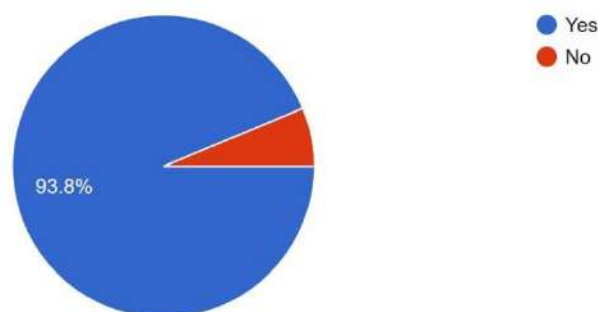
India dropped from 101<sup>st</sup> to 107<sup>th</sup> place in the Global Hunger Index (GHI) 2022, which included 121 nations. India has a 7.6% poverty rate in 2021. 23 crore Indians are estimated to make less than Rs 375 each day, according to one of the most recent studies. Fast Population Growth has increased by 17 million people year on average over the past 45 years, growing at a rate of 2.2%.

According to the report, the jobless rate in urban areas decreased to 7.93% in February from 8.55% the previous month while increasing to 7.23% from 6.48% in rural areas.

India's average literacy rate as of the year 2021 is 77.70%, according to data from the National Statistical Office (NSO). In India, male literacy is at 84.70% in 2021, and female literacy is at 70.30%...

What do you think Digitalization has made our life easy?

16 responses



### Digitalization and Development in India.

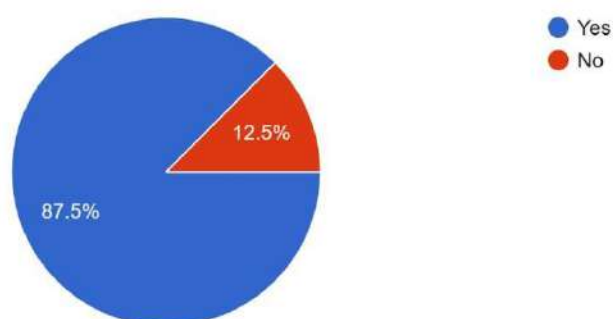
In January 2022, there were 658.0 million internet users in India. In India, 47.0 percent of the population had access to the internet as of the beginning of 2022. According to a Kepios investigation, the number of internet users in India rose by 34 million (+5.4%) between 2021 and 2022.

To put things in perspective, these user statistics show that 742.0 million individuals in India did not access the internet at the beginning of 2022, which translates to 53.0 percent of the population being offline at that time.

The Reserve Bank of India recently published a paper stating that “India’s digital economy grew 2.4 times faster than the Indian economy, with strong forward links ages to non-digital sectors; digital output multiplier has increased over time, highlighting the role of investments to drive growth, and 62.4 million (11.6%) workers are employed in the digitally dependent economy.” The “Digital India” effort hastened India’s digital revolution. Since it presents a variety of prospects for economic growth, job creation, and innovation, the role of the digital economy is likewise growing in significance for the G20.

Is Digitalization leading to development?

16 responses



### ICTs and Economic Performance

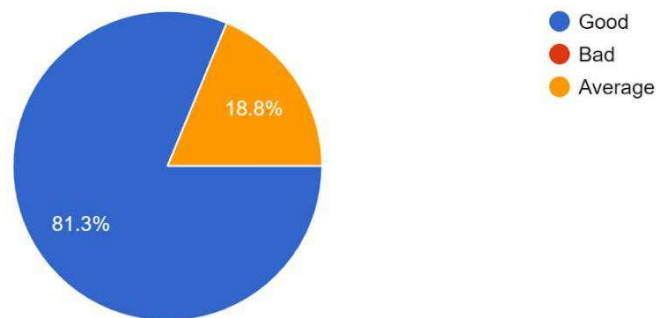
The ICT industry and the Digital economy are two of India’s main economic drivers, with a combined GDP contribution of nearly 13%. By 2025, India wants the ICT industry to account for \$1 trillion in GDP. The National Association of Software and Services Companies (NASSCOM) reports that India’s technology sector experienced its fastest pace of growth ever, increasing its revenue from \$200 billion in 2020 to \$227 billion in 2021.

India's digital revolution has been hampered by the COVID-19 pandemic, but businesses are realigning their IT strategy, controlling operating expenses, automating procedures, and putting new technologies in place to increase productivity.

With 1.2 billion users, the Indian telecom industry is the second largest in the world. Widespread acceptance, with cellular subscriptions accounting for 98 percent of telephone use, has fueled India's mobile economy. By 2026, India is predicted to have 1 billion cellphones, up from its current 750 million. With the introduction of Digital India by Prime Minister Narendra Modi, which aims to improve digital literacy and connect rural areas to high-speed Internet networks, a digital revolution has already begun in India. The central government's presentation of the digital India program's goals has led to inclusive growth in the provision of electronic services, goods, manufacturing, and employment possibilities.

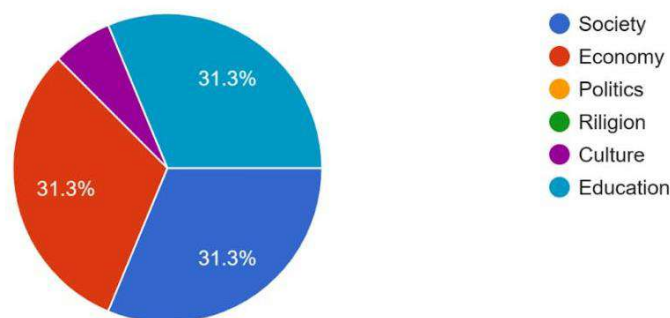
Impact of Digitalization on economy?

16 responses



Digitalization has great positive impact on.....

16 responses



### Digital Divide in India

Despite the government's efforts towards ICT goods and services in the economy there is a clear Digital Divide in the nation.

The Digital Divide: India Inequality Report 2022, an annual publication by Oxfam India, emphasizes the widespread inequality in access to digital technologies in India. The report,

Which was released in December 2022, emphasizes the effects of this “digital gap” on the nation’s financial, health, and educational sectors.

The paper makes use of information obtained from surveys carried out between January 2018 and December 2021 by the Mumbai-based Centre for Monitoring Indian Economy. It looks at how groups from various castes, geographies, faiths, economic origins, genders, and educational levels access digital technology.

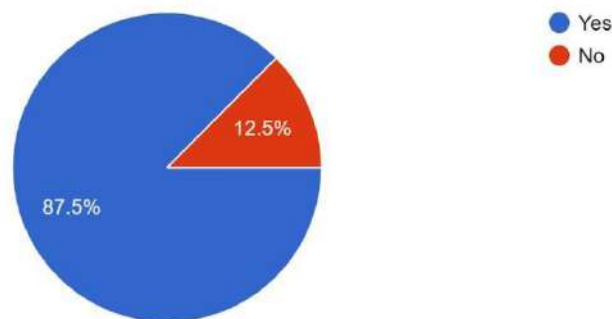
By the end of 2021, 61% of men possessed smartphones, compared to 31% of women.

In India, 16% of homes had power for one to eight hours every day in 2017–18. According to the research, only 47% of homes had access to electricity for more than 12 hours per day, while about 33% did so for nine to twelve hours.

According to a Business Today article from February 2022 cited in the research, 25,067 villages in India lack access to mobile and internet networks. Wi-Fi hotspots are not present in more than half of the 2.5-lakh village panchayats covered by the Bharat Net rural telecom initiative of the Indian government, according to a different analysis by the Observer Research Foundation.

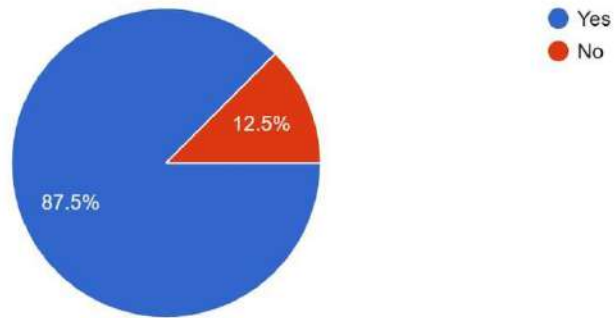
Do you use Android phone?

16 responses



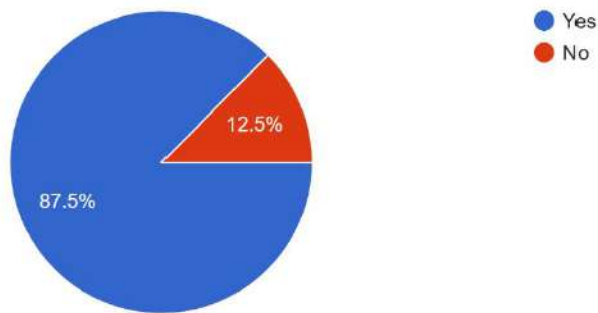
As per above chart there are 87% people who are using Android phones.

Do you know about the term Digitalization?  
16 responses

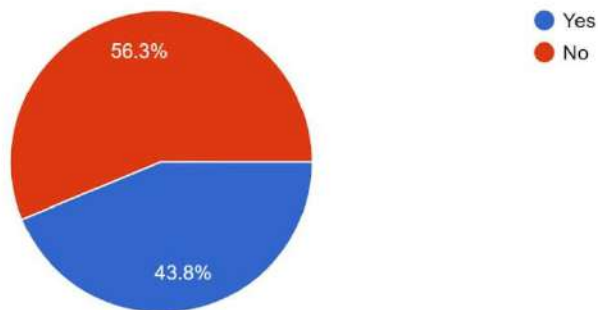


87.5% people know that what Digitalization is.

Do you use online payment system?  
16 responses



Are you active on social media platforms?  
16 responses



Percentage of people using social media platforms are more than that people who are not using social media. In addition, more than 50% people are using online payment.

## **Conclusion**

ICT has played the great role in the growth of India. For the overall growth and development, supporting and enhancing elements are required such as literacy, infrastructure and overall business environment etc. The digital India programmed has helped to develop above elements.

Which aims to connect the India with high-speed internet network and made the service available to citizens electronically.

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**To Study Awareness of Financial Planning in Mumbai**

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**MUMBAI**

<b>Sr No.</b>	<b>PARTICULARS</b>	<b>Pg No</b>
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## Abstract

This research is a study about measuring the awareness of “Financial Planning” present in the Mumbaikars. It gives knowledge about what is financial planning and how it should be done, various importance and steps are explained which are described to show how easy and beneficial is financial planning if done in the right manner as we have entered the era of the 21st century. The needs of Mumbaikars are increasing day by day. To satisfy these needs is very essential for Mumbaikars to know about proper management of finance. Both men and women in Mumbai should be knowledgeable about financial planning to manage daily expenses and save for the future to avoid a shortage of finance.

In many families in Mumbai, the mother is the decision maker who takes a financial decision to distribute the income to satisfy the needs of the family and save for their child’s education, daughter’s marriage, etc. The majority of mothers found in Mumbai used the oldest method of saving for security purposes to avoid the shortage of finance in the future.

The Covid-19 crisis had a greater impact on the financial position of Mumbai. In Mumbai, many people lost their jobs and many families lost their Karta during Covid-19. Most of the families found in Mumbai during Covid- 19 they do not have the finance to satisfy their basic needs. The majority of families lost their family members because they do not have adequate finance to satisfy the safety needs of medical treatment the family.

The awareness of financial planning is important for Mumbaikars to satisfy their needs and achieve goals in life.

## Introduction

Every Mumbaikar is familiar with the word Financial Planning through television, news, journals, radio, web series, seminars, social media, political situations, and discussion of trip planning and budgets of infrastructures, which was heard in train. Only a few Mumbaikars prepare a proper financial plan to manage finances to achieve goals.

Every Mumbaikar dreams of buying a new car, a dream house, getting admission of a child in top colleges, having their children married in a destination wedding, purchasing luxurious goods to maintain their standard of living, or simply retiring early to live life like a king.

Everyone mother wants to enjoy luxurious life like Neeta Ambani's, but no woman is prepared

to make Nita Ambani, who helps her husband to achieve his goals. Even every father wants to Satisfy every desire of the family like Mukesh Ambani but not even a single father finds alternate sources of income to secure the life of the family. To live like Ambani is necessary to have to awareness of financial planning

“Financial Planning is the process of meeting your life dreams/goals through the proper management of your finance.”

There are two ways you can deal with finance in your life:

1. Without planning: you have money for the future but you do not know how to use it to satisfy your needs and achieve your goals.
2. With planning: you decide in advance what do it, when to it and how to do it to achieve the financial goals and satisfy the need as per their priority.

Mumbaikars says, "financial planning is the process of satisfying daily needs of the family, securing the future of children to enjoy each second likes a dream life and maintaining the standard of living which are trending in Mumbai through finance.”

Enjoy dreamy life in Mumbai people who want to find the proper way to design Financial Planning. These are three questions, which help to prepare your financial planning for the family.

- What are your family's fundamental needs and goals?
- Where do you currently stand about your financial goals?
- How will you achieve all needs of your family and financial goals from where you currently stand about your financial goals?

### Why Financial Planning is important?

Proper financial planning is required to live life like a king in Mumbai, from the first smile to the last breath. Financial planning act like a GPS for Mumbaikars choosing the right way to achieve their dream destination of needs or goals to maintain a proper balance between presentand future lifestyle.

### Objectives of the study

- To study the awareness of Financial Planning

- To study the impact of Covid-19 on Financial Planning

## Literature Review

### 1. International Network on Financial Education Published by OECD, 2008

Schools are not taught financial knowledge of the real economy. Women are less confident than men in financial knowledge and skills. Women are not aware of the current trend in the market. Women have less interested to gain financial knowledge. Women are not aware of the term of the financial position of the economy. They do not aware of new investment options and opportunities available to earn a high rate of interest. But women are experts to fulfil the needs of the family. Household duties are best handled by women. Human wants are unlimited. One need of family satisfies another need arises. She has always been busy satisfying every need of the family. Women make a plan to distribute the source of income to satisfy the demands of the family. But she does not prepare plans properly because she has adequate knowledge of financial planning. Awareness of financial planning is necessary to save for the future and secure life. Not only males but females have to awareness of financial planning. The future is unpredictable. To secure future financial planning is necessary. Most of the time male death affects the financial condition of the family because the male is the only income source of income.

### 2. COVID-19 Effect: Organized private sector planning layoffs, salary cut

The private sector in India is planning to have major job cuts/layoffs due to the covid-19 and lockdown that have adversely impacted economic activities. All industries are suffering in the current pandemic situation and the pain is now translating into layoffs in every industry at every level. Kumar further said "industries like aviation, hospitality, travel, FMCG, retail, automobile & manufacturing will suffer more and will take longer duration to recover due to a movement or growth in spending.

### 3. Google layoff

Sundar Pichai's email to employees on Goggle layoffs

In an unprecedented move, Google has announced that it is laying off 12000 employees across the world. Google CEO Sundar Pichai sent an email to all google employees announcing the decision. In the email, Pichai apologised to the employee and took "full responsibility" for all

that led to the layoffs.

#### 4. Insurance Dekho

Mumbai is a dream city. Many people migrate to different cities from Mumbai to achieve their life goals. Many people do not take health precautions to meet the needs of their families. Many people in Mumbai have heart attacks Mumbai is one of the hardest-hit states in India impacted covid -19. Mumbai is a city where an accident happens every second. Many families lose the Karta of the family due to they do not have an insurance policy to cover the medical treatment. Every Mumbai resident must have one insurance policy.

#### Methodology of Study

Primary data: The required data were collected by way of direct observation, the distribution of questionnaires to individuals at random and telephone interviews and direct observation methods.

Secondary data: Secondary data has been collected from annual reports of financial planning other published documents and websites have been chosen.

#### Hypothesis

H0: There is no significant between female and male household awareness of financial planning.

H1: There is a significant difference between female and male household awareness of financial planning

#### Data analysis and

#### Interpretation Findings

Method: Direct observation

Every Mumbaikar observes the mother from birth, who distributes the family's income to buy necessary goods, pay the bill, pay children's tuition fees, etc. In an Indian family, Father is a 'Karta' who arranges the finance and the mother is the 'Financial planner' of the family who distributes the finance to satisfy the needs of a family member. The main tendency of Indian mothers is to satisfy the need of their children whether it is worth it or not. Many times, mothers take wrong investment decisions to fulfil their children's desires even if they cannot buy which affects their financial planning for a family.

Most of the household women in Mumbai are not financially literate to manage the expenditure of the family. She is not aware of the current financial position of the market. She is not aware of how to arrange the needs of the family because she does not think financial knowledge in school.

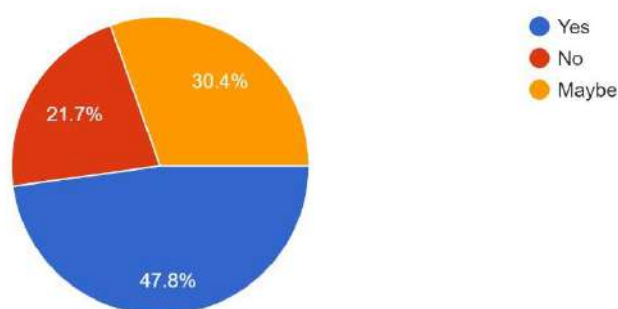
Because she does not aware of Maslow's hierarchy of need theory which is helpful to analyse the need of the family and arrange them as per the priorities.

Most of the family losses of their family members due to the covid 19

Method:  
questioner method Google form

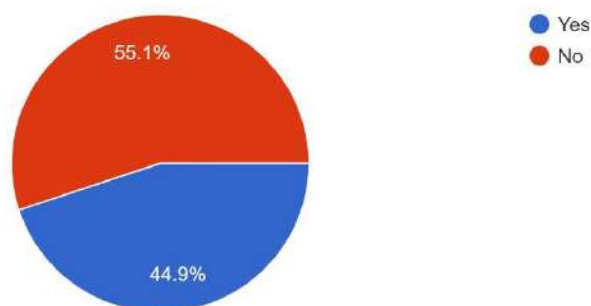
Did Covid-19 impacted your financial planning?

69 responses



Have Layoffs/job loss impacted your financial planning during pandemic?

69 responses



### Suggestion

1. These are the ways to arrange the need of family



2. Every Mumbaikar need one insurance policy for safety purpose. But not all Mumbaikars can purchase the insurance policy. The future of Mumbai people is unpredictable. To secure a life Life insurance policy is necessary. This policy is the solution to solve to Mumbaikar’s health insurance problem.

### Mahatma Phule Argy Yojana (State Government)

Mahatma Phule Arogya Yojana provides by the state government

To take benefit of this yojana people have required orange ration cards and KYC of their documents. State Health Assurance Society is paying an insurance premium of ₹ 797/- per family per year to the Insurance Company in quarterly instalments on behalf of eligible beneficiary families. This yojana gives upto150000 coverage in governments as well as private hospitals and 900 surgeries are covered under this scheme.

3. To avoid the financial burden after the layoff.

To start the investment early it is helpful to manage the financial burden to start the



Conclusion:-

- The Indian mother should know about the latest financial situation of the world, and they have to get knowledge about it from other sources like YouTube, Google etc.
- Every family should have proper financial planning to manage expenditures and savings.
- People should not depend only on jobs they want to find an alternative source of finance.
- Every family should have proper planning for an emergency fund.
- Every family should have an insurance policy for safety purposes
- Based on this study it was concluded that the awareness of financial planning to the well-being of individuals in the financial sector and the economy has been recognized by several governments all over the world.

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[Vinod Ashok Salunkhe: Health Insurance Advisor](#)

## **A study of law and fiscal policy in India**

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### **Abstract**

*Value-added tax (VAT) has proved to be the most stable and revenue-generating of all components of the tax system. This study analyses the interaction behavior of monetary and fiscal policies in India using quarterly data for 2000Q2 to 2010Q1. In particular, the response of the two policies to shocks to inflation and output is mostly in opposite directions. This paper shows that equilibrium unemployment dynamics can significantly enhance the efficacy of fiscal policy. In response to a shock that forces the economy into a liquidity trap, expansion in government spending increases output and causes the unemployment rate to decline. This article is from the Special Issue Fiscal Policy, Theory and Its Role in a Future Sustainable Economy Development paper related, which aimed to examine the relationship between leverage and firm growth and the effect of fiscal policy on this relationship using a panel data quantile regression approach. While monetary policy responds in a countercyclical manner, the fiscal policy response is primarily it is cyclic in nature. The positive effect of expansionary fiscal policy on output is highly short-term, while the negative effect is significant in the medium to long term. In response to a shock that puts the economy into a liquidity trap, expansion in government spending increases output and the unemployment rate.*

### **Introductions**

Law or regulation is called a code of rules. Law is often in the form of well-written guidelines and instructions. Law is very important to run society properly. Laws are those general rules of human conduct that are accepted and implemented by the state, whose observance is mandatory.

India's legal system includes civil law, common law, customary law, religious law, and corporate law, all within a legal framework inherited from the colonial era and various laws.

Law is made by the government but in society, it is applied equally to all. Secondly, by taking the form of the will of the State' it takes precedence over all other social rules and norms.27  
Jun 2022

### **Fiscal policy meaning**

It is created by the government, in the context of economic policy, giving the desired direction to the economy by proper regulation of the government's revenue collection (taxation) and

Expenditure is called fiscal policy. Therefore, there are two main tools of fiscal policy – change in tax level and structure and change in expenditure by the government on various heads.

Just like the monetary policy is made by the Reserve Bank of India (RBI), the fiscal policy is made by the government. Fiscal Policy refers to the adoption of special measures for finance management. With its help, the government adjusts the level of expenditure and tax rates. This has a huge impact on the economy.

This is similar to how the central bank controls the money supply in the system through monetary policy. Both these policies are combined and used to achieve the economic goals of the country.

There are many types of fiscal policy. These include expansionary fiscal policy, restrictive fiscal policy, neutral fiscal policy, instrument fiscal policy, etc. It is divided in many other ways as well. The fiscal policy gives impetus to economic growth. It works in many ways.

Through this, the government controls excess expenditure or cuts taxes. Simultaneously both works can also be done. The Finance Ministry formulates fiscal policy.

### **Aim and objective**

Fiscal policy is how a government adjusts its spending levels and tax rates to monitor and influence a country's economy.

It is the sister strategy of monetary policy through which a central bank influences a country's money supply.

Governments can control economic events by using a mix of monetary and fiscal policies.

### **Hypotheses**

Unfortunately, the effects of any fiscal policy are not the same for everyone. Depending on the political leanings and goals of policymakers, a tax cut may affect only the middle class, which is typically the largest economic group. In times of economic decline and rising taxation, it is this same group that may end up paying higher taxes than the wealthy upper class.

### **How does fiscal policy work?**

Fiscal policy is based on the principles of British economist John Maynard Keynes. This effect, in turn, curbs inflation (usually between 2% and 3% is considered healthy), increases employment and maintains a healthy value of money. Fiscal policy plays a very important role in managing the country's economy. For example, in 2012 many worried that the fiscal cliff, a simultaneous increase in tax rates, and government spending cuts scheduled for January 2013, would send the US economy back into recession. The US Congress avoided this problem by passing the American Taxpayer Relief Act of 2012 on January 1, 2013.

### **Law of India**

#### **How many rules are there in Indian law?**

In the Indian legal system, we have about 1248 laws. All these laws will make India's legal system more effective and comprehensive. The Constitution of India was the longest, containing 450 articles, 12 schedules, and 101 amendments.

### **How many types of laws are there in India?**

Generally, there are two types of laws in present-day states – ordinary law and constitutional law.

The main roads of the country are for the inter-state movement of goods and passengers. These roads pass through the entire country connecting national and state capitals, major ports, and rail junctions and are linked to border roads and foreign highways.

Furthermore, expressways provide better highway convenience with higher specifications. These are to provide more lanes, better surfaces, divided carriageways, access-controlled grade divisions and barricades at intersections, etc.

Only high-speed vehicles can ply the expressway and it is meant for uninterrupted traffic. An expressway may be owned by the Central Government or a State Government, depending on whether the route is a National Highway or a State Road.

### **What is company law called in Hindi?**

The Companies Act is the most important piece of legislation that empowers the Central Government to regulate the formation and functioning of companies.

It was passed by the Parliament of India in 1956. It was amended from time to time. The Act prescribes the registration of the formation of companies and the responsibility of their directors and secretaries.

### **Which Companies Act is applicable in India?**

The Companies Act 2013 (Companies Act 2013) is an act passed by the Parliament of India that regulates the formation of companies, their responsibilities, their directors and they are winding up, etc. The Act has 29 chapters and 470 sections as against 658 sections in the 1956 Act.

Private limited company rules in Hindi – Private limited company is one of the most common types of company in India, it requires a minimum of two directors, two members and two shareholders to legally register itself. Certain benefits and tax exemptions are given if proper registration rules are followed.

### **What are the four types of companies?**

Typically, there are four main types of businesses: **Sole Proprietorships, Partnerships, Limited Liability Companies (LLC), and Corporations.**

The Company's Act is the most important piece of legislation that empowers the Central Government to regulate the formation and functioning of companies. It was passed by the Parliament of India in 1956. It was amended from time to time. The Companies Act, of 1956

Is administered by the Union Government of India through the Ministry of Corporate Affairs, Office of the Registrar of Companies, Official Liquidators, Public Trustees, Company Law Board, etc.

The act empowers the government to regulate the formation of a company and control the management of the company. The Company's Act is enforced by the Central Government through the Ministry of Corporate Affairs and the offices of the Registrar of Companies, Official Liquidator, Public Trustee, Company Law Board, Director of Inspection, etc.

The primary function of the Ministry of Corporate Affairs, formerly known as the Department of Corporate Affairs under the Ministry of Finance, is the administration of the Companies Act, of 1956, other subordinate Acts, and the rules and regulations made thereunder. To regulate.

The Companies Act, of 1956 states that company means a company formed and registered under the Act or an existing company i.e., a company formed or registered under any previous Companies Act. The basic objectives enshrined in the law are as follows: Minimum standards of good conduct and business integrity in corporate promotion and management Due recognition of the statutory inter

### **What is Fiscal Policy: Objectives, Importance and Functions of Fiscal Policy**

Fiscal policy in India is the guiding force that helps the Government of India decide how much money it should spend to support economic activities, and the system to keep the wheels of the economy moving smoothly. How much revenue should be earned from in recent times the importance of fiscal policy is increasing day by day to achieve rapid economic growth across the globe? Achieving rapid economic growth is one of the major goals of the fiscal policy formulated by the Government of India. Along with the monetary policy, fiscal policy plays an important role in managing the economy of a country.

### **What do you understand by fiscal policy?**

Simply put, fiscal policy is the use of spending and taxation to influence the economy. It determines not only how much the government taxes and spends, but also who pays those taxes and where that government spending is directed. At the macroeconomic level, fiscal policy can have a major impact on:

- Aggregate demand
- Savings and Investments
- Income distribution
- Business Cycle
- Tax Rates

**According to Keynes**, fiscal policy was one of the major tools that governments could use to combat inflation and promote employment.

**According to the standard Keynesian view**, governments can stimulate demand by increasing spending and reducing taxes. On the contrary, they can slow economic growth by raising taxes and reducing spending.

## **Importance of Fiscal Policy in India**

- In India, fiscal policy plays an important role in increasing the rate of capital formation in both the public and private sectors.
- Through taxation, the fiscal policy helps raise a considerable number of resources to finance its many projects.
- Fiscal policy also helps in providing incentives to increase the savings
- The objective of fiscal policy is to reduce imbalances in the distribution of income and wealth.

## **How many types of fiscal policy are there?**

There are three types of fiscal policy, each depending on the state of the economy and the policy objectives of the government.

- Governments may favor an expansionary fiscal policy to boost growth during an economic downturn. An expansionary fiscal policy typically involves spending more from tax revenues than in normal periods, especially on measures that increase employment (such as the construction of new public works) while stimulating consumer demand. Reducing taxes.
- During periods of unusually high economic growth and full employment, governments may use contractionary fiscal policy to "tap the brakes" on an expanding economy, especially when rising inflation is a concern. Contractionary fiscal policy involves reducing government spending and increasing taxes. (When this type of fiscal policy is implemented during an economic downturn, it is called "austerity policy" which enables governments to save money.)
- Fiscal policy can also be said to be neutral when the level of government spending on tax revenue is constant over time. It can be considered a "default" policy when an economy is neither rapidly expanding nor contracting, and the government does not intend to actively intervene in the economy.

## **Some charts I found**

The positive shock to the output gap leads to a rise in inflation. Monetary policy reacts strongly in a counter-cyclical manner by raising the policy rate. Fiscal policy response, on the other hand, remains largely pro-cyclical, i.e., fiscal deficit increases, before converging back in about two years. This pro-cyclical behavior could follow as an increase in revenue buoyancy of the government during the upswing of a business cycle makes government in developing countries spend even more and remain downward inflexible during the downswing of the business cycle (Alesina and Tabellini, 2005; Ilzetzki and Vegh, 2008). There follows a strong counter-cyclical monetary policy, as reflected in the policy rate rising to a peak level by the fourth quarter after the shock. Because of this monetary policy action, the decline in inflation overshoots by the fifth quarter before converging subsequently. Overall, responses of monetary and fiscal policies to output shocks are opposite to each other.

Chart 1: Response to Output Shock

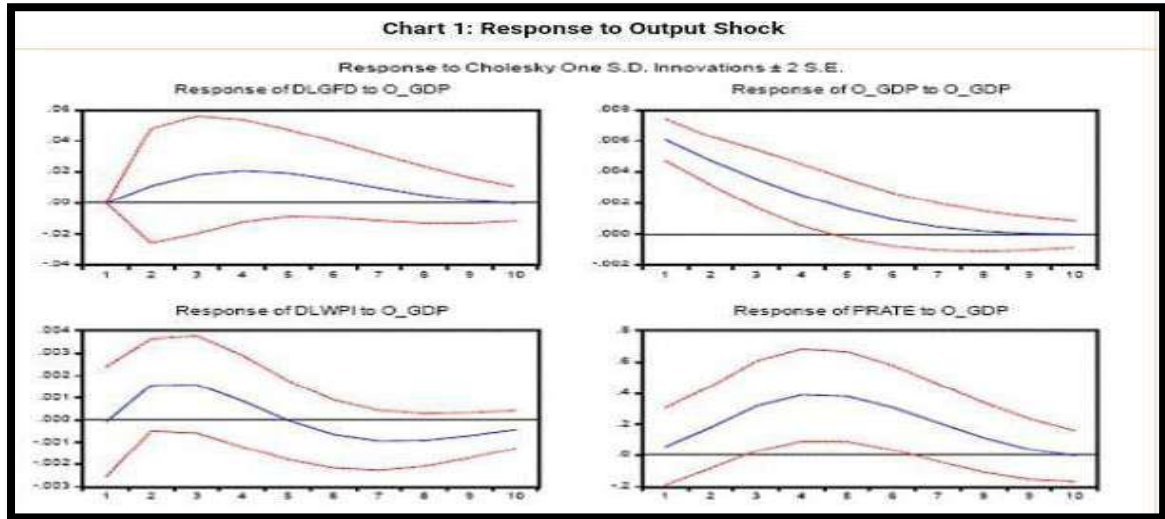
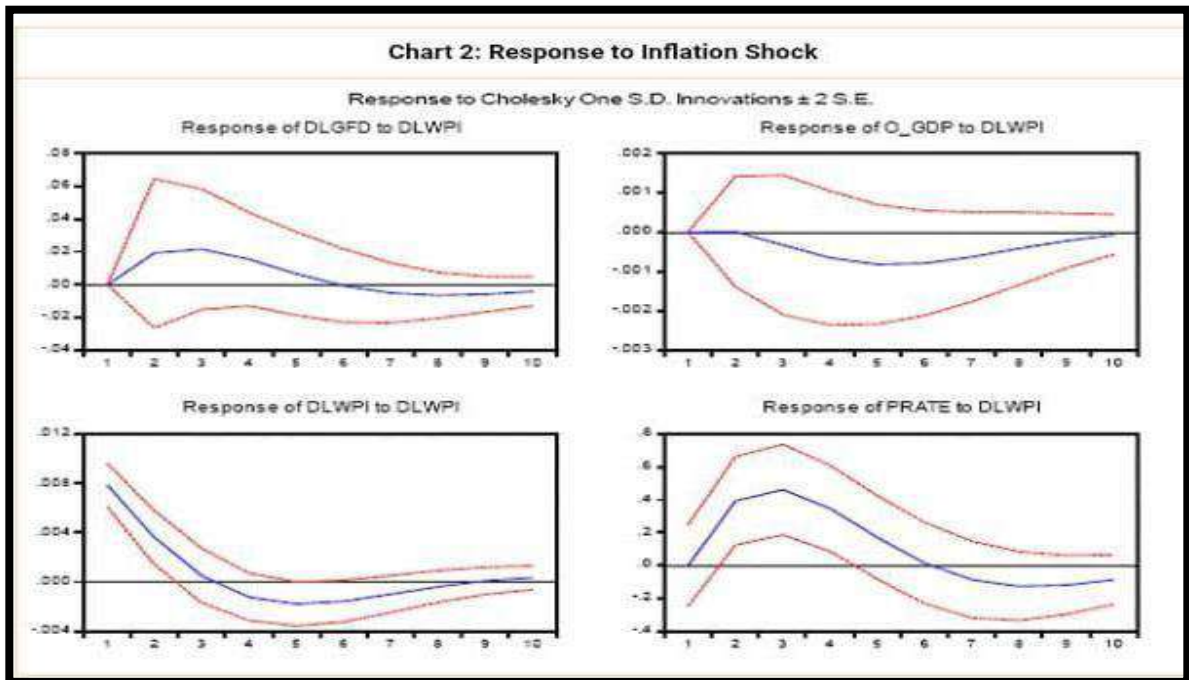
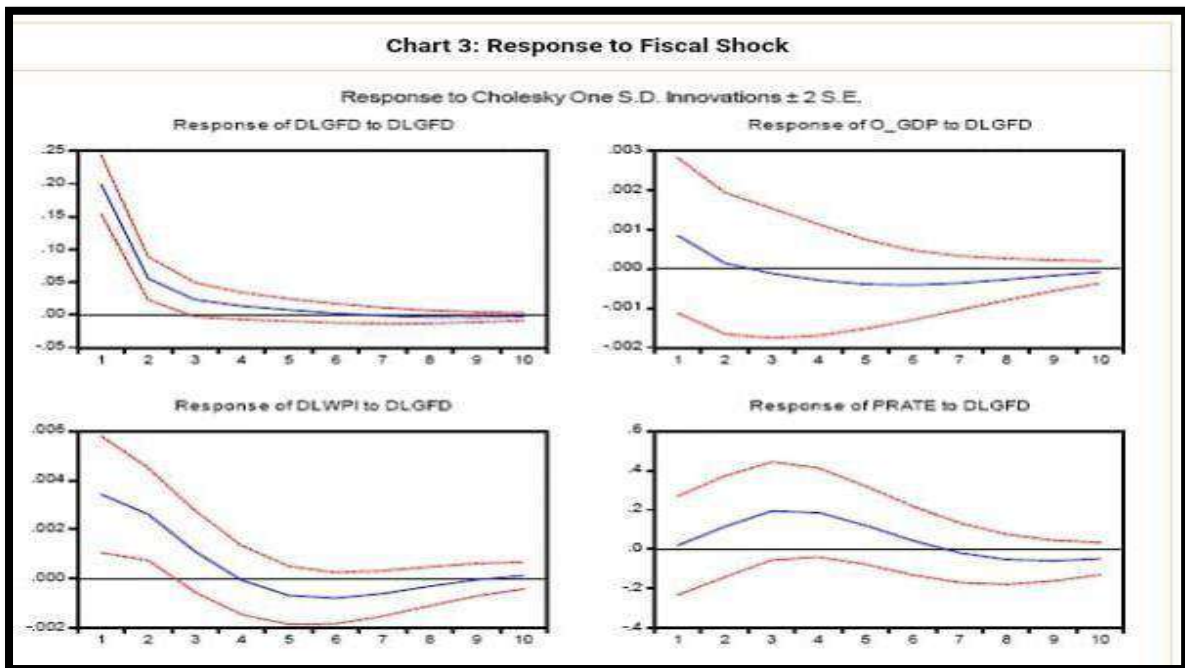


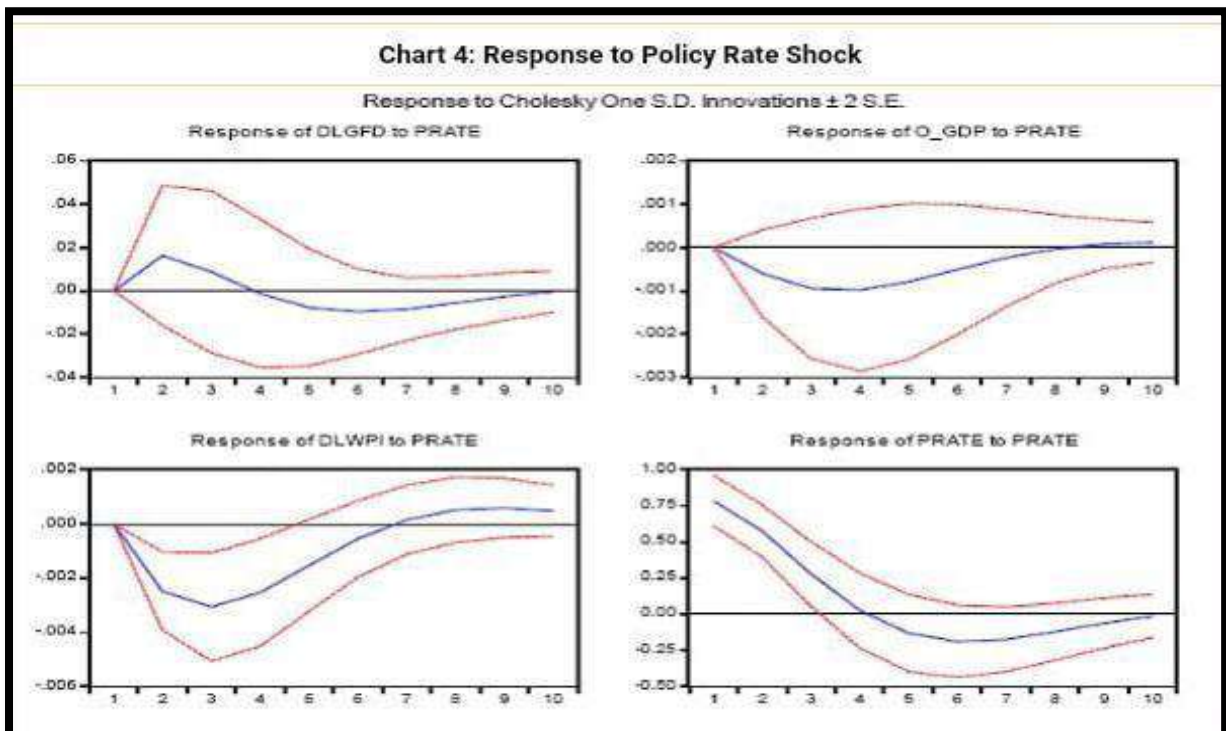
Chart 2: Response to Output Shock



**Chart 3: Response to Output Shock**



**Chart 4: Response to Output Shock**



## Sampling design

The student of KLE College within the age group of 18 to 35 was my sample for this research. The sample size was 11 only due to time constraints. That is why the limitation of the study is restricted to sample size and demographics.

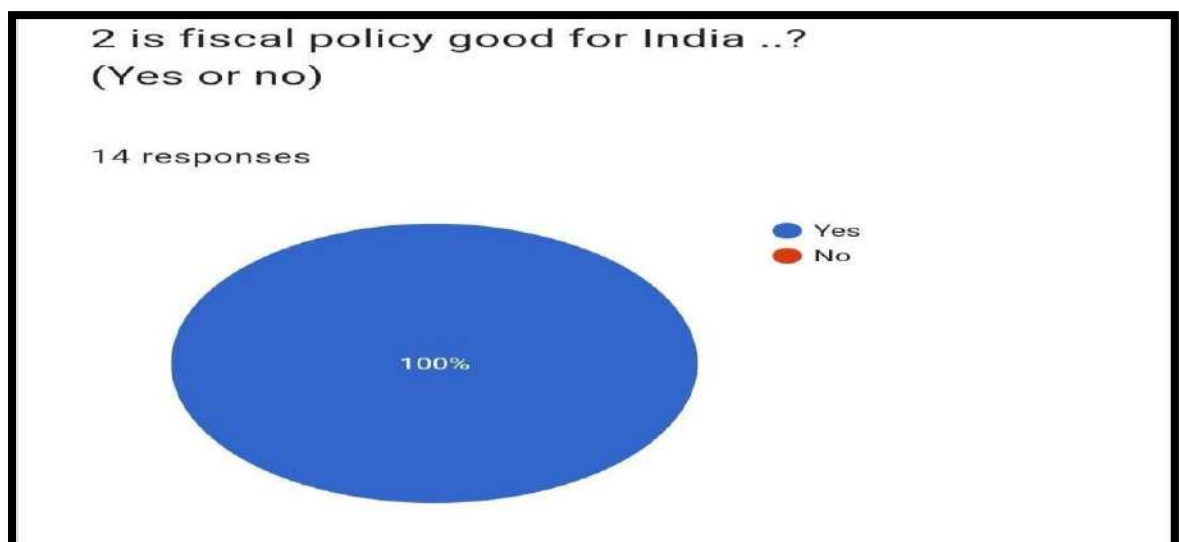
## Data collection

We used the Questionnaire method of Data Collection as primary data research. Google form was created to spread Questionnaire to the maximum number of respondents.

Through several web links and research journals, we did secondary data research

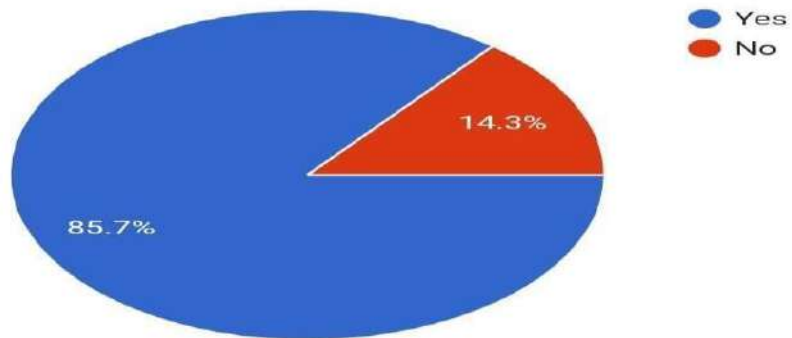
### 1- What is the role of fiscal policy in India?

- Important for our economy
- To raise a considerable quantity of money to fund the government's various programs through taxes
- Don't know
- Fiscal measures are frequently used in tandem with monetary policy to achieve certain goals.
- Good
- To help the country in the development
- No idea
- Important
- Fiscal policy in India aims to raise a considerable quantity of money to fund the government's various programs through taxes.
- It is a big role in the economy of our country
- Yes
- It deals with economic stability.
- Fiscal policy in India aims to raise a considerable quantity of money to fund the government's various programs through taxes. It aims to eliminate inequality in income and wealth distribution by giving sufficient incentives to the private sector.



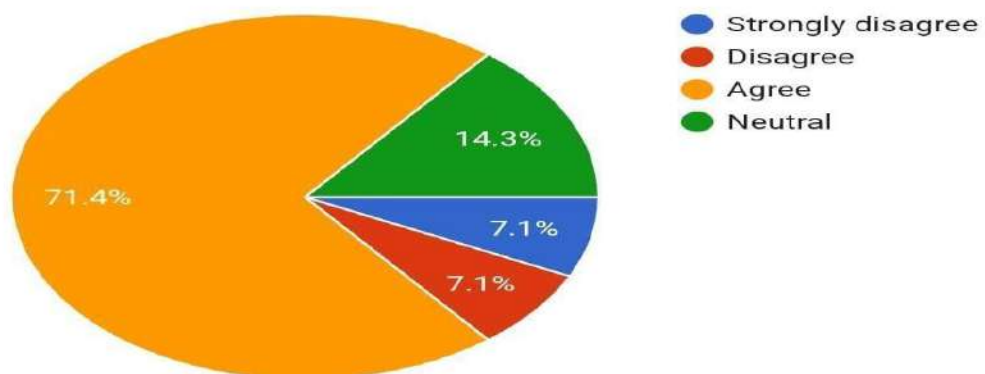
3 do know how who decided fiscal policy and when ..? Its important or not  
very life ..? Yes or no

14 responses



## 4 is taxation important for regular life of India ..?

14 responses

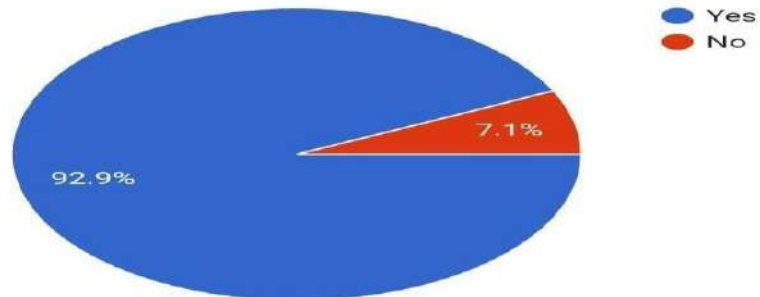


7 laws works in our pery life ..?

Yes or no

...

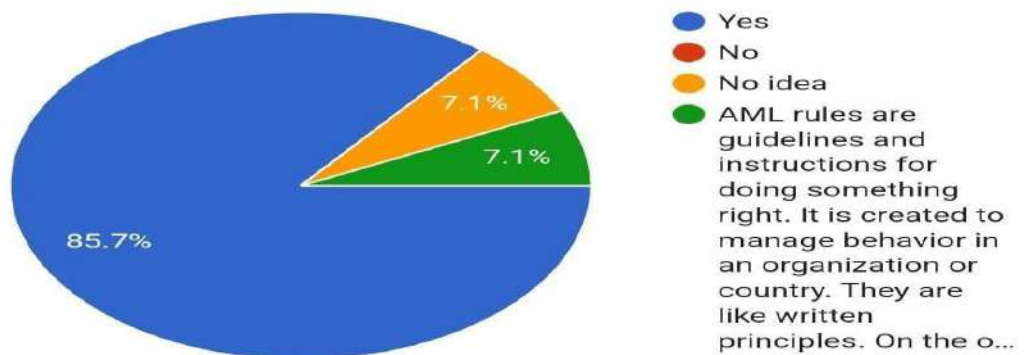
14 responses



8 rules nd regulations is important for run our India ..? Yes or no

Why ....

14 responses



## 5 -what do you know about the study of laws.

- Nothing
- Yes
- Laws are required for guidance, controlling
- Law helps you to challenge your thought process, develop analytical skills and negotiate better and work for the common interest of the society
- Law helps you to challenge your thought process, develop analytical skills, negotiate better, and work for the common interest of society. Knowledge of law provides the foundation to understand society.
- It is the best
- Judicial important
- Laws are rights and protection given by a country to their citizen
- Enforceable all agreement
- Everything
- Law, or legal studies, meet almost every area of human life, touching upon issues relating to business, economics, politics, the environment, human rights, international relations, and trade. It is telling that the first academic degrees developed were all related to law

## Conclusion

To conclude, the impact of online advertisements is so action orientated that its colors, design, text animation, celebrity attraction, and creative ideas hypnotize every net user. Governments use fiscal policy to influence the amount of aggregate demand in the economy and to achieve specific economic objectives such as price stability, economic growth, and full employment. Policies are formulated and implemented to bring about stability and growth in the economy. Are. The most important difference between the two is that the government of the country concerned while the central bank makes the monetary policy makes the fiscal policy. If a country is underdeveloped, a large portion of the budget will be given to elements that are needed to alleviate poverty. To increase employment opportunities. In developed countries, a higher amount of the budget is allocated to the defines sector, education and research sector, and management sector. India's priority is to revive the economy through capital expenditure (Capex). With increased government investment in infrastructure, private investment will also increase, boosting economic (GDP)growth, and consequently reducing the fiscal deficit to GDP ratio. Fiscal policy can be tweaked as needed. The growth and losses of the economy are taken into account before formulating the fiscal policy. An ideal policy will fulfil all the requirements necessary to achieve the desired functions. Fiscal policy is a means to achieve the functions related to the development of a country. It is designed according to the prevailing economic condition of a country. Only when policy instruments such as public expenditure, taxation, borrowing, and deficit financing are effectively employed, can fiscal instruments such as economic

Growth, price stability, social fairness, etc. Policy goals can be achieved. The budget is allocated for different purposes depending on the demand.

### **Literature review**

A good amount of the literature on the role of finance in a crisis focuses on empirical research such as Hurt & Park (2018), #The opening chapter, 'Fiscal growth and Outlook in India', Persistent Weak Fiscal Underlying Factors Situation during the last decade and a halfAlso the possibilities of recent fiscal reforms. The author finds two varieties for the fiscal Unbalance path in India #First, high-interest rates on the public debt which began to grow rapidly Description of the 1980s and the pressures of political economy that fueled this growth econometric exercise examines whether this

The phenomenon was endogenous to the political economy

#disposable income gap across OECD members, although the redistributive effect of each policy varies depending on the magnitude and direction of the means of their policy among the members.

#Seven economies (Belgium, Denmark, Germany, Italy, Luxembourg, Poland, and the Slovak Republic) saw their Gini index results decrease by more than 20%, while we (the Republic of Korea, Iceland, Ireland, Switzerland, and the US) achieved a drop of around 10%Successful implementation of fiscal measures.

# we review several relevant studies on advanced country policy Experiments designed to promote inclusive growth and reduce inequality. The single most prominent finding that emerges from the existing literature is that fiscal policy—Taxes—and transfers—can have a big, important impact on improving inequality and reducing poverty.

# See buoyant development in India necessary for fiscal reform to be possible and this requires that the physical and social type There should be an increase in infrastructure both in quality and Quantity.

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## **THE STUDY OF LAWS AND FISCAL POLICIES ENCOURAGE ENTREPRENEURSHIP**

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### **ABSTRACT:**

Entrepreneurship has become a significant driver of economic growth and development worldwide. It is a process of identifying and pursuing opportunities to create new businesses or transform existing ones, often involving innovation and risk-taking. Laws provide the legal framework for businesses to operate, protecting property rights, enforcing contracts, and providing a stable regulatory environment. A favorable legal system can significantly reduce the uncertainty and risk associated with starting a new business. In contrast, an unfavorable legal system can deter entrepreneurs, limiting the potential for economic growth. Fiscal policies also play a crucial role in entrepreneurship. The government can create incentives to encourage entrepreneurship by offering tax credits, reducing tax rates, or providing grants to entrepreneurs. These incentives can reduce the financial burden on entrepreneurs, making it easier for them to start and grow their businesses. In addition, fiscal policies that encourage investment in research and development can lead to technological advancements that drive entrepreneurship. Researchers can evaluate the impact of specific legal or fiscal policies on entrepreneurship and identify the most effective approaches. This analysis can help governments develop policies that foster entrepreneurship, leading to increased economic growth and job creation.

### **INTRODUCTION:**

Entrepreneurship is the process of creating and developing new businesses, products or services that cater to the needs and wants of consumers. It is a crucial driver of economic growth and development in many countries. A thriving entrepreneurial environment depends on several factors, including access to capital, supportive government policies, a skilled workforce, and a legal framework that protects intellectual property rights and enforces contracts. In this essay, we will explore how the study of laws and fiscal policies can encourage entrepreneurship. One of the main ways in which laws can encourage entrepreneurship is by creating a favorable legal environment that promotes innovation and protects intellectual property rights. Intellectual property rights refer to legal protections for inventions, designs, and other forms of creative expression. These rights are essential for entrepreneurs who want to bring new products or services to the market. If intellectual property rights are not adequately protected, there is a risk that competitors will copy or steal ideas, which can discourage entrepreneurs from investing time and resources into

creating

New products or services. Therefore, governments need to have laws in place that safeguard intellectual property rights.

Another way in which laws can encourage entrepreneurship is by reducing barriers to entry for new businesses. Laws and regulations that are overly complex, costly, or restrictive can create a significant barrier to entry for entrepreneurs. For example, licensing requirements, zoning regulations, and labor laws can all make it more difficult for entrepreneurs to start and grow their businesses. Therefore, policymakers need to strike a balance between protecting public interests and reducing the burden on entrepreneurs. Fiscal policies can also play a critical role in encouraging entrepreneurship. Fiscal policies refer to government spending, taxation, and borrowing decisions. By using fiscal policy, governments can create an environment that is conducive to entrepreneurship. In addition to tax incentives, governments can also use fiscal policy to provide access to funding for entrepreneurs. This, in turn, can encourage more people to become entrepreneurs, as they will have the skills and knowledge necessary to succeed.

Finally, fiscal policy can encourage entrepreneurship by investing in infrastructure and technology. Entrepreneurs need access to reliable and affordable infrastructure, such as roads, bridges, and broadband internet, to operate their businesses effectively. By investing in infrastructure and technology, governments can create an environment that is conducive to entrepreneurship. This can help to attract new businesses and create jobs, which can have a positive impact on the local economy.

### **AIMS & OBJECTIVES:**

Laws and fiscal policies play a crucial role in encouraging entrepreneurship. They provide a supportive environment for startups to thrive and flourish. Favorable laws and policies promote the growth of new businesses, which in turn leads to job creation, economic growth, and increased innovation. For example, tax incentives, subsidies, and grants are provided to startups to help them sustain their business. Laws related to intellectual property rights, contract enforcement, and bankruptcy protection provide legal safeguards for entrepreneurs. Because it aims to create a favorable environment for businesses to start, grow, and flourish, the study of laws and fiscal policies that encourage entrepreneurship is important. The goal of the study of fiscal policies and laws that encourage entrepreneurship is to lower entry barriers for new businesses. It does this by making it easier to start new businesses, which in turn leads to job creation, innovation, and economic expansion. Help small companies: The majority of economies are supported by small businesses. Boost creativity: Innovation is central to entrepreneurial endeavors. Enhance economic growth: Laws and fiscal policies can help to boost economic growth by encouraging entrepreneurship. This has the potential to raise GDP, generate more revenue from taxes, and raise living standards for all citizens.

### **Hypothesis:**

Studying laws and fiscal policies encourages entrepreneurship by providing a clear understanding of regulations and taxation, reducing uncertainty and risk, and promoting a favorable business environment.

## **The Adjustments of Tax Policy:**

High-technology entrepreneurial enterprises, in particular, face significant market risk, development risk, technology loss risk, and other risks due to their characteristics of high investment, high risks, and high yields. However, China's current tax policy will reduce some taxes on profits from new enterprise technology development products, but it will not take into account more taxes on all tax categories, including investments in scientific research development and the possibility of development failure. This will significantly hinder businesses' technological innovation. Preferential tax policy that follows the line of reducing heavy burdens will be formed exclusively for middle-sized and small businesses from the standpoint of being beneficial to the birth, cultivation, and development of entrepreneurial enterprises. The principal tax break and exemption are as follows:

### Income Tax Deduction and Exemption:

Entrepreneurial businesses can exempt income tax within three years, achieve breakeven and reinvest for offset, significantly increase the tax exemption amount for the income tax of middle-sized and small-sized businesses and middle-sized and small-sized businesses of high and new technology, or levy half of the tax and adopt a preferential tax rate for the income tax of middle-sized and small-sized businesses to really reduce the burden of income tax on middle-sized and small-sized businesses.

### Added-value Tax Deduction and Exemption:

For middle- and small-sized businesses, particularly small-scale taxpayers, the added-value tax deduction, exemption, or tax reduction of half of the applicable tax rate should be used during the beginning and growth phases. In order to reduce the tax-setting amount of added-value tax, entrepreneurial businesses and new high-tech businesses' fixed asset tax will be deducted prior to taxation.

### Business Tax Deduction and Exemption:

Entrepreneurial businesses and new high-tech businesses can raise the amount of tax exemption for businesses by changing the cutoff point for business tax exemption.

### Tariff Deduction and Exemption:

Increase the strength of tax rebates by adhering to the unitive tax rebates standard for tax reimbursement and remove restrictions on export rebates based on business categories for entrepreneurial businesses and new high-tech businesses.

### Deduction and Exemption for Entrepreneurial Investment Income:

Reduce the capital gains tax, encourage low-income area entrepreneurs to invest, and provide a tax credit for investment income tax

### Tax Incentives for Specific Areas:

Regarding entrepreneurial investments in agriculture, forestry, animal husbandry, and fishing in poor and remote areas, early investors can take advantage of relative tax breaks and

exemptions for a considerable amount of time, as well as preferential rates during the stable period.

#### **The Owner of Scientific Research Achievements:**

Entrepreneurial technology transfer income or activities that are closely related to this part, like technical consulting, technical training, and other activities, can be exempt from business and income taxes. Regarding the amount of personal technology transfer that is taxed on an individual's income, policies that lower or exempt preferential tax rates should be implemented to help researchers who are working on scientific and technological advancements discover more concrete benefits and then inspire their enthusiasm.

#### **The Buyers of Achievements in Scientific Research:**

Give favorable income taxes to the gains from achievements in scientific research that are used and bought, encourage the market to buy achievements in scientific research, and allow the fees for purchasing achievements in scientific research to deduct added-value tax before tax.

#### **LITERATURE REVIEW:**

The study of fiscal policies and laws is an important part of encouraging entrepreneurship. Policies and laws make it easier for entrepreneurs to start and expand their businesses. The effect of laws and fiscal policies on entrepreneurship has been the subject of several studies. For instance, research has demonstrated that entrepreneurial activity tends to be higher in nations with more favorable business regulations. Similarly, studies have shown that labor laws, access to financing, and tax policies have a significant impact on entrepreneurship. Additionally, research has demonstrated that countries with robust intellectual property protection laws foster entrepreneurial activity. In general, studying fiscal policies and laws provides useful insights into the factors that influence entrepreneurship. Policymakers can create policies that encourage entrepreneurship and economic expansion by comprehending these elements.

#### **Establish Guiding Fund for Entrepreneurial Investment and Guaranteed Fund for Entrepreneurial Enterprises:**

The establishment of a guiding fund for entrepreneurial investment primarily aims to support the growth of entrepreneurial investment businesses, generate social capital for entrepreneurial investment, and expand the supply of capital for entrepreneurial investment. The fiscal special fund, investment income of the guidance fund, funds freely donated by individuals, businesses, or social institutions, and other sources comprise the capital source of the guiding fund for entrepreneurial investment. Make the entire guiding fund work, strengthen scientific management, and then maximize the positive impact of guiding. The fiscal investment establishment, which is only for the guaranteed fund of entrepreneurial businesses, provides financing security to entrepreneurs in order to alleviate startup-phase

financing issues.

**Financial Policy:**

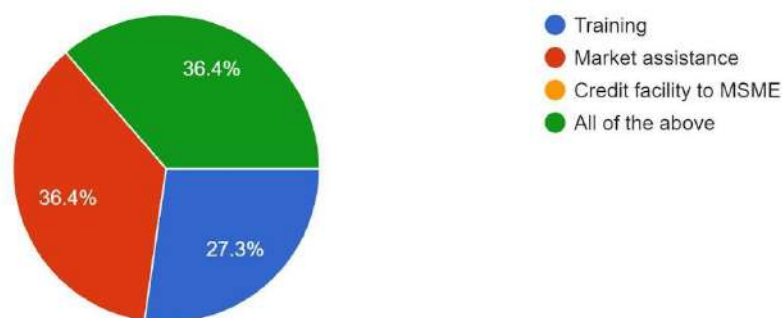
An important aspect of entrepreneurial policy remains financial policy that encourages entrepreneurship. One of the most significant obstacles to entrepreneurial economic development is the availability of capital. Knowledge and technology play a crucial role in the entrepreneurial process. However, in order to turn knowledge and technology into productivity, capital is required to establish businesses, hire employees, and carry out management and technological innovation activities for production organization. However, entrepreneurs currently face significant financing challenges, primarily reflected in the complex loan process, requirement for relevant property mortgage or guarantee, and strict loan limit. In order for the government to find a solution to this issue, it should develop appropriate policies to continuously enhance the financing environment for entrepreneurs, broaden the channels through which they can obtain financing, and meet the capital requirements of entrepreneurs.

**Small-sized Guarantee Loan policy:**

Small-sized guarantee loans are currently a new type of financial product offered by a few financial institutions. This kind of loaning pattern has a straightforward procedure that allows for flexible borrowing, simple repayment, and a larger loan amount. In terms of guarantee, it offers property mortgage, individual credit guarantee, and other options. This kind of loan can assist entrepreneurs in overcoming operational challenges and meeting their funding needs as their businesses grow. Expand the support range for small guarantee loans. Expand the supporting range of small guarantee loans from employers of the original state-owned business to college graduates who start their own businesses and migrant workers who return to their hometown to start businesses. Entrepreneurial endeavors will receive relevant interest subsidies from the employment fund in addition to industries subject to national restrictions.

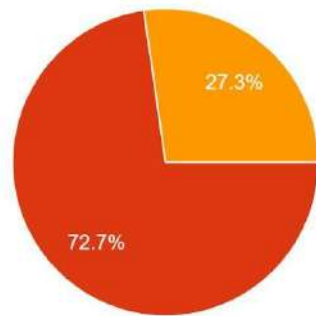
Role of government in promoting entrepreneurship.

11 responses



### What is MSME

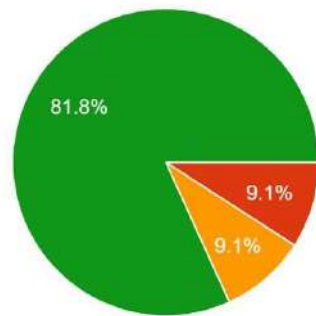
11 responses



- Mini small medium entrepreneur
- Micro small medium enterprises
- Micro small medium entrepreneur
- None of the above

### Financial support system can be classified on the basis of time duration as:

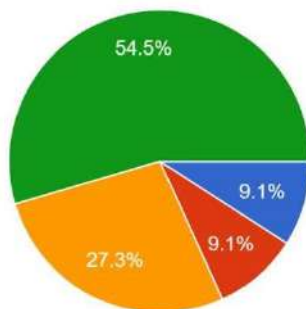
11 responses



- Long term capital
- Mid term capital
- Short term
- All of the above

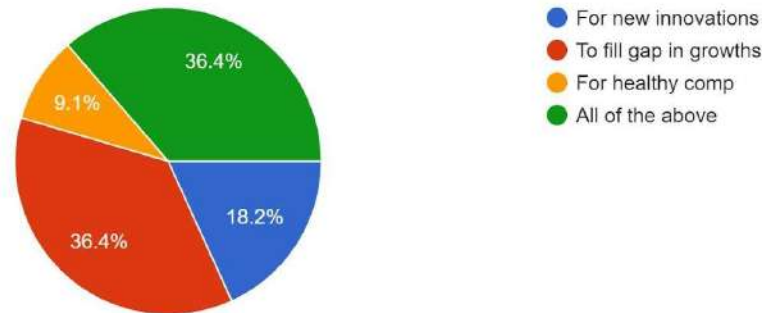
### The importance fiscal policies in a country like India is that\_\_\_\_\_

11 responses



- It plays a major role in increasing the rate of formation of capital both for public and private sectors units
- It aims to reduce the imbalance in the distribution of income and wealth
- It helps to generate sufficient resources, through direct and indirect taxes to finance the government projects
- All of the above

### What is the need of entrepreneurship



### CONCLUSION:

In conclusion, promoting and encouraging entrepreneurship necessitates the study of fiscal policies and laws. The success or failure of startups is determined by these policies, which have a direct impact on the business environment. Entrepreneurs are more likely to invest in new businesses and create employment opportunities when laws and regulations are favorable. In addition, fiscal policies like tax breaks and opportunities for funding play a crucial role in assisting startups and encouraging growth. In addition, studying fiscal policies and laws enables business owners to comprehend the legal framework and avoid potential legal issues. Additionally, it assists them in recognizing opportunities and making well-informed decisions that will benefit their company. As a result, it is essential for entrepreneurs to have a solid understanding of the fiscal policies and laws that apply to their sector as well as the nation as a whole. This knowledge will assist entrepreneurs in navigating the business environment and ensuring their success in their endeavors.

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## **ARDUOUS JOB AS A FISH MARKET VENDOR:**

### **A BRIEF STUDY ON PROBLEMS FACED BY FISH MARKET VENDORS IN KALAMBOLI AREA.**

AUTHOR: Asst. Prof. VIDYA GOSAVICO-

AUTHOR: MANSI MHATRE

#### **ABSTRACT**

The fishing sector is one of the most important sectors contributing to India's national income. Fishing includes all types of aquatic forms including prawns, shell fish, lobsters, and other fishes. Fish exhibit greater species diversity than any other group of vertebrates. They are an essential resource for humans worldwide, especially as food that benefits human beings in more than one way. There are many different species and the quality and quantity vary but humans all around the world use them. Fishes are more common and widely distributed in all parts of the world. Fish market vendors face various types of problems in the market. The following study focuses on the problems, which are faced by fish sellers in the Kalamboli area. For this research, we asked for help from 50 fish sellers from the Kalamboli area. The data were collected with their help and by asking them questions.

**KEYWORDS:** Fishing, sellers' problem, market.

#### **INTRODUCTION:**

A Fish market is a marketplace that is used for the marketing of fish products. It can be dedicated to wholesale trade between fishermen and fish merchants or the sale of seafood to individual consumers or both retail fish markets, a type of wet market, that often sell street food as well. A fish is an animal that lives and breathes in water. The sector's contributions to foreign exchange earnings are substantial and the earnings constitute 1.4 percent of the GDP. More than 6 million fisher men in the country depend on fisheries for their Livelihood. The country with a long coastline of 8118 Km, has an Exclusive Economic zone (EEZ) extending to 2.02 million sq.Km.-0.86 million sq. Km on the West Coast, 0.56 million Sq.Km. on the East Coast, and 0.60 million sq. km. around the Andaman and Nicobar Islands- which is highly suitable for developing capture fisheries. India has also acquired the responsibility to conserve, develop and optimally exploit the living marine resources within this area.

Kalamboli is one of the nodes of [Navi Mumbai](#). It is a transportation hub, situated at the junction of the Sion-Panvel Highway, [NH 48](#), Panvel By-Pass, [NH 66](#), and [Mumbai-Pune Expressway](#), and it is among the biggest iron and steel delivery centers in India. The township, like the rest of [Navi Mumbai](#), is divided into sectors, which are further divided into plots. The residential and commercial areas of Kalamboli are divided by the NH 4 Highway. Roadpali, a region to the north of Kalamboli, is developing faster than the latter with many residential projects coming up due to the availability of land. Roadpali is located along the Taloja Link Road.

## **OBJECTIVE OF THE STUDY:**

The following are the important objectives of the above study:-

- ❖ To identify the marketing problems of fishing in the Kalamboli area.
- ❖ To study the problems faced by fish market vendors in the market.

## **STATEMENT OF PROBLEMS:**

The fish marketing system in the Kalamboli area has some the facilities like transportation, communication, storage, preservation, and processing. The fishing sector has to face various problems like climate change, marketing difficulties, and fishing problems. There are other problems such as the availability of fish, demand depending upon the season, and pricing problems. Fish is one of the important food items for human beings. With the help of seafood, several medicine and health facilities are made. However, there are big problems and issues in fishing industries like quality, packing, marketing, and cleanliness.

## **METHODOLOGY:**

This study is purely based on primary data, the data collected through questionnaires and direct interview methods. The researcher has adopted simple random sampling techniques. The total sample size was 50. These data were collected from the fish markets in Kalamboli.

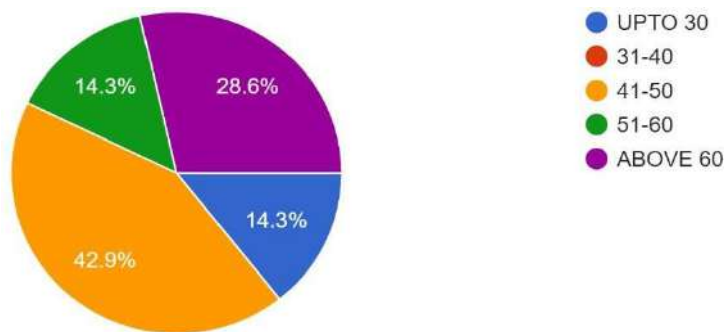
## **AREA OF RESEARCH:**

The area of research only focuses on Kalamboli area. It is not applicable to any other region because Kalamboli area has a different weather structure compared to other areas. In addition, it is not applicable to other areas because nature, time and weather conditions differ from region to region.

## **TOOLS OF THE STUDY:**

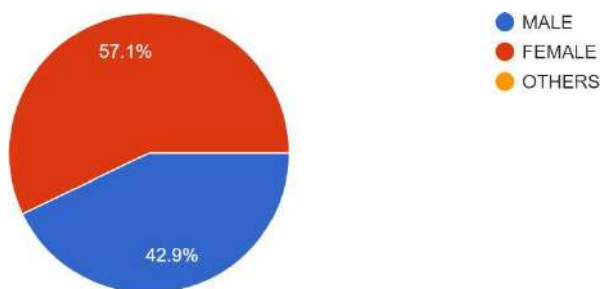
The study mainly focuses on small fish vendors in Kalamboli area. The researcher analyzed the data by using percentage and graph methods. The researcher selects the variables during the research period. These variables are the main key points of this study. The main variable of this study is satisfaction level of small fish vendors in Kalamboli area.

## **TABLE 1.1 AGE OF THE RESPONDANTS**



The table 1.1 shows that age group of respondents of small fish vendors in Kalamboli area. In that table, the calculated values of percentage highly fluctuated. It shows 42.9 percentage of respondent in the age group of 41-50. The calculated values of 28.6 percentage of respondent in the age group of above 60. In this structure, the lowest value of the table is up to 30 and 51-60.

**TABLE 1.2. GENDER OF THE RESPONDANTS**



The table 1.2 shows the gender of respondents in Kalamboli area. In that table, the calculated values of 42.9 percentage of respondents are male. The calculated values of 57.1 percentage of respondents are females. In this value, the lowest value of the table is of male.

**TABLE 1.3. MARTIAL STATUS OF THE RESPONDANTS**

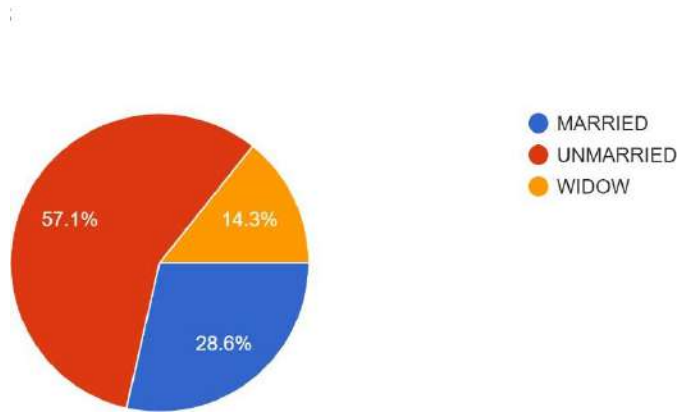


Table 1.3 shows that marital status of respondents in Kalamboli area. The table shows that 28.6 percentage of respondents are married. The calculated value of 14.3 percentage of respondents are widow. The calculated value of 57.1 percentage of respondents are unmarried. In this value, it is the highest value of the table.

**TABLE 1.4. EDUCATIONAL QUALIFICATION OF THE RESPONDANTS**

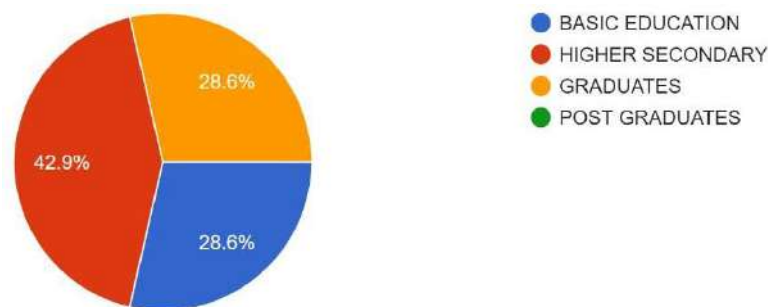


Table 1.4 shows the level of education among the respondents in Kalamboli area. In the table the calculated value of 28.6 percentage of respondents have basic education. It shows 28.6 percentage of respondents have higher secondary education. The calculated value of 42.9 percentage of respondents are graduates. In this value, it is the highest value of the table.

**TABLE 1.5.MONTHLY INCOME**

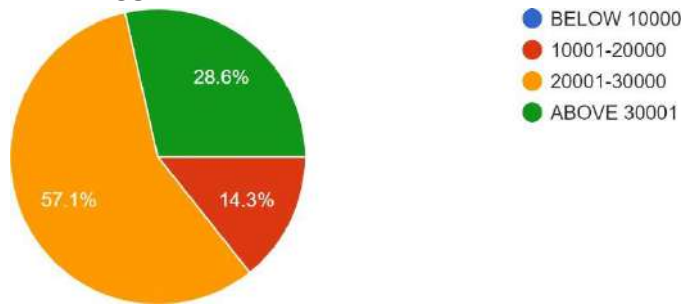


Table 1.5 shows that monthly earnings of small fish vendors in Kalamboli area. In that table the calculated value of 28.6 percentage of respondents in the income group of above 30001.The calculated value of 57.1 percentage of respondents in the income group of 20001-30000. In this value, the lowest value of the table is 14.3 percent of 10001-20000.

**TABLE 1.6.MONTHLY EXPENDITURE**

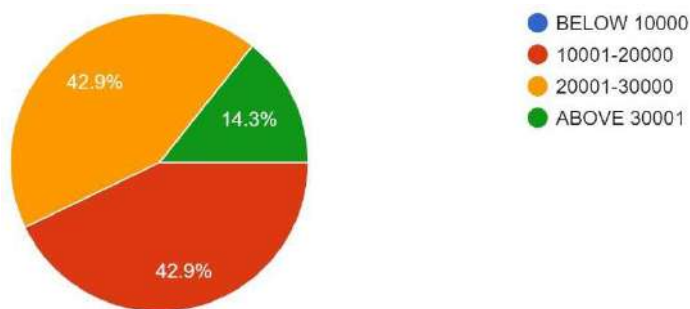
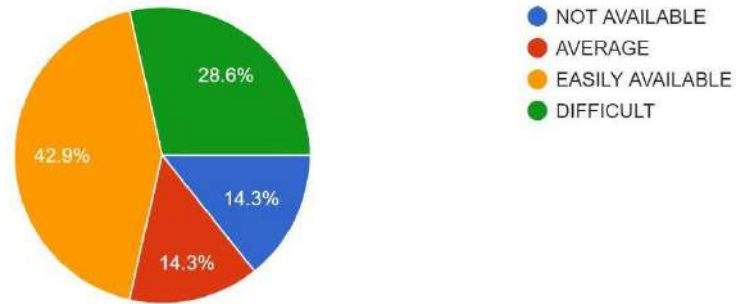


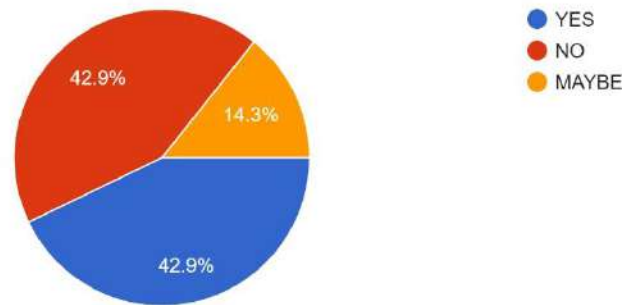
Table 1.6 shows that monthly expenditure of respondents. In that table the calculated value ofpercentage is highly fluctuated. It shows 42.9 percentage of respondent in the expenditure group of 10001-20000. The calculated value of 14.3 percentage of respondents in the expenditure group of above 30001. It shows 42.9 percentage of respondent in the expendituregroup of 20001-30000.

**TABLE 1.7. PROBLEMS FACED BY FISH MARKET VENDORS**

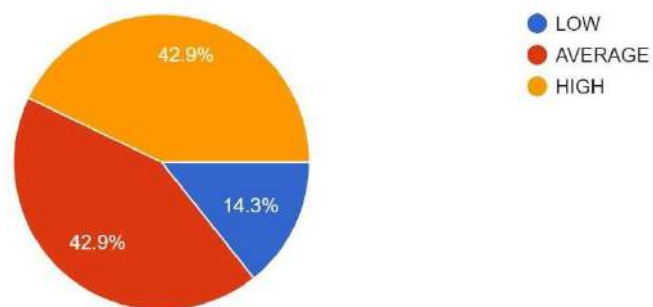
### AVAILABILITY OF FISH



### SUFFICIENT COLD STORAGE

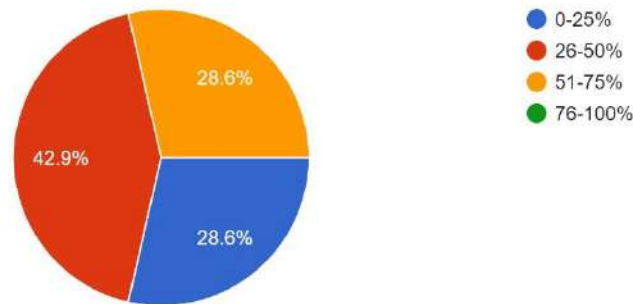


### LEVEL OF TRANSPORT COST



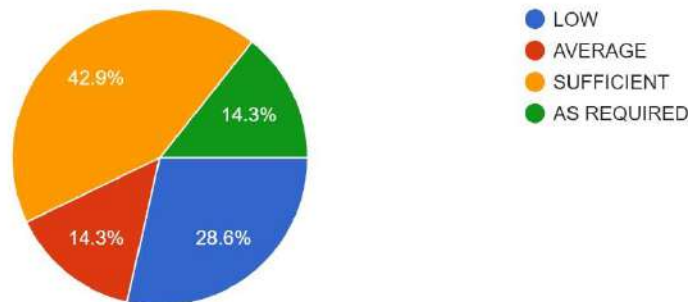
## LEVEL OF HYGIENE IN MARKET

35



## LEVEL OF GOVERNMENT SUPPORT

36



## SUGGESTIONS:

Based on the study and observations the expert researcher suggests that:

1. The system of direct procurement of fish by the Government may be introduced to avoid exploitation by intermediaries.
2. Government should develop proper marketing facilities, and should declare minimum support prices of fishes.
3. Fishery infrastructure via, landing centers, marketing and processing centre, fishery education, training, and technology should be developed and accelerated.
4. The grant of relief assistance to Marine Fishermen families during the fishing ban period should be increased and continued as a permanent phenomenon.
5. Fishermen Free Housing Scheme should be extended to all Fishermen who live in huts or Kutcha houses.
6. The government should take initiatives to provide cold storage facilities and help the fish vendors to preserve their fish and fish products.

7. Fish vendors have to be provided with cleaning and drying facilities. Further drinking water and sanitation facilities should be made available to them in their selling place.
8. Market-related information including demand, price fluctuations, and other related details should be made available to the retail women's fish vendors.

## **CONCLUSION:**

The production of fish is increasing around the world. It was found that the fish production from inland waters was less compared to marine waters at first. There is an increase in the share of fish capture from inland waters during the recent past. The amounts of fish taken by force of by the developing countries are ruling over compared to the developed countries in the recent period, which was the other way around, too at the beginning of the study period. India is newly appearing as one of the major fish producers in the world. Fisheries in India is huge as it provides jobs for millions who directly or indirectly started working at the fishing industry.

This study is kept on the problems faced by small fish vendors in the Kalamboli area. The study focuses on problems faced by fish vendors such as the availability of quality fish, (good) enough storage facilities, transportation cost, and hygiene in market and government support. The study showed that most people who responded are between 41-50 age and majority of people who responded are female. Most of them are unmarried and first and most important are educated. Most of the people who responded are having monthly income of above 20001-30000. It has also been watched/ followed that there is a positive relationship between income and feeling toward the job. There is a low positive relationship between income and availability of quality fish, good enough cold storage, level of hygiene in the market, and government support. It also has a negative relationship between income and transportation costs. The majority of people who responded have no knowledge of government policies. Government support will not have many relationships with the income of the small fish vendor.

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## **ANALYSIS OF ENVIRONMENTAL ISSUES AND REMEDIES WITH RESPECT TO NAVI MUMBAI**

**Author: Asst. Professor Priti Yamdagni**

**Co-Author: Ramila Rajput**

### **Abstract:**

*In recent decades, environmental problems have become globalized in terms of their existence and impacts as well as the socio economic forces that generate them. Population growth, vehicular issues, use of hazardous chemical, depletion of forest and other undesirable human activities are responsible for environmental health in India. In natural resources and air increase in pollution level. First, the environmental problems of nature generate those economic forces regarding the worldwide basis. Environmental information includes information about the state of such as air, water, soil, land and landscape, natural sites, coastal and biological diversity and its components. Understanding environmental attitudes is vital for addressing applied environmental problems. Environmental attitudes are not fundamentally different from others type of attitude, and so can organized and defined in the same way. Again, we see the global nature of termed ecological problems and constraints. Environmental reports are containing information by even reflect related to information are environmental activities. Save the environment and humanity to provide generational equity.*

### **INTRODUCTION:**

Human have faced poor environmental conditions throughout history, but what we think of as environmental problems became more common and apparent with industrialization and urbanization. "Environmental problems" we begin by deifying the nature of this problems and how they emerge from human use of environment by employing some basics concepts from ecology. Today, the environmental pollution growing threat to our country and has become a common phenomenon in overcrowding of cities. Industrial effluents containing various pollutants are two nearby lands and decrease the soil fertility. Environmental degradation is one of the reduction of the capacity of the environment to meetsocial and ecological objectives and needs. Effort to this problem include environmental protection and environmental resources management. Mismanagement that are leads to degradation can also lead to environmental conflict. Frequently environmental conflicts focus on environmental justice issues, rights of peasant or dependent on the ocean. Environmental conscience can be define as the negative effects of any human activity on the environment. Some biological and physical as also environment are included. Primary environmental challenges that are causing to air pollution, water pollution, natural environment pollution or rubbish pollution and so on. Efforts to these problem included environmental protection and environmental resources management. Environmental movement is a represented by a range of organization resources. The major sources of pollution in rapid burning of fuelwood and

biomass such as high emission of plants. Population growth, because it can be place increase

Pressure on capacity of environment, it also major cause of air and solid waste pollution. More recent little correlation to environmental quality and human quality of life.

Hence, it is tempting to conclude that economic globalization is inevitably harmful to the environmental. Along with the emergence of public concern of international non- government environmental organizations. This increased levels of environmental degradation within less developed their domestic levels of resources consumption. The environmental crises faced by developing rations are the result of poverty. Even within emissions, levels that are more negative could towards agreement of natural resources. There are multiple environmental issues in India. Such as air pollution, water, garbage, domestically prohibited goods and pollution of the natural environment are all challenges for Navi Mumbai. Our waste policy is to develop a culture of sustainable business behavior based on the waste to landfill. These means we can structure connectivity around our needs such as bandwidth, local access to services, flexible pricing and future proofing. They had to being consume the change data centers means you can established connection to reducing latency. Failure to effectively manage the potential adverse impact of resources can result of environmental resources and consequences for human health.

#### **AIMS AND OBJECTIVES:**

- 1) To study on focuses environmental efforts on recovery of ecosystems.
- 2) To study biodiversity and natural material cycle's free form patterns of consumptions.
- 3) To study that objectives of environmental education is to increase public awareness about environmental issues.
- 4) To knows the scope of term ' Environment' consisted of only physical, aspects of the planet, earth, land, water and air as biological community
- 5) To understand the problem of pollution, loss of forest, degradation of environment and loss of biodiversity in other environmental issues.

#### **LITERATURE OF REVIEW:**

Environmental issues begins to be discussed and even debated only towards the end of the 20<sup>th</sup> century. Since, the significant literature of amount is down raising to awareness it's about the issue of pollution, animal rights, deforestation and other several conditions, hence they had failed to result in major changes. It is evident that environmental pollution level is leading to global warming to all across the climate changes to severe but do not problem the decision makers. Despite the expression, will increasing in political ecology in issues threads to biodiversity. Our environmental endangered of becoming the unsaved, and even deadly. Green fields health of stresses of people and risk of environment. Recent, most of the atmosphere to damage the corporation who ignore toxic chemicals, deforestation and landfills. Inform to people this situation around by arising the environment it acute to human needs the realize and do something about it.

**RESEARCH METHODOLOGY:**

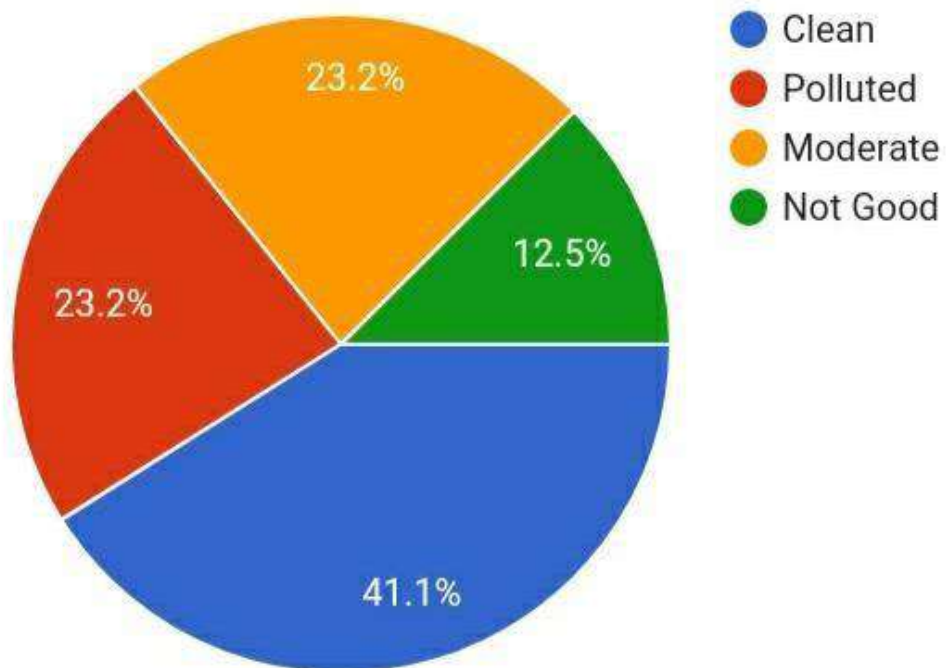
The research method is quantitative data. The type of the data is primary data has been collected through a structural questionnaire. The data collection tool of the research paper is survey questionnaire that is by creating Google form. The sampling method is simply random method. Google form was created to spread questionnaire to maximum respondents. By several web links and research journals, we did secondary data research.

**DATA ANALYSIS:**



## How is the environment around you?

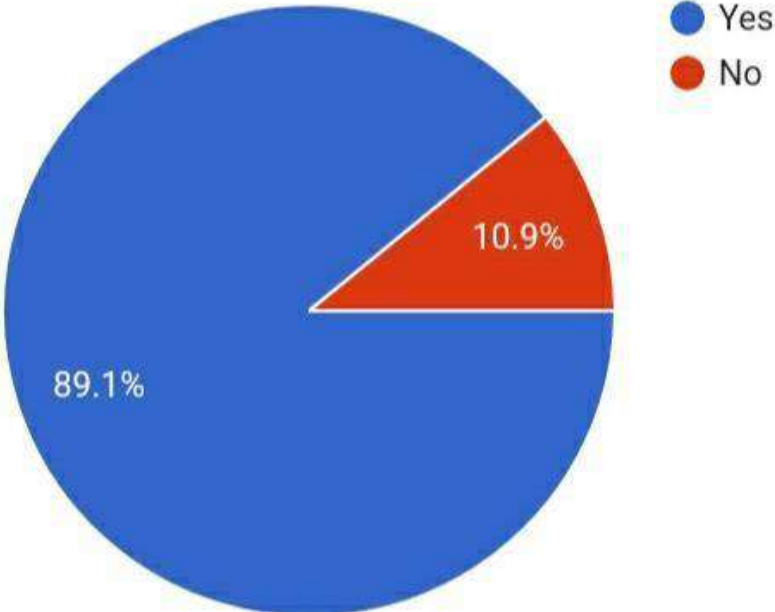
56 responses



# Do people damages or effects the environment?



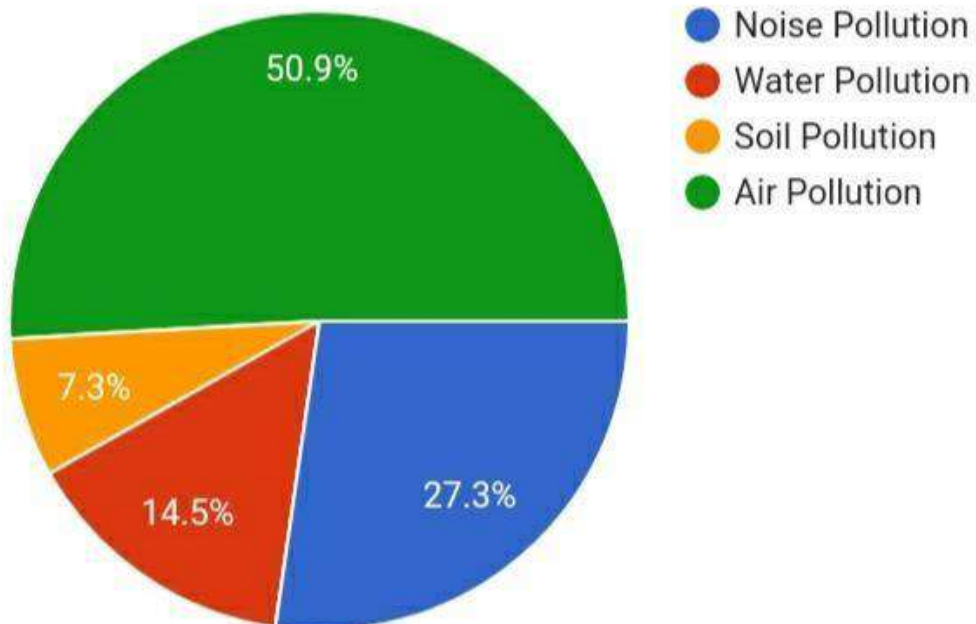
55 responses



Which type of pollution are you facing mostly in your area?



55 responses



**FINDING AND OBSERVATION:**

The study was to understand the environmental issues that people are facing in Navi Mumbai. Through Google form we got, 58<sup>th</sup> responds. The all over analysis are shown above through pie diagram. In these researches we observed that 10.9% peoples said that they do not effect or damages the environment and 89.1% peoples said yes. The question asked related to fresh air in today's world and the respond is 60% no we get fresh air and 40% yes we get fresh air.

## CONCLUSION:

To conclude, we can say that Humans are a major sources of environmental issues. Likewise, our activities are the major reason that the level of harmful gases and pollutants have increased in the environment. But now the humans have taken this problem seriously and now working to eradicate it. All of us must take a pledge to save the environment so that our kids can live a healthy and peaceful life in the future. So, it's high time we all start taking environmental awareness more seriously. We can no longer afford to ignore the issue of climate change, global warming, and their effects on our planet. We need to act now before it's too late. Individually, we can make small changes in our everyday life that will collectively make a big difference. Together, we can protect our planet for future generations. If we love nature, nature will love us back. If we save nature, nature will also save our existence. So so, let's all do our part to be more environmentally aware!

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<https://www.frontiersin.org/articles/10.3389/fsoc.2019.00060/full>

## **MOST COMMON CHALLENGES FACED BY ENTREPRENEUR AND HOW TO OVERCOME THOSE CHALLENGES**

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### **ABSTRACT:**

Entrepreneurs, particularly new ones with little prior company expertise, may frequently encounter difficulties along the way to professional success. This study uses this information to provide light on the numerous internal and external hurdles that new entrepreneurs will encounter. In addition, this study seeks to uncover potential solutions that might be employed to get around such difficulties. The information for this study was gathered through an examination of secondary data, including online journal articles and publications. Finding the right business location, developing a business idea and vision, and raising startup funding were among the typical internal problems identified by the survey.

### **INTRODUCTION:**

Entrepreneurs face many obstacles, and while it is impossible to predict exactly what adversity they will face, these eight challenges are likely. We will show you how to deal with each. The difficulty of starting a business is well known. If you have not been wondering what to expect when you think about launching your next app or creating a new drink, you would not be here.

Business problems are many, varied, and unlike those you encounter as an employee of a company. So, before starting your business, first review the entrepreneurial challenges and avoid common beginner mistakes.

Whether you are starting out in solopreneurship, or becoming the next Steve Jobs, you will face adversity along the way. Here are eight of his entrepreneurial problems you will almost certainly face if you decide to start your own business, and how to deal with each.

### **AIMS AND OBJECTIVE:**

**To study the factors leading to awareness about most common challenges faced by entrepreneurs and what are the steps to overcome them.**

**To study about the students' opinions about their knowledge regarding how much the education of entrepreneurship is important in their higher education.**

## **HYPOTHESES:**

**H01: Financial limitations have no effect on the difficulties experienced by business owners.**

**H02: The issues with procedures and formalities have little bearing on the difficulties experienced by enterprises.**

**H03: The difficulties entrepreneurs face are unaffected by technological difficulties**

## **LITRETURE REVIEW:**

The Entrepreneurship and the Entrepreneur report undertakes a review of the academic literature on entrepreneurship, with a focus on understanding how levels of economic development and gender differences influences entrepreneurship.

The report considers the evolution of entrepreneurship as a field of study from its economic origins in the 1930s, through to more fragmented contemporary approaches that consider entrepreneurship through the lenses of strategic management, social psychology, and small business venturing and finance. The report also explores the specific cases of entrepreneurship in developing countries, as well as women's entrepreneurship.

## **MOST COMMON CHALLENGES FACED BY ENTREPRENEUR ARE:**

### **1. Decide what to sell:**

Perhaps the biggest challenge in entrepreneurship is figuring out what kind of product or service to offer. It is not an easy question. Because no matter how good your design or setup is, if you get it wrong your business will fail.

Business owners need to know which customers are likely to buy their products, the markets they want to serve, the competitive landscape, and if their target markets are large enough to support their products, to gain a competitive advantage. We need to understand what we can offer. If the target market is too broad, and many other problems.

### **How to Overcome It:**

#### **Self-Assessment and Research:**

Thorough research is the only way to meet this challenge. You should develop a detailed business plan that you can defend against potential investors and partners. Your research should detail your target market and provide a realistic plan for how to make money, not a wishful future prediction.

You should also assess yourself to determine if you have the energy to bring this idea to life, and if you have the right skills and strengths for the job.

### **2. Time management:**

Money may seem to be in constant pressure, but time is the only thing that is always limited. Entrepreneurs should focus their time on the tasks that matter most and not waste time on tasks that their team members can handle. This purchase allows you to focus on the bigger issues. B. How can you put your company on a growth trajectory?

#### **How to Get Over It:**

##### **Organize and Delegate:**

Identify tasks that can be delegated and delegate them. Resist the urge to make your own. Because I know, I can do it perfectly. Trust your team members. They will surprise you with how much they can accomplish and how well they can do it. Focus on your strengths and leave everything else to others.

### **3. Marketing:**

If people do not know you, they cannot buy from you. Marketing introduces you and your brand to customers so that they may consider purchasing your product or service. However, marketing is a challenge for entrepreneurs. This is because entrepreneurs are often underfunded, and building a brand through marketing can be costly and not immediately profitable early on. How to market your products and services (mobile, social media, or print) and whether it makes sense to work with an outside agency.

#### **How to Overcome It:**

##### **Testing and Investigating:**

When you start leaning, you need to know where the most marketing dollars are being paid. Start with free social media platforms and try different approaches.

Consider a broader, capital-intensive approach based on some of the results you are seeing. Always start with small marketing efforts to gather extensive data and business metrics on different approaches before diving in with both feet.

### **4. Find capital:**

Entrepreneurs need capital to get started before they worry about liquidity issues. This is one of the biggest problems facing an entrepreneur. Especially if you are looking to start your own business and do not have good connections with well-funded angel investors.

If you do not have enough financial resources to start your business, it is doomed to failure. Capital is required for the development and production of buildings, equipment, or products.

#### **How to Overcome It:**

##### **Be Resourceful and Proactive:**

Just as you need to be a good salesperson to get customers to buy your product, you also need to introduce yourself and your business to potential investors. Contact your local bank or investor, or find a public platform such as Kickstarter. Consider reaching out to family, friends, colleagues looking to invest, or connections to people who may want to invest.

Be careful when accepting money from friends and family. This money will affect your relationship if it does not work out, so be very careful before taking this route.

### **5. Communicate trust:**

Being an entrepreneur sounds fun and exciting. However, most of the time, especially in the beginning, we are constantly battling self-doubt. Are you confident as an entrepreneur? Can You Overcome Imposter Syndrome?

Unless you exude the confidence and will to overcome adversity, you may struggle and give up as an entrepreneur because you encounter significant unforeseen obstacles.

### **How to overcome it:**

#### **Believe in Your Capabilities and Your Vision:**

One of her ways of dealing with imposter syndrome is to remember, even if she fails, that this is never true. You have valuable skills and your tenacity and hard work are commendable, but most people do not even dare to try.

Seek support and advice from other entrepreneurs to help you through tough times. In addition, do not completely dismiss your suspicions. They can also point out problems that need to be resolved. So be honest with yourself and be prepared to learn from your setbacks.

### **7. Financial plan:**

The most important aspect of starting a business is raising capital. Once you have a clear business idea, the next thing you need to do is find capital. Because you need capital to get started before, you start worrying about liquidity issues.

### **How to overcome it:**

#### **Get A Business Loan Or Find The Right Investor:**

One of the biggest challenges for entrepreneurs is funding. However, it is not as difficult as it seems. Various solutions are available for this challenge. You can choose anything from traditional bank loans to self-driving growth models. Reach out to investors who are interested in your company. Organized plans have the potential to attract investors. There are no financial problems in business if you work on your goals and strategies.

### **8. Building authority:**

Establishing business authority makes the business more authentic. If you want your business to be the first choice of potential customers, you need to authenticate it. It will definitely protect your business structure and make it more credible in terms of originality and usefulness.

### **How to Overcome It:**

#### **Get a Patent and Get a License:**

This patent will help your business build market share, margins, facility growth, and new revenue-generating resources. You can go to the local government and write an application to get a business patent.

### **9. Business growth:**

Finally yet importantly is business growth. Every entrepreneur wants his or her business to grow. The main goal of entrepreneurs is to grow their business rapidly. However, they face many hurdles in expanding their business. How can you grow your business? Here is the solution.

#### **How to overcome it:**

##### **Stay informed and move your business forward:**

To overcome this challenge, you can create a new process focused on task delegation. Do not expect your business to grow early. Please take some time. Consult industry Experts, keep an eye on your competitors, monitor all company activity, and drive your company's exponential growth.

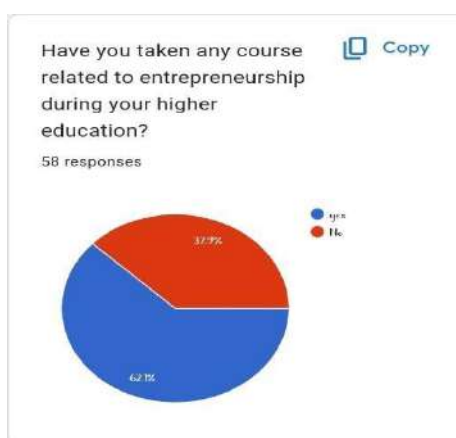
These are some of the challenges entrepreneurs face and tips for overcoming them. If this blog was helpful, let us know in the comments below.

#### **DATA ANALYSIS AND INTERPRETATION:**

The data analysis and interpretation, which I have done in my research, is through collecting primary data.

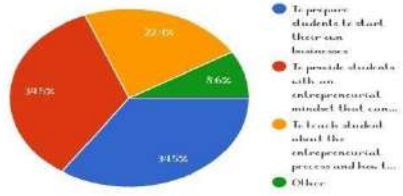
The primary data in this research is collected through the mode of survey questionnaire done from the teenage group, students who are perusing there higher education and by the common people in our community. This survey questionnaire is conducted through the online medium with the help of Google forms.

These are some of my research in the form of graphical representation:



In your opinion, what is the main role of entrepreneurship education in higher education?  
58 responses

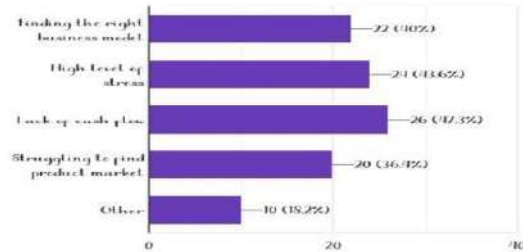
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According to you, Which are the most common challenges faced by the entrepreneurs? (Select all that apply)

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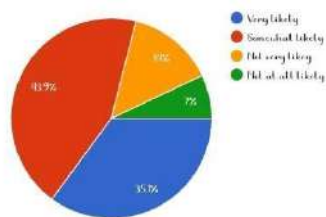
55 responses



How likely are you to pursue an entrepreneurial venture after completing your higher education?

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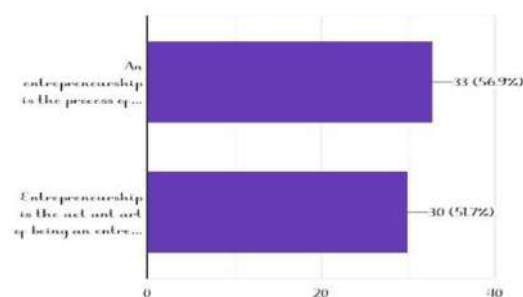
57 responses



According to you what is the definition of entrepreneurship?

Copy

58 responses



## **CONCLUSION:**

Successful sustainable business practices often require entrepreneurship and innovation. This chapter provides an overview of entrepreneurship and innovation related to sustainable business. This discussion is most relevant to sustainable

Businesses focused on providing new products and services in response to social concerns. The importance of entrepreneurship and innovation also applies to companies that are transforming the way products and services are manufactured. The latter companies use innovative practices and an entrepreneurial spirit to establish their brand names, become market leaders by doing things that create shared value for society and their companies, and over time become industry leaders. You can also contribute to changing practices.

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Digitalization: Role in Business and Industrial Development.

Author Asst prof: Vidya Gosavi.  
Co –Author: Prakash Mishra  
KLE College of Science and Commerce.

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## Abstract

Every Company generates enormous amounts of data every day. Your company's digitalization takes place along the whole value chain, from production to extraction to delivery to service.

The broad ranges of your company are connected by digitalization. Every process is measured by cutting-edge sensors. Storage and transmission are immediately traceable. Potential is released by automation .Energy solutions help you collect your data, analyses it , and use it to generate more revenues and a less environmental impact. These efforts will be aided by the development of more advanced digital technologies, such as autonomous plant operations and more effective electrical drives and controls.

Those in charge of making decisions require management tools that will help them transform digital value drivers into long-term economic success. In order to analyses the strategic potential of digitalization in the creation of business models, this article presents a comprehensive framework.

The Business Model Canvas and the Blue ocean strategy by Kim and Mauborgne, and the five patterns for IT-facilitated value generation are all integrated into the framework. The framework's application to the three scenarios highlights the strategic importance of digital innovation drivers.

## Introduction

*Organizations all across the world are being impacted by an increased speed of change and related market forces. It is difficult for decision-makers to recognize pertinent development early enough to adapt their companies appropriately. Prospective new business models that could alter the competitive.*

*Industries as a whole are continually changing. It should come as no surprise that interest in Business models has not decreased: up to 98% of organizations are changing their business models in some way, and seven out of ten are actively involved in business model innovation (IBM, 2008). This Development is reflected in academic literature; during the 1990's, there have been an increasing number of publications published on Business models. Companies are being forced to reconsider their business models by the way that industries are changing in the digital age (Lakhani, 2014).A megatrend is Digitalization.*

*The main impacts of digitalization on the future of industries are summarized in this study. The integrated framework examines how digitalization can be used strategically as a Catalyst for business plans. The strategy is based on Parma et al (2014)'s five patterns for IT facilitated value creation, which highlights current and potential digital value drivers, as well as Osterwalder and Pigneur's (2010) Business Model Canvas, which describes current models. As a Final phase, the Eliminate-Reduce-Raise-Create grid of Kim and Mauborgne's (2005) Blue ocean strategy for establishing uncontested market space is used to strategically leverage Digitalization.*

*Results-The results imply that the three – step strategy may be used to direct decision-making. The Categories “enabling”, Complementary and functional were identified during the investigation.*

**Keywords-Business Model, Strategic Management, Digitalization, Sustainability, Organizational Learning.**

### **1. Economic Growth through Digitalization in India.**

India's digital economy grew 2.4 times faster than the economy between 2014 and 2019 generating around 62.4 million jobs, said a paper published in the latest bulletin of the Reserve Bank of India.

The Elements that caused India's quick escalation in digital technology were primarily on the side of the consumers. India has become as the largest and most dynamic market for digital users, with 560 and 650 million users are expected by 2023, making the number of consumers second only to China. Per person uses 12 GB of data on average each month, which is more than China's usage rate of 5.5 GB. India has seen widespread adoption of mobile devices and related applications, which is encouraging for any technology-related initiatives.

Manufacturing digitalization has a significant impact on the growth of the Indian economy. Following the digitalization of India, the manufacturing sector has emerged as one of the high development areas. GOI intends to turn India into a major manufacturing hub has launched a campaign dubbed “MAKE IN INDIA”, and as a result, it is expected that by the end of 2020, India would become the fifth-largest manufacturing nation in the world. By 2022, the government needs to fill 100 million jobs, or 25% of the GDP.

India could become the 3<sup>rd</sup> largest economy by 2026, behind US and China.

- Bloomberg projection tells that India's Gross Domestic Product will grow from \$2.7 trillion in 2019 to \$5trillion by 2030, which requires 8% annual growth though it is not a smooth ride; India has all the resources and capabilities to reach the target.
- Corona Virus pandemic has influenced foreign firms to shift their operation out of China, India must raise to the occasion to take the advantage of the situation, with the help of digitalization India is already making its inroads into the global economy. The main aim through this is to make India financial literate.

- All the projections could be taken for a toss, if it encounters any small disruptive forces in the middle like climate change, labor laws and present COVID-19 pandemic.

## **2. Impact of Digitalization on Industry Growth in India.**

One of the largest economies, India Exports services to foreign nations, and the services industry accounts for around 55% of India's GDP. Additionally, it contributed to exports, attracted a sizable amount of foreign investment, and provided one of the highest employment rates providing Industry.

India's service sector GVA increased by 6.96% to 1356.5 billion USD in 2019 from 846.54 billion USD in 2012, accounting for 31.45 % of the employed population.

- With Investments totaling USD 80.67 billion between 2000 and 2019, the services sector in India has benefited the most from foreign investment.

Due to the government's actions, we can see a substantial increase in the ease of doing business, which went from 137 in 2014 to 24 in 2018.

- The Government of India is committed to ensuring the "Make in India" initiative's success.

- The Indian management facilities market is expected to grow at an astounding rate of 17 % (CAGR) from 2015 to 2020 ,with the help of the expanding real estate, retail, and hospitality sectors, and surpass the 17 billion USD mark. National Broadband Mission, which aims to provide broadband access to all towns by 2022.

With the aid of developing real estate, retail, and hotel industry, the Indian management facilities market is predicted to rise at an astounding rate of 17 % (CAGR) from 2015 to 2020 and surpass the 17 billion USD threshold.

- As a result of the introduction of numerous new technologies in the field of medical sciences, the health industry is predicted to reach 132 billion USD by 2023.

- The IT Sector will contribute significantly to India's digital economy, which is projected to increase by 8% to reach 14.3 billion USD by 2023 and reach \$1 trillion USD by 2025.

## **3.Summary and Outlook.**

Companies who are successful in correctly adjusting their businesses strategies can take advantage of several opportunities presented by the digital age. Failure to adapt to rapidly evolving digital processes and market dynamics will reduce profitability and endanger an organization's existence. One of the most important driver of sustainability and progress. ICT has undergone dramatic technology advancement in the previous 10 years. Numerous opportunities have been made possible by infrastructure growth based on broadband network access and technology in the form of new, widely available, highly efficient devices. Both the micro and macro levels of economies are significantly impacted.

Economic growth, productivity, and welfare are all boosted by digitalization, which also has the power to change social interactions and connections and lower unemployment, poverty, and inequality. The usage of digital technology and content is growing .These are connected

With considerable difficulties. Future digital initiatives must take social risk management, security, privacy, and consumer rights into account because the results could be disruptive. It is necessary to move workers of all ages into new digital jobs. Organizations depend greatly on their capacity to adapt to these new innovations and successfully incorporate them into their business strategy on an industry level.

#### **4. Conclusion.**

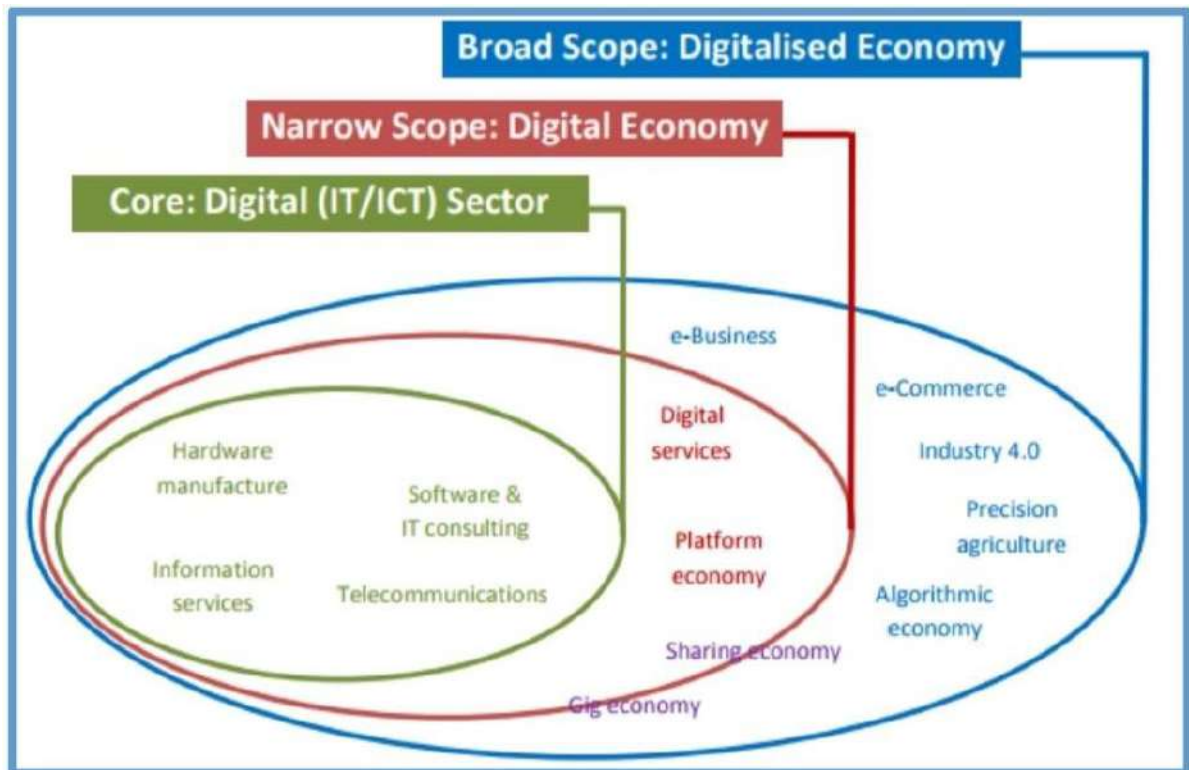
We must get ready for a digital future while the digital transformation takes place. Cash is King for corporate executives and CFOs now more than ever. Details of order-to-Cash shared services no required to rise to the occasion and begin urgently assessing their current strategy. GPOs have been given the responsibility of maximizing working Capital impact through scalability, cost minimization, and reevaluating their digital transformation strategy.

Consequently, Shared services executives have a crucial chance to “manage up” and promote digital transformation in their organizations.

To close the gap between the executive leadership and the local finance teams, it is up to shared services leaders to act as change agents for the digital transformation. It is crucial to start making plans for how you will lead your team through the transition. It's possible to have a fear of losing your work or a fear of change. Some people could favor the previous working method. But the digital transformation will maintain the relevance of your department. Even though the improvements you make now or seemingly tiny, they might be what keeps you relevant in 10 years.

#### **5. Pie Charts Showing the Data:**

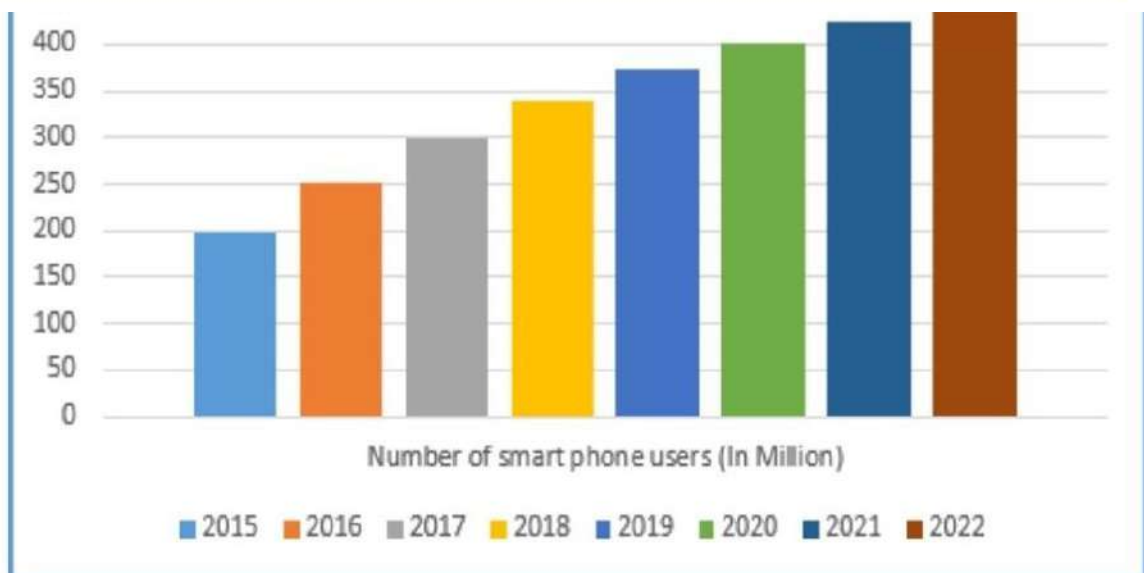
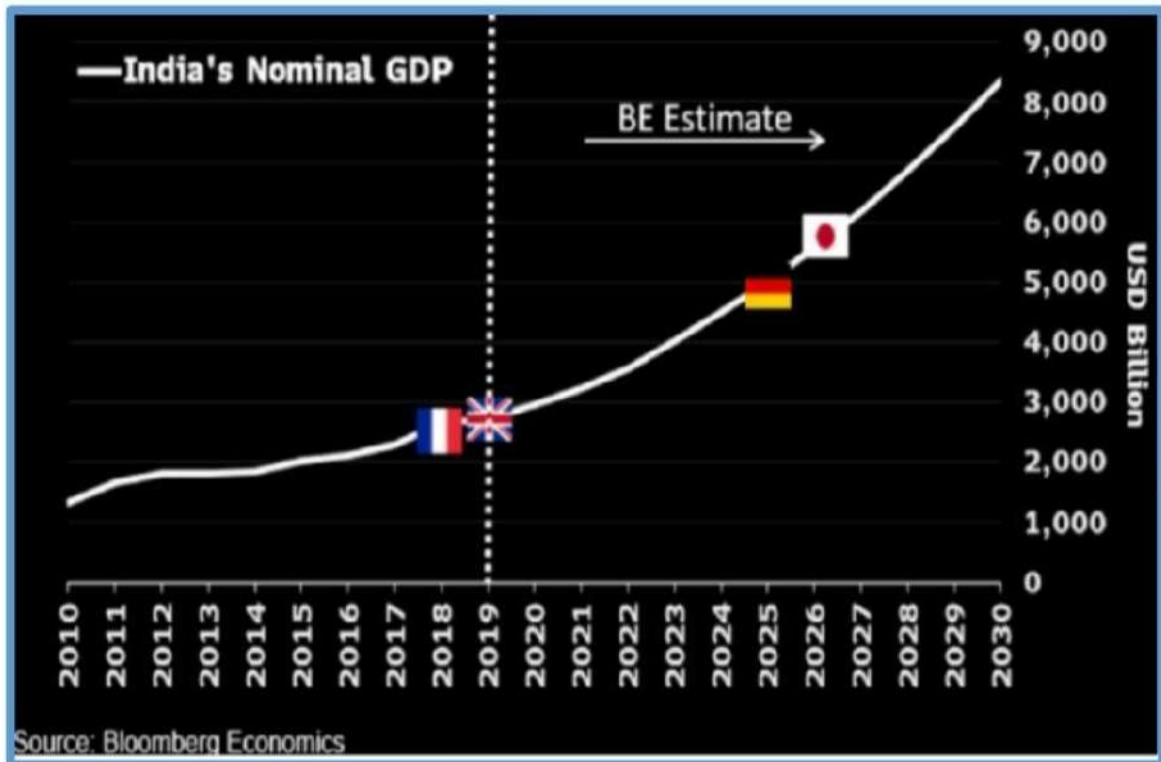
The above information shows about the scope and Core of the Digitalization in Services. It



Includes all the system of the aspects of digitalization-Business and E-commerce are part of Broad Scope in digitalized economy. Hardware manufacturing and Software & IT Consulting are core of the Digital Sectors. Digital Service and Platform Economy are part of narrow Scope in Digital Economy.

The above data shows the smart phone usage between the 2015 till 2022. It shows the digital approach and the transformation and main role of smart phone in the economy. There is rapidly growing of smartphone usage shows the above graph. It means that India is growing in the smart phone and towards digitalization.

The above graph shows the India's Nominal GDP. It is from 2010 to 2030. The data between



2020 to 2030 is in estimate amount and it can be changed. It is representing in Billion \$USD. There are four countries also involved in it which is showing by the above diagram.

## **Entrepreneurship as Catalyst for Sustainable Development: Ensuring Sustainable Practices for a Better World**

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### **Abstract**

Recent decades have seen a boom in interest in sustainable entrepreneurship. The concept of sustainable development offers an intergenerational solution for advancing today without jeopardizing future opportunities. Along with innovation, the United Nations identified entrepreneurship as a critical component for addressing obstacles to sustainable development. Entrepreneurship is being researched across many scientific disciplines due to its growing realization as a catalyst for long-term development. The current study is concerned with various aspects of long-term development. This paper investigates how social, economic, and environmental sustainability can be achieved through sustainable entrepreneurial activities.

Other aspects of the study focus on the multidisciplinary aspects of sustainable development as defined by the UN Sustainable Development Goals, such as green entrepreneurship, which facilitates a social conscience among the various stakeholders in the economy.

**Keywords:** *sustainable development, sustainable entrepreneurship, green entrepreneurship, ecopreneurs, case study*

### **Introduction**

Sustainable entrepreneurship is the practice of starting and growing businesses with a focus on both financial and socially and environmentally responsible goals. Sustainable entrepreneurship has the potential to develop solutions to these complex problems and work towards a future that is more sustainable in light of the current sustainability challenges, such

as climate change, biodiversity loss, and global inequalities. It is common practice to use the terms "green entrepreneurship," "social entrepreneurship," and "sustainable entrepreneurship" interchangeably. Economic and social development goals must be well defined in terms of

Sustainability in all countries, whether developed or developing, market-oriented or centrally planned. Explanations will differ, but the core concern must stem from agreement on the basic concept of sustainable development and a broad designed structure for achieving it.

This paper does not seek to answer all questions, but rather to set the stage for the discussion by investigating various ways sustainable innovative entrepreneurship can be used in tandem with sustainable development.

### Literature Review

1. Modern entrepreneurship is all about exercising creativity in business activities such as product development, process development, problem-solving, and overall change management (Schumpeter, 1934; Drucker, 1964; Rahman, 1997; Robinson, 2004). The primary goal of entrepreneurship development is to foster the ability to innovate in a potential or existing businessperson, known as an "entrepreneur."
2. The concept of sustainable entrepreneurship is not out of the realm of possibility; here, an entrepreneur will use innovation for a noble cause, most notably socioeconomic development and environmental protection. The concept can be summarized as "entrepreneurship and innovation for sustainability—business with a purpose" (Abrahamsson, 2006). The key issue here is innovation for long-term development (Gerlach, 2003).
3. The concept of sustainability refers to entrepreneurial or entrepreneurial approaches that aid in the integrated development of social, environmental, and economic issues that assist an organization in continuing to operate in the long run (Schaltegger & Burritt, 2005; Whiteman, Walker, & Perego, 2013).
4. According to Abrahamsson (2007), the concept of sustainopreneurship should be applied to health, education, entrepreneurship development, digital unification, and the sustainable distribution of energy.

Various research scholars also discuss various articles.

Here, I would like to sum up all those articles in brief with the help of the following table: It provides an overview of the chosen studies, their publication venue, and the research method used the research focus, and the findings.

Author	Year	Journal	Method	Research Focus and Findings
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Hall, Daneke & Lenox	2010[5]	Journal of Venturing Business	Theoretical / Conceptual	Introduction to the special issue on sustainable entrepreneurship, as well as a review of the field of sustainable entrepreneurship (SLR)
Shepherd & Patzelt	2011[32]	Entrepreneurship Theory and Practice	Theoretical / Conceptual	Review of the field of sustainable entrepreneurship, research agenda, and framework for research into sustainable entrepreneurship

Author	Year	Journal	Method	Research Focus and Findings
Rahdari, Sepasi & Moradi	2016[16]	Journal of Cleaner Production	Theoretical / Conceptual	The paper emphasises the importance of social entrepreneurship in achieving the SDGs.
Pansera & Sarkar	2016 [36]	Sustainability	Qualitative	The paper demonstrates how grassroots entrepreneurs can help SD.
Fischer, Mauer & Brettel	2018 [40]	Int. Journal of Entrepreneurial Behavior & Research	Theoretical / Conceptual	The paper investigates individual factors of entrepreneurial behaviour in the context of SD and discovers that sustainable entrepreneurs' self-regulatory focus shifts from prevention to promotion during the entrepreneurial process.
St-Jean & Labelle	2018 [43]	Int. Journal of Entrepreneurial Behavior & Research	Quantitative	The paper investigates the causes of sustainable entrepreneurship in individuals and emphasises the impact of a sustainability orientation on entrepreneurship. business action
Pacheco, Dean & Payne	2010 [44]	Journal of Venturing Business	Theoretical / Conceptual	Explains how entrepreneurs can influence institutions, norms, laws, and property. rights through collaboration and collaboration
Lotfi, Yousefi & Jafari	2018[52]	Sustainability	Quantitative	The paper goes into detail about the impact of the green market on the formation of green businesses.
Fleacă, Fleacă & Maiduc	2018[55]	Sustainability	Theoretical / Conceptual	The purpose of this paper is to investigate the relationship between education, entrepreneurship/innovation, and sustainable development (SD).

### Sustainable Entrepreneurship

The three core concepts of sustainable entrepreneurship are:

1. *Social entrepreneurship*
2. *Environmental entrepreneurship*
3. *Economic entrepreneurship*

In essence, sustainable entrepreneurship is the awareness of sustainability innovations aimed at the mass market and assisting the larger part of society. Sustainable entrepreneurs frequently address the needs of a larger group of stakeholders by understanding such

Sustainability innovations. Stakeholders are groups or individuals who have a significant impact on or are impacted by a company's activities (Freeman, 1984). Stakeholder demands extend beyond shareholders' narrow economic interests and are critical sources of entrepreneurial opportunities for sustainability innovation (Figgie et al., 2002), the discovery and exploitation of which are at the heart of sustainable entrepreneurship (Dean & McMullen, 2007).

And entrepreneurs who can achieve environmental or social goals through superior products or processes are successful in the marketplace among typical customers. Companies that are making environmental progress in their core business are referred to as sustainable entrepreneurs. They develop new products, services, techniques, and organisational structures that significantly reduce environmental influences and improve quality of life. For a long time, economics and management theory overlooked the phenomenon of entrepreneurship.

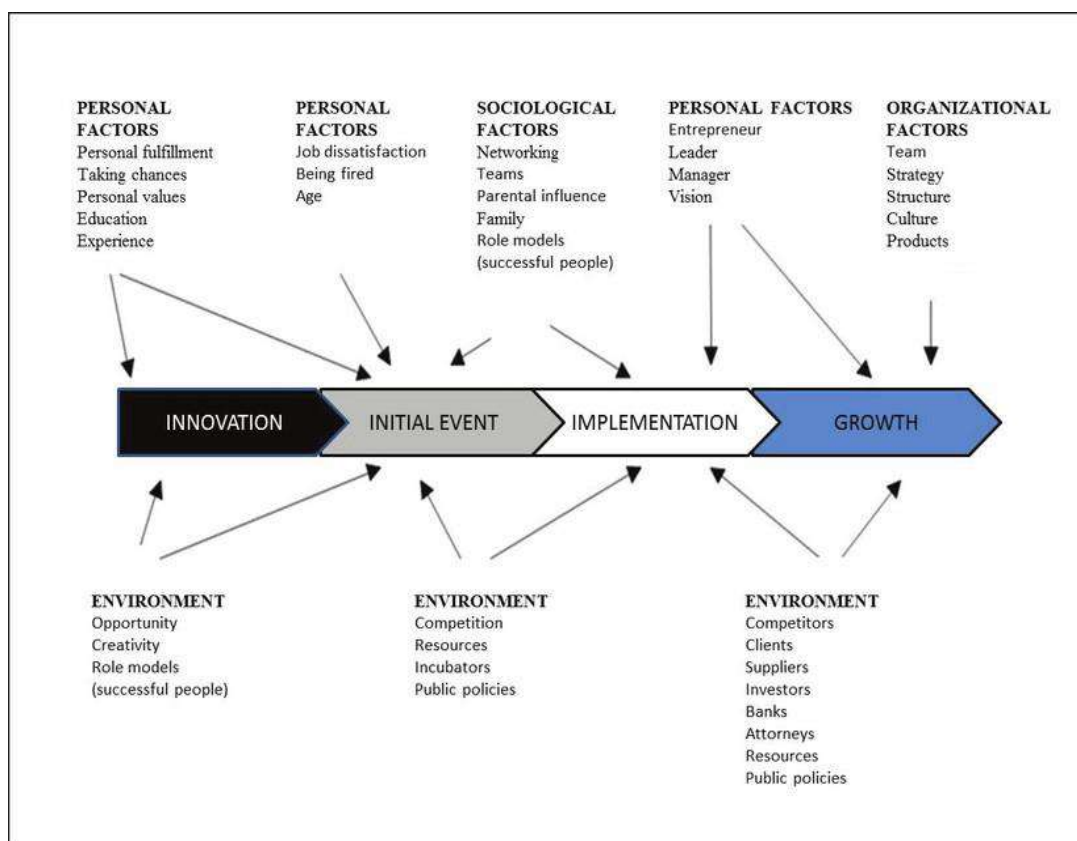
However, in recent years, more and more authors have begun to compact with entrepreneurship in response to the work of Schumpeter (1934) and Kirzner (1973), which has partially contributed to the increasing concentration on sustainable entrepreneurship as a specific kind of entrepreneurship.

### **Viewpoint of Sustainable Entrepreneurship**

It can be seen that companies contribute the most to an economy's and societies long-term development if their core business is solving environmental and social problems if they provide environmentally and socially superior products and if their innovations have a significant impact on the mass market and society. A positive sustainability impact by businesses necessitates a genuine and extensive role in the advancement of sustainability. As a result, sustainability innovations are required. True development can occur only when production processes, products, and services are superior. A substantial involvement necessitates that the company have both a large market impact and a large social or political impact. A significant market impact can be achieved through a large market share or by convincing competitors and other market suppliers to adopt more sustainable solutions.

Styles, fashion, values, political opinions, institutions, regulations, and frameworks all have a significant social and political impact. Both aspects of sustainability management can be sub divided further.

## Environmental Sustainability



***Moore-Bygrave's model of the entrepreneurial process can help in explaining the Framework of Environmental Sustainability***

Sustainable business initiatives can communicate about social, corporate, and environmental sustainability. They both involve examining business processes and practices in terms of people, planet, and profit. In addition, looking for ways to make a good impression in each of these areas.

While improving working conditions and protecting the environment are admirable goals, they have also proven to be effective business strategies. Implementing environmentally sustainable practices and green supply chain management, for example, have the potential to eliminate waste and save money, resulting in a stronger bottom line.

Furthermore, with many consumers committed to "going green," eco-friendly businesses often benefit from favorable public opinion and increased customer loyalty. Some well-known and highly successful companies are demonstrating that they are leaders in environmental sustainability and green supply chain management.

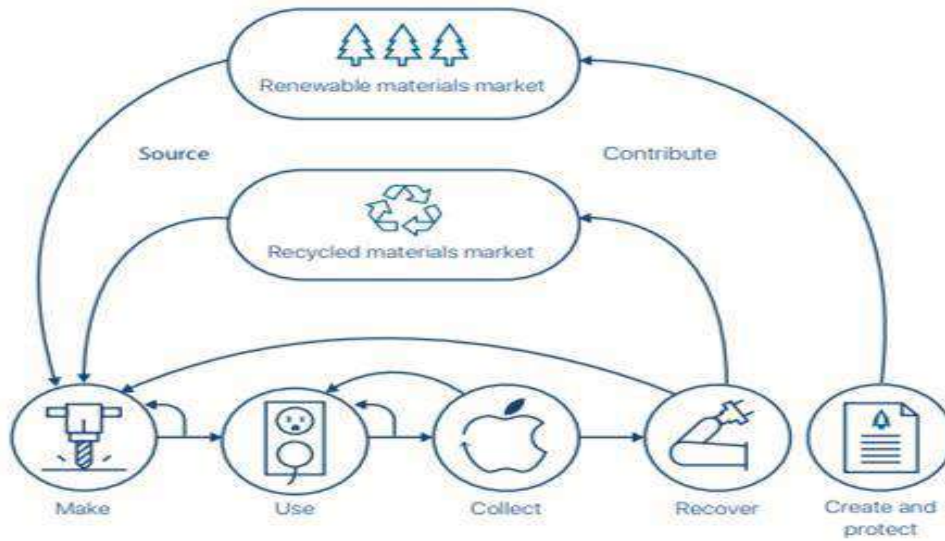
### **Case Studies - Businesses that Follow the Finest Environmental Sustainability Policies**

#### **1. APPLE**

- ❖ Apple has set a goal of reducing carbon emissions and collaborating with companies that share similar values.

- ❖ They prefer aluminum to other materials because it produces fewer emissions. In addition, twenty-three of their partners have committed to using only renewable energy.
- ❖ Apple Inc. is dedicated to protecting the environment, the health of its employees, Customers, and the global communities in which they operate.
- ❖ They recognize that by incorporating sound environmental, health, and safety management practices into all aspects of their operations, users can provide technologically innovative products and services while conserving and improving resources for future generations.
- ❖ Apple strives to continuously improve its environmental, health, and safety Management systems, as well as the environmental quality of its products, processes, and services.
- ❖ Apple Inc. collaborated with Conservation International to protect a 27,000-acre Colombian mangrove forest and develop a new methodology for quantifying the "blue carbon" that mangroves sequester underwater.
- ❖ In spring 2019, they launched a program with Best Buy in the U.S. and KPN in the Netherlands so that eligible iPhones will be sent to our disassembly robot Daisy.

## Apple's Circular Supply Chain



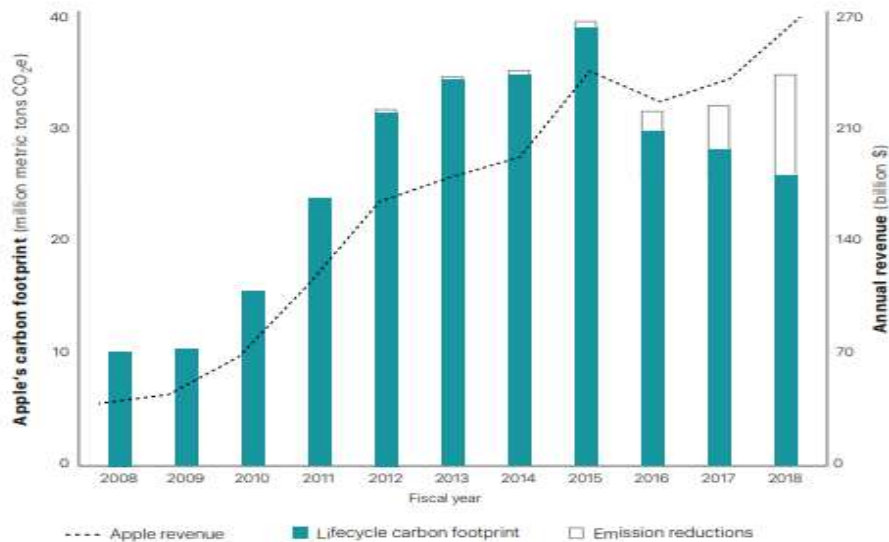
### Creating a circular supply chain

Reaching our goal means focusing on three key aspects of our supply chain:

- 1) **Source strategically and make efficiently:** Use recycled and renewable materials while manufacturing products efficiently to minimize use of materials.
- 2) **Use for a long time:** Design products to be durable, so they can have long lives.
- 3) **Contribute:** Ensure materials go back into the market for Apple or others to use.

## Apple's Historical Footprints from the decade (2008-2018)

### Historical carbon footprint



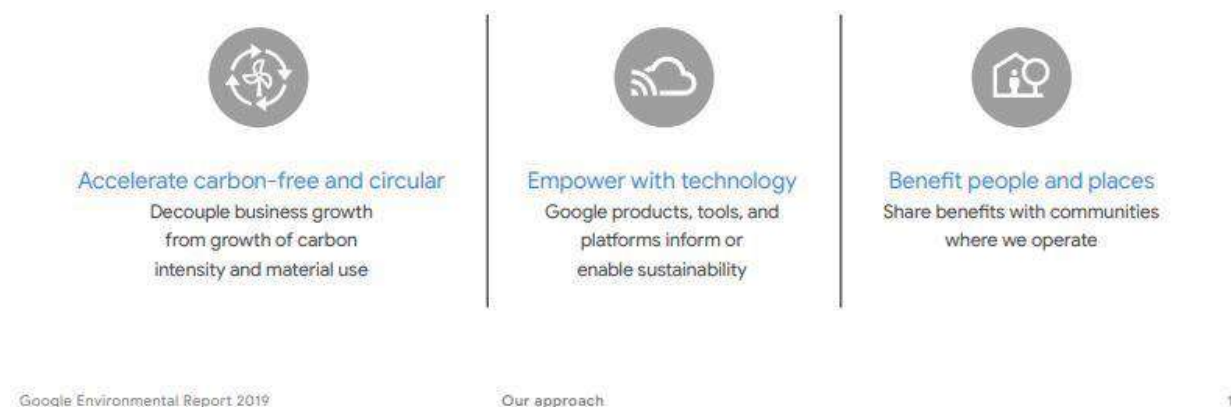
Since 2015, Apple's emissions reduction efforts have led to a significant decline in its comprehensive carbon footprint. Without these efforts, Apple's fiscal year 2018 emissions would have been 35 percent greater.

## 2. GOOGLE

- Google, as usual, is way ahead of the competition. Their data centers use half the energy of

The average data center, and 91% of total waste is diverted from landfills. They are also well-known environmental activists. By providing tools for sustainable fisheries, they help to protect critical marine habitats.

➤ Five-year sustainability strategy overview:



- By the end of 2018, Nest thermostats (It is an electronic, programmable, and self-learning Wi-Fi thermostat that optimizes home and business heating and cooling to save energy) had assisted customers in saving over 29 billion kWh of energy.
- We now provide roughly seven times as much computing as we did five years ago power with the same amount of electrical power.
- For more information about Google’s strategy towards Environmental sustainability click on the link given here - [Google](#),

### 3. INTEL

- ★ This well-known technological company recycles 75% of its overall garbage. It aims to achieve 0% hazardous waste travelling to landfills by 2020.
- ★ Environmental Sustainability Report:

**100% WATER RESTORATION GOAL**  
We treat and return approximately 80%<sup>1</sup> of the water we use to local communities and watersheds, and in 2018 made significant progress toward our goal to restore 100% of our global water use by 2025.

**71% GREEN POWER**  
We continued our commitment to green power with the expansion of green power purchasing to Israel. At the end of 2018, 71% of our global power and 100% of the power we used in our U.S. and European Union operations was green power.

**17.4M LEED\* CERTIFIED SQ. FEET**  
We have achieved Leadership in Energy and Environmental Design\* (LEED\*) certification for 17.4 million square feet in 48 buildings—roughly 26% of our total operational space.

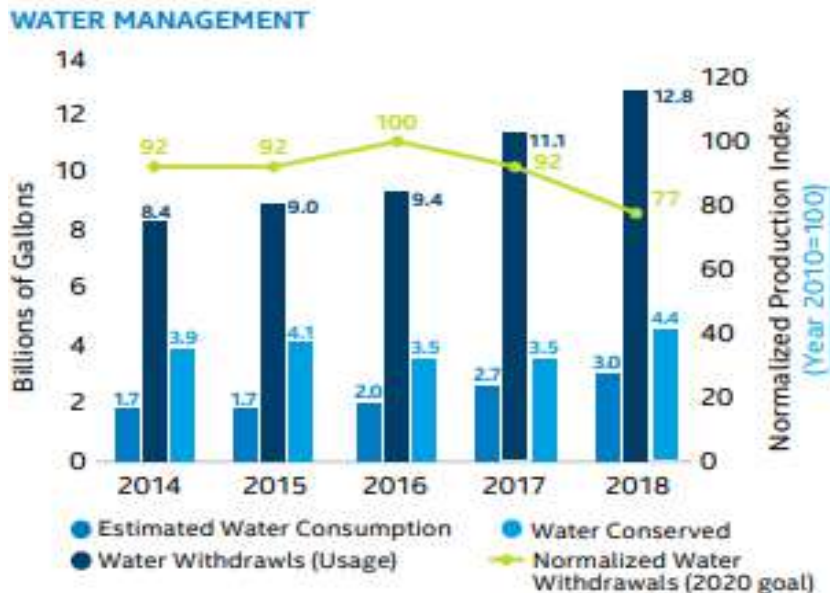
<sup>1</sup> Represents our global average over the past eight years, which typically varied between 75-85%.

- ★ Intel has maintained multi-site:
  - ➔ Third-party-verified ISO 14001 registration for over a decade to evaluate the effectiveness of our environmental management system.
  - ➔ ISO 50001 Energy Management Standards have been implemented at five of our Twelve manufacturing sites to demonstrate our energy-efficiency improvements and

Commitments.

→ Environmental, health, and safety (EHS) programme self-assessments to validate site-level EHS compliance.

★ Graphical Report of Intel's Water Management:



### Green Entrepreneurship - Ecopreneurs

Green entrepreneurship is a new approach that emphasizes tackling environmental issues through the implementation of entrepreneurial ideas or figuring out innovative ways to bring existing solutions to market through green products, green processes, or green business ideas. Green entrepreneurship has emerged as a dynamic field of study in recent years as a passion for the growth of the "green economy" has grown. Green entrepreneurship is frequently used interchangeably with social entrepreneurship and sustainable entrepreneurship. Entrepreneurs throughout the world are investing millions, talent, and technology into green businesses. It can be defined as the meeting point of two types of entrepreneurship: social entrepreneurship and sustainable entrepreneurship. To discuss green entrepreneurs, another word has been coined: "Ecopreneurs," i.e., entrepreneurs who run business operations that help address environmental problems or operate sustainably. Because of the scarcity of natural resources and their overexploitation, a concern has been expressed over ensuring sustainable growth for the long term, and ecopreneurs (green entrepreneurs) have been seen as a viable solution towards awakening responsibility towards environmental protection.

### Conclusion / Final Thoughts

As the global economy goes through a hectic and constructive period, the role of entrepreneurship in inclusive and sustainable development, as outlined in the 2030 Agenda, has grown even stronger. In this paper, we outlined sustainable entrepreneurship and

explored its links to sustainability innovation. It has emerged as a key concept in entrepreneurship policy, practice, and theory. The concern is to define the aspects of sustainability that are

Environmental, social, and economic. We have drawn numerous conclusions in this area that suggests a link between sustainable development and entrepreneurship. The paper provides a basis for further studies by defining sustainable entrepreneurship.

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Report of the Secretary-General

Seventy-fifth session Item 18 of the provisional agenda\* Sustainable development  
"Entrepreneurship for sustainable development"

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## **A Study on “STUDY ON CHALLENGES AND OPPORTUNITIES FACED BY SSI IN INDIA”**

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### **ABSTRACT:**

Small-scale industries (SSI) are defined as those micro-sized businesses that engage in production, manufacturing, or service. In India's post-independence economic and social development, small-scale industries are crucial. Small-scale companies are a developing country's economic backbone because of their adaptable and inventive business mindset.

SSI units are recognized as the start of economic growth and for fostering equitable development all across the world. In terms of creating jobs, addressing regional imbalances, developing inter-sectoral ties, boosting exports, and encouraging equitable economic growth potential, the contribution of SSIs to the Indian economy has been amazing.

With over 6000 goods ranging from traditional to high-tech and over 36 million units widely spread over the nation, this industry employs over 80 million people, adds around 8% to the nation's GDP, and accounts for 45% of all exports .Manufacturing output contributes 40% of the nation's exports. [1] The SSI sector has the potential to spread industrial expansion across the nation and can play a significant role in the advancement of overall growth. The proposed National Manufacturing Policy's goal is to increase the manufacturing sector's contribution to GDP to 25%.

In this paper, we will talk about how small businesses can help the economy grow and examine some of the issues they may encounter.

**KEYWORD:** - SMALL SCALE INDUSTRY, economic growth, GROSS DOMESTIC PRODUCT, Performance of SMALL SCALE INDUSTRIES.

## **I. INTRODUCTION:**

In order to maintain an unwavering rate of growth and job creation during the global recession and economic slowdown, small scale industries both in India and overseas demonstrated impressive robustness and adaptability. The Indian economy has demonstrated notable growth throughout the current fiscal years by helping to provide millions of people with chances for a living, in boosting the export potential and the nation's overall economic expansion. The SSI sector, which acts as a catalyst for the nation's socioeconomic development, is unquestionably important in meeting the national goal of bridging the rural-urban divide, reducing poverty, and creating jobs for the nation's great community. Nearly 80% of all industrial units in the nation are in the SSI sector. In India, SSIs occupy 36 million units, make up 45% of industrial output, account for 40% of exports, produce more than 6000 different goods ranging from low-tech to high-tech, and employ around 80 million people. So, in a developing nation like India, small scale industries (SSI) take up a significant amount of space a unique location inside the industrial framework. The government has given this sector a significant role in the framework of Indian economic planning due to the huge potential of small scale companies, both for financial and ideological reasons.

## **II. MEANING OF SMALL SCALE INDUSTRIES:**

A small scale industry is an industrial undertaking in which the investment under fixed assets in plant and machinery or equipment, whether held on ownership term or on lease or hire purchase, does not exceed ₹ 10 crore for manufacturing enterprise and ₹ 5 crore for service enterprise. However, the investment limit changes overtime as prescribed by the government.

In accordance with the provision of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two classes:

**1. Manufacturing Enterprises:** Any business that manufactures or produces goods for any industry listed in the first schedule of the Industries (Development and Regulation) Act of 1951, or that uses equipment to add value to the finished product so that it has a unique identity, character, or use. The Manufacturing Businesses include outlined in terms of investment in machinery and plant.

**2 Service Enterprises:** Those companies that specialize in offering or supplying services and are classified based on their equipment investment. [2]

Table I displays the maximum amount that can be invested in plants, machinery, and equipment for manufacturing and service businesses.

Table I: Investment ceiling for machines and equipment:

<b>INDUSTRIES</b>	<b>INVESTMENT IN ASSETS/ PROPERTY</b>	
	<b>MANUFACTURING SECTOR</b>	<b>SERVICE SECTOR</b>

<b>MICRO</b>	<b>&lt;Rs. 25 LAKHS</b>	<b>&lt;Rs. 10 lakhs</b>
<b>SMALL</b>	<b>&gt; ₹ 25 lakh but &lt; ₹ 5 crore</b>	<b>&gt; ₹ 10 lakh but &lt; ₹ 2 crore</b>
<b>MEDIUM</b>	<b>&gt; ₹ 5 crore but &lt; ₹ 10 crore</b>	<b>&gt; ₹ 2 crore but &lt; ₹ 5 crore</b>

Industrial facilities are typically divided into small, medium, and large scale units based on their size, amount of capital spent, and number of employees. Different nations have defined the term "small business" in different ways, but the meaning has changed over time.

India's small-scale industries, whether in the manufacturing or service sectors, are divided into five categories:

1. **Manufacturing industries:** These businesses produce goods for both direct consumer consumption and the processing industry, such as khadi, food processing, power looms, etc.
2. **Ancillary industries:** Auxiliary industries supply major industries with parts and components.
3. **Service-related businesses:** These businesses are renowned for handling all minor repairs required to maintain mechanical equipment. These sectors are entirely dependent on machines.
4. **Feeder industries:** These businesses manufacture specialized goods like welding, casting, and electroplating.
5. **Mining and quarries:** These sectors meet the need for various kinds of minerals and stones on the Indian and international markets.

### III. THE OBJECTIVES OR FINDS:

1. To investigate the demands on and significance of MSMEs
2. To concentrate on the tremendous development potential and opportunity offered by SSI
3. To assess the performance of SSIs in India and the difficulties they encounter.

### IV. RESEARCH METHODOLOGY:

The data were gathered using a descriptive methodology, and they were primarily taken from secondary sources such as websites of various government agencies, books, publications, and annual reports produced by the government.

### V. LITERATURE REVIEW:

**With a contribution of more than 34% of all exports and close to 40% of all industrial production, small-scale industries have become a thriving and dynamic sector of the Indian economy. Currently, this industry is a source of employment.**

**To nearly 250 lakh individuals. Additionally, it serves as a breeding ground for entrepreneurship talent and a catalyst for industrial growth through a vast network of more than three million units across the nation, accounting for approximately 95% of all industrial units in the nation. As tariffs and quotas are eliminated, new technological norms, sanitary precautions, and anti-dumping actions are posing increasing hurdles for business in emerging economies. The global trade system is continually presenting new opportunities as well as new risks.**

Numerous significant contributions to the nation's economic progress can be attributed to small-scale industries. The SSI sector has significantly contributed to job creation and rural industrialization because to its lower capital intensive and high labour absorption nature. This industry is perfectly placed to capitalize on the strengths of the conventional knowledge, capital, and marketing strategies. Therefore, the value of small business is an issue that affects both industrialized and developing nations.

The government is looking to small and medium-sized businesses and entrepreneurs in both developed and developing nations as a way of economic development and a real means of fixing problems. Its significance to leveraging domestic savings and utilizing local resources.

**The SSI sector, which produces a diverse range of more than 7500 items, not only meets the needs of lower income groups but also serves as a breeding ground for budding entrepreneurs. It makes products for widespread consumption, like leather. Along with advanced things like television sets, electro-medical systems, hearing aids, tape recorders, process electrical instruments, and ready-made clothing.**

**A wide variety of products from ancillary businesses in the small-scale sector are supplied to original equipment manufacturers who make bicycles, scooters, cars, tractors, etc. In the small scale sector, simple machine tools are also produced, including leather, drilling, printing, and cutting machines. It is India's second-largest contributor after agriculture. Small-scale business owners have numerous difficulties when requesting loans from commercial banks and governmental organizations.**

**Financial institutions request a lot of information and data, and the state financial corporation takes a long time to make decisions.**

**A term loan extension Small businesses are unable to provide the guarantee that the banking industry requires.**

## **VI. OPPORTUNITIES AND PERFORMANCE OF SMALL SCALE INDUSTRIES I.**

### **OPPORTUNITIES AND PERFORMANCE OF SMALL SCALE INDUSTRIES:**

Small businesses generate a wide range of goods, from conventional to high-tech, and are the second largest employer of human resources after the agricultural industry.

Because to its labor-intensive nature, SSI is crucial to the Indian economy since it creates jobs in both urban and rural areas. Also, the SSIs had been crucial to the growing operation of the Indian economy since independence, despite fierce competition from large industrial conglomerates and lackluster government assistance. These are a few of the key roles that small-scale industries in India play.

1 .The beginning of employment:

The primary issue facing the Indian economy is the mounting strain of people on the country's limited amount of land and the need to generate massive employment possibilities. Small-scale industries can assist in solving this issue on a bigger scale because they are labor-intensive by nature and have had exceptional growth over the past ten years. Its employment

In Table III, the generation by SSIs is displayed

Source: Annual report, Government of India, Micro, Small and Medium Enterprises (2012-13) & (2015-16)

**2. An equitable distribution of income is brought about by small-scale industries in ways that are economically beneficial and do not stir up political unrest. This is primarily characterized by a greater concentration of income and wealth in the hands of a smaller number of people. Organized sector lagging behind the undeveloped unorganized sector.**

YEAR	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
EMPLOYMENT GENERATED (IN LAKHS)	842.00	880.84	921.79	965.15	1011.69	1061.40	1111.40
GROWTH%	4.57	4.61	4.65	4.70	4.82	4.91	4.91

**3. Gathering resources and entrepreneurial talent: Small-scale industries are able to collect sufficient savings and entrepreneurial talent from semi-urban and rural areas while avoiding the clenching of the large-scale industrial sector. They also contribute to improving the social welfare in the nation by spotting hidden talents in the country's most vulnerable citizens and investing their intellectual talent in the production or manufacturing of goods.**

YEAR	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Investment (in crore)	868546.79	920459.84	977144.72	1038546.08	1105934.09	1182757.64	1268763.67	1363700.54	1471992.94

**4. Regional industry dispersion:** Several major cities in various Indian states have seen a significant concentration of industries. To raise their standard of living, job seekers move from semi-urban and rural areas to these established metropolitan areas, which ultimately has the negative effects of overpopulation, pollution, the development of slums, etc. Using local resources, such as those for investment, intellectual talent, and raw materials, small-scale enterprises can solve the Indian economy's challenge by dispersing their operations around the nation and fostering balanced regional growth.

Rank	State	Number of establishments
1	West Bengal	5269814
2	Uttar Pradesh	5238568
3	Maharashtra	4545581
4	Tamil Nadu	3282197
5	Andhra Pradesh	2781291
6	Kerala	2364085
7	Rajasthan	2270936
8	Gujarat	2218464
9	Karnataka	2188860
10	Madhya Pradesh	1958550
<b>Total</b>		32118346
	<b>All India</b>	45363786

## VII. CHALLENGES FACED BY SSI:

Notwithstanding the SSIs' efficient contributions to the Indian economy, they do not receive the crucial support from the relevant government agencies, financial institutions, banks, credit societies, or businesses; as a result, they are at a competitive disadvantage on both the domestic and global markets. There is discussion of the primary issues that SSIs face below:

### 1. Insufficient credit support

One of the biggest issues SSIs in India confront is the insufficient and timely supply of finance. The biggest obstacles to the development of SSIs in India are a lack of funding and poor creditworthiness. Due to their often poor creditworthiness, these tiny borrowers must deal with uncooperative lenders who may be persuaded to grant money only at high interest rates.

2. SSI units have a very difficult time obtaining raw materials, whether they are purchased locally or internationally, due to the uneven and low quality of the raw materials. Lack of sufficient raw materials and expensive, low-quality raw resources are the causes of the issues. One who founded SSI units lack information on purchasing from international markets? When compared to SSIs, big scale enterprises can offer their products for less money because they benefit from the economies of scale that come with operating on a large scale.

### 3. Lack of a structured marketing process

Because SSI units do not have a structured marketing procedure or even employ a marketing organization to advertise their goods or services, the quality of their products is inferior impact negatively with the quality of the output from big businesses.

They are at a competitive disadvantage compared to large-scale enterprises since those industries spend a lot of money on marketing and branding initiatives.

### 4. A lack of infrastructure

A significant obstacle to the expansion and success of the SSI units is insufficient infrastructure. The majority of SSI units are situated in semiurban, urban, and rural settings with inadequate power supplies to run large machinery, frequent power outages, and poor road connectivity. As a result, inadequate infrastructure negatively affects the enterprise's productivity schedule, resulting in underutilization of capacity. Moreover, the SSIs use outdated machinery, tools, and technology while major organisations benefit from competitive advantages. Large organisations benefit from the advantages in the marketplace.

In addition to the issues listed above, SSI units struggle with a variety of other issues, including weak managerial skills, a lack of proper storage for a free supply of items, a shortage of competent labour, a lack of pertinent information, etc. Given all of these issues prevented the growth and development of small-scale industries from reaching a notable stage.

### Conclusion:

For the Indian economy to grow and attain equitable income and wealth distribution, economic self-reliance, and sustainable economic growth, SSIs must be advanced and furthered. To expand the SSI industry so that it can it is crucial to encourage MSMEs by educating them to make the most use of inbuilt potential to be successful both under human and economic activity. Due role in the growth mechanism of the Indian economy. The government should take the required steps to offer financial support with the fewest restrictions and to create a platform to assist MSMEs in obtaining high-quality raw materials and in receiving organised marketing training.

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## **THE ROLE OF DIGITALIZATION IN BUSINESS GROWTH IN INDIA:**

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### **Abstract**

#### **Purpose:**

Digitalization has huge impact on various businesses and established a good communication between consumers and employees. Using digital technologies in businesses has put great pressure over businesses to always explore and invent new strategies and ideas.

**Findings:** The findings of this paper shows the roles of digitalization in business growth, has discussed consumers' behavior and need, reduced human errors and competitions among industries.

#### **Keywords**

Digitalization, Digital Technologies, Business Industry, Growth of Industry, Efficiency, Uplifting Of Businesses.

### **Introduction**

**Digitalization:** The digital world has pervaded every aspect of our lives. It has changes the way of transmitting and receiving the information, way of entertainment and etc. So it will not be incorrect saying that world is now being a digital consumers' place.

Back in the times, people used to have newspapers, magazines, books, T.V. and other offline resources to get the answers to their queries, to look for the global and domestic news and for the entertainment. But in today's era, there are many people serves millionsof websites, blog, video and various social media platform to seek and receive information

And entertainment. And that's how the massive shift from offline to online is known as **Digitalization**.

**Digitalization in Business Industry Growth:** Digitalization of business industry has helped to increase and improve the efficiency of the process, quality, consistency, products and services. It helps to maintain data flow, manage contacts, communication and employees and their records. Digitalization of business has also reduced the cost and boosted the growth of the business.

Uses of digital technologies to change a business model and provide easier way to enhance and improve the business growth and value producing opportunities is known as **Digitalization Of Business**.

### **Roles of Digitalization in Business Growth**

There are endless companies going through or implementing digitalization in various sectors like Healthcare, Telecommunication, Construction, Banking and Finance, and many more to rebuild and advance the specific business and organization.

Digitalization has almost become the crucial thing in every aspect to grow consistently and efficiently in various industries. In today's era, digitalization has replaced the complex and sophisticated systems by adding technologies to conventional systems. And that's how digitalization made businesses grow faster.

Let us discuss some key benefits of digitalization,

- 1) **Consumers' Behavior and Need:** Due to pandemic Covid-19, Consumers drastically shifted from offline to online. The buying pattern of consumers has completely changed now. People buy and check availability through various online websites and these websites also provide a feature to consumers called reviews and these reviews help consumers to select appropriate product. Hence to fulfill the needs and expectations of consumers businesses are required to adopt the digitalization or adding technologies to the existing systems.
- 2) **Worldwide Digital Presence and The Revenue Growth:** With the help of various social media platforms, sites and applications, businesses have increased their geographical area through advertisements with minimum cost. And this world wide digital reach of business to people, led to dream growth and huge revenue. Now people being able to buy and use services from anywhere in the world, this digitalization is making the businesses globally famous and generating more revenue.
- 3) **Less Human Errors:** As we know human make mistakes, but with the help of digital technologies now being largely used in operations, has greatly reduced the chances of human errors. By adopting the digitalization, workflow is more efficient.
- 4) **Accuracy and Efficiency of Operation and Data:** Accuracy of data is crucial in any business; digitalization provides the business with accurate data in every operational stage. Cloud computing technologies have helped in storing larger data without loss of any data. According to the survey, operational efficiency is

The best advantage of digitalization. Adding technologies, making the organization to work in better manner and serve consumers more efficiently.

- 5) **Competition among The Businesses:** Businesses are now rapidly evolving and trying to get the best positioning worldwide. Business teams making innovations and advancements with digital transformation to take over the competitors.
- 6) **Business opportunities:** The digitization have and opportunities to change and encourage world again. In the recent survey, 56% of response

### **Scope of digitalization in business growth:**

The digital revolution is energized by technology such as internet, computer processing, and mobile technology, learning of machine, artificial intelligence, robotics, data or information processor. These are all equipment that can be used for perform task in number of ways.

It is clear that technology is changing as nowadays how we work from home, how we communicate, and healthcare. The main thing is that technology is allowing us to do things rapidly, conveniently, effective and greater accurateness than before.

It is also visible that we are trying to do something that matters to us. The main aim of digital transformation consulting is to establish digital businesses as opposed to businesses that are doing digital. Digital businesses can survive in the digital age. They are creative, customer focused, competitive and rewarding, etc.

### **Requirements for successful digitization in business in India:**

- Creation of right mindset.
- Take the right leadership.
- Developing strategies to identify the threats and opportunities.
- Explore digital businesses to know more about that.
- Creation of digital business capability.

### **Conclusion**

Altogether, Digitalization is the next step towards innovations and generating more revenue, job opportunities and consistent growth of individual as well as business industry. Digitalization is performing huge role in uplifting of any business growth. Digitalization has become necessary to meet consumers' expectations and needs. Impact of digitization is helping Indian GDP to grow faster. It is also transforming the social life of Indians and the benefits are the challenging to quantify.

There is opportunity to grow small and medium size enterprise sector through the ecommerce. To increase of small and medium size enterprise would also generate employment in the country. Ecommerce can be important channel for job creation. Ecommerce job creation, which is 15- 20 lakhs job by 2018 in India. The idea of digitization market would help India to create jobs and increase output.

Government of India spending capacity building and infrastructure building would also be a source of employment generation.

Effective planning of digitization would help Indian economy to compete with the mature economies in the upcoming years.

### **Suggestions:**

To make digitization successful, a massive awareness programme has to be conducted. There is need to educate and inform the citizens, especially in the rural and remote areas. They need to aware about the benefits of internet service to increase the growth of their business and internet usage.

1. Digital divide needs to be settled.
2. This mission needs service partnerships with telecom companies and other organizations.
3. This must be explored for sustainable development of digital infrastructure.
4. Private sector should be encouraged. To encouraged private sector, there must be taxation policies and clearance of projects.
5. We need to introduce cyber security course at graduate level.
6. There is need for effective participation in departments.

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**ARDUOUS JOB AS A PUBLIC MARKET VENDOR: A BRIEF STUDY ON PROBLEMS FACED BY FRUIT SELLER IN PANVEL AREA.**

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Co-author: Arpita Alok Sikder (SYBCOM)

**ABSTRACT:**

In India Street vendors make up the informal employment with 14% as a total and in this fruit seller has the maximum share our Indian food seller has corrupted the most of the informal market but still they have but still they face many obstacles in their day-to-day chores. This study represents the challenges, hurdles faced by fruit seller in Panvel Area (Navi Mumbai). Analysis is made with the descriptive design with quantitative data to know the perceptions, thoughts, reality and facts of fruit seller.

***KEYWORDS: INFORMAL EMPLOYMENT, CORRUPTED, ANALYSIS, DESCRIPTIVE, QUANTITATIVE.***

**INTRODUCTION:**

Street vendors are designated as the most socially and economically deprived person and amongst this fruit seller are in the worst position. They work in a very difficult and miserable condition. They are destitute of the rights such as right to dignity, right to livelihood, right to use of public place etc. They are treated as irritants and distraction to urban planning and Organization. The most devastating part is that they are kicked out by the local government authority and Municipal Corporation. Their earnings are taken as bribe or hafta (weekly bribe) by the local authorities. However big shops are safe from this all.

**OBJECTIVES:**

1. To analyse the problems fruit sellers are facing
2. To study the problems in a quantifiable and detailed manner
3. To understand what affects the most to the livelihood

**AREA OF THE STUDY:**

Panvel situated in Navi Mumbai Maharashtra is the most crowded city of Raigad district. Mahatma Phule vegetable market, Mini fruit and vegetable market, Panvel market yard, are

the most common places of fruit vendors Panvel also has small fruit retailer shops. The price

Rates are less compared to other cities. Here they have a pattern of selling fruits with pushing cards, setup of a stall, in tables, etc. They spend around 12 to 14 hours of selling their fruits.

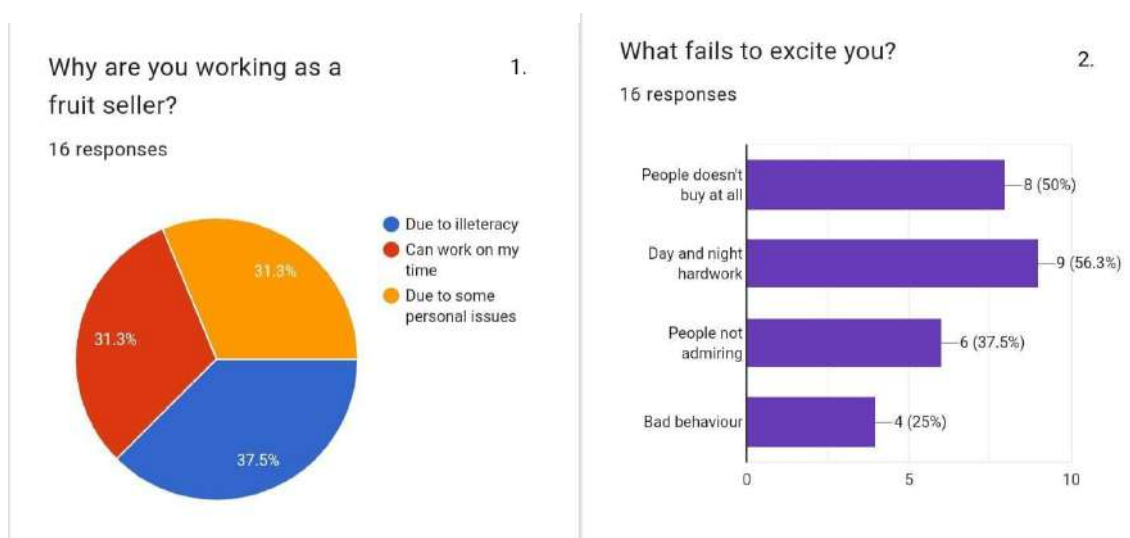
### **THE STRUGGLE FRUIT VENDORS FACES:**

1. Due to lockdown, (covid- 19) small fruit vendors/ fruit shops were facing the biggest problem with their decrease in sales and customers at home.
2. Due to (covid- 19) people were not buying fruits with the reason of virus transmission and physical contact.
3. With dwindle supply the prices has been raised across the country in the past few months making it more problem attack for vendors as customer are thrown off.
4. The most common reason are the online platforms. Big vendor’s retailers directly supply their fruits in online mode and home delivery with many offers with eventually reduced the sales of small vendors or fruit sellers.
5. Women vendors faces most of the problems compared to men as they do not have anykind of security i.e. who are neither protected by government or any Labour Law nor by any NGO's labour Union.

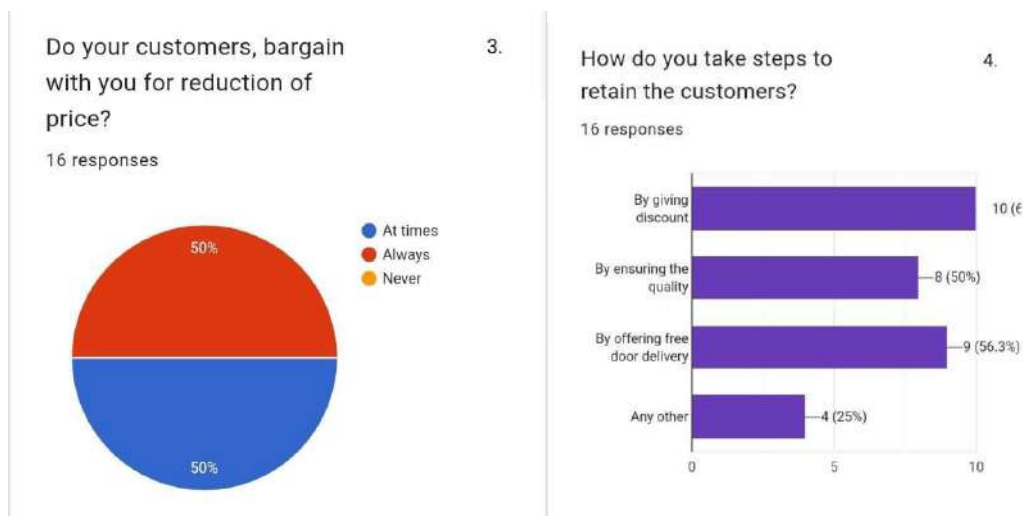
### **METHODOLOGY:**

Study include a primary base data collected by taking survey. A survey to interact with fruit sellers and know to their personal opinion as a fruit seller was conducted through Google form with a set of questionnaire and compulsory to answer as the questions are basic. Multiple choice type question was administered to obtain the required information for theresearch. Expected response for the survey was 20 but in total received 16 responses fromboth small public market fruit vendors and fruit shops.

### **DATA ANALYSIS AND INTERPRETATION:**



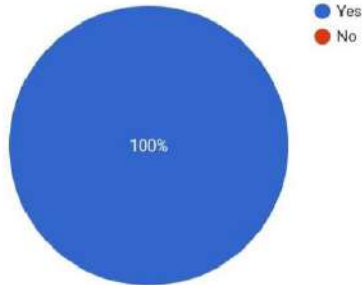
- In fig.1, As you can see when the seller was ask why are you working as a fruit seller among 16 responses 31.3% seller are working due to some personal issues and again 31.3% sellers choose to do this, so they can work on the own time but 37.5% seller a working due to illiteracy.
- In the figure 2 respondent can answer by answering single option or all the options so in that way among 16 responses 56.3% seller fails to excite the work due to day and night hard work, 50% due to people not buy at all, 37.5% due to people not admiring them and 25% due to bad behaviour of the people.



- Bargaining is the common behaviour of every customer and so for this in fig 3 we asked sellers- does your customer bargain with you for reduction of prices and among 16 responses most of the time or always customer bargain with the for the reduction of price.
- In fig.4, Customer retention is necessary for every seller so out of 16 responses 10 seller give discount to their customers, 8 seller ensures the quality of the fruit and nine seller offer free door delivery as a step of the customer retention and the remaining 4 seller are not comfortable to answer the question.
- In fig.5, suffering a loss is the most common characteristics for any seller and out of 16 sellers all the sellers has suffered a loss.
- In figure 6, after asking question, out of 16 responses 7 sellers' biggest problem of selling fruit is decline of sales due to high price. The second biggest reason are heavy competition and big fruit vendors and then rotting fruits.

Have you suffered loss as a fruit seller?

16 responses



5.

What is the biggest problem of selling fruits?

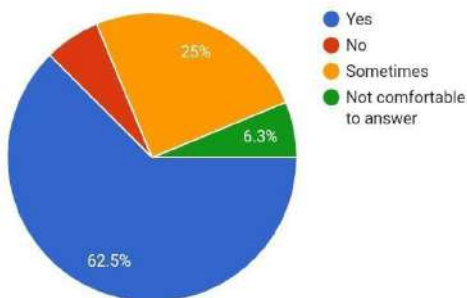
16 responses



6.

To clear stock, do you sell fruits at the lowest cost?

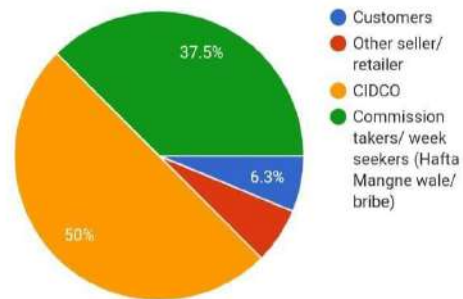
16 responses



7.

Who's interference creates a problem during selling fruits?

16 responses



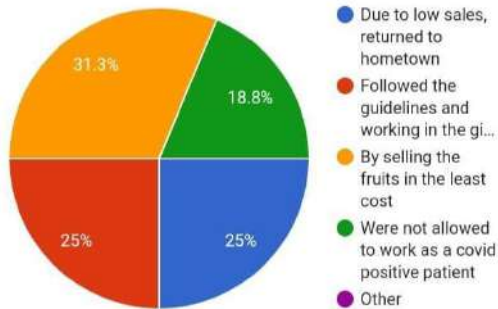
8.

- In fig.7, To clear the stock, fruit seller sell the fruits at the lowest cost so out of 16 responses 62.5% sellers sell their fruits at the lowest cost 25% seller - sometime sell their fruits at the lowest cost and the remaining are not comfortable to answer.
- In figure 8 out of 16 responses 50% seller choose the option CIDCO as CIDCO create the most interference and 37.5 seller choose the option Commission takers or week seekers as the local authorities bribe the small vendors from their daily earnings.

During covid- 19 how did you cope up with the situation?

9.

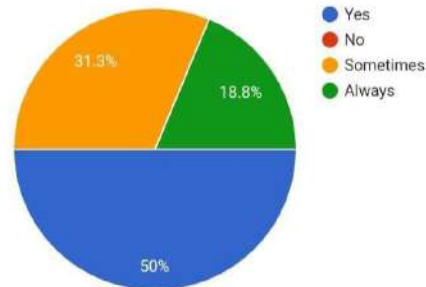
16 responses



Does customer or local authorities discriminate you from other?

10.

16 responses



- In figure 9 as you can see out of 16 responses 31.3% seller cope up the situation by selling the fruits in the least cost, 25% seller followed the guidelines and worked in the given time, again 25% seller returned to home town due to low sales and 18.8% sellers were not allowed to work as a covid positive patient.
- In figure 10 out of 16 responses 50% response that is 8 sellers are discriminated by local authorities or customer, 31.3% seller or sometimes discriminated by them and 18.8% seller are always discriminated from others as they are poor.

### **CONCLUSION:**

For public market fruit vendor or any other public vendor, business from the pavements is brimming of uncertainties. They are uniformly Harassed by the local authorities. The local carcasses conduct removal drives to clear the pavements of these encroachers and private cases seize their merchandise. Most of the times customers discriminate them from others as they are poor people. Unfortunately they have to pay weekly bribe to the authorities in order to carry out their business on streets.

Even CIDCO don't help those sellers with their problems. But at least they can claim their rights from court in the absence of any specific legislative framework. Though fruit sellers earn on diurnal base, they seek healthcare services substantially from the private providers. This results in out- of- fund expenditure for them. Thus, it's essential to ameliorate the overall quality of public healthcare installations for abridging the eschewal of fund expenditure. Policymakers should try to make strategic planning in the health care

services for similar low- income group.

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# Digital Entrepreneurship: - Future Research direction and opportunities for new business model

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**Abstract:** Digital entrepreneurship is a technological advancement in infrastructure that creates various prospects for entrepreneurs. New digital enterprise models need attention in society, particularly concerning digital entrepreneurship opportunities, barriers, and successfactors. Hence, this study gathers literature on digital entrepreneurship to compile methods and topics discussed by previous authors. Furthermore, this study illustrates research directions indicating opportunities for future scholars to work in this domain. A systematic approach across this study followed methodology and maintained a quality threshold by selecting 35 articles on digital entrepreneurship. Considering conceptual literature, the study identified six streams of digital entrepreneurship such as digital enterprise models, entrepreneurship procedure, strategical platform, ecosystem, entrepreneurship training, and social digital entrepreneurship. Hence, this study determines paths for recent research on digital entrepreneurship through a framework in different areas. Moreover, it also provides research opportunities through research directions to deeply understand the domain of digital entrepreneurship.

Keywords: opportunities; digital; entrepreneurship; framework; enterprise

## 1. Introduction

Digital entrepreneurship has tremendously affected the business world globally. Google, Twitter, Facebook, Apple, and Microsoft have transformed communication. There is now a digital stage where artificial intelligence enhances decision-making quality and perception regarding real life. Reckoning, storing, and exploring information has become more accessible, flexible, and cost-effective because of cloud services and the internet, also called the "Internet of Things". Similarly, block chain transition to the internet is projected in most technologies for newly designed products,

and worldwide legal cryptocurrencies are traded internationally in the banking industry.

Since digitalization causes numerous inferences through transformative and rapid change, it is essential for entrepreneurship scholars and entrepreneurs to ensure associated outcomes to identify evolving opportunities in the business. This study defines entrepreneurship as the procedure to design, launch and run an emerging business or trade. Hull et al. explored how entrepreneurship with its distinctive attributes of creating new value is more than commencing a new business. Holistically, discussed entrepreneurial activities when institutions interplay with the education sector or developed

businesses, entrepreneurs, and stakeholders. Digitalization has transformed developments in entrepreneurial business models and made drastic shifts to form new business digital opportunities. Similarly, general businesses have drifted to online business.

This study refers to digital entrepreneurship as a category that has transformed from traditional to digitized organization

## 2. Definitions of Digital Entrepreneurship:

EBSCO (Elton B. Stephens Company, Birmingham, UK) was initially considered to gather information for this literature review. The study selected a readily available database from "Econlit", "Premier of Business Source", and "Source of Entrepreneurial Studies" by typing the keywords digital startup, digital entre, digital innovation, entre, etc. Only 94 studies were selected after filtering duplicate studies. Non-English language articles were excluded. Around 53 articles with abstracts based on entrepreneurial studies were included. A quality threshold following [1, 2] enabled a selection of 35 articles from academic journals. Articles with good impact factors and Web of Science journals were selected.

## 3. Digital Enterprise Model:

The digital enterprise model is different to traditional models. Therefore, digital entrepreneurs must be familiar with the prevailing differences, threats, and opportunities to succeed. Otherwise, the digital venture would suffer the risk of failure [6]. Sahutet al. and Wind [13, 45] explored how adopting digital strategies is a shift to network orchestration because communities and networks are essential for digital entrepreneurs.

Articles including the concept of the digital enterprise model are dominant in the current literature. However, new business models directly or indirectly were followed in most of the articles having different methods dealing with different industrial sectors. This section identifies and discusses different enterprise models recognized by numerous authors, providing enough overview.

Dutot and Van Horne [21] defined the digital enterprise model as an activity dealing with products and services, digital distribution, digitized connection with stakeholders, and executing

internal digital processes. Richter et al. [35] discussed the sharing economy.

Ojala and Wright [33, 42] explored new models of enterprise in the game industry. Di Domenico et al. [20] investigated online ventures from home and mental mobility. Kuester et al. [27] studied the latest trend regarding innovative service-based enterprise models. Herrmann et al. explored modernization in the health industry. Troxler and Wolf explained the design of community-based enterprise models. Similarly, Van der Ven discussed lawyers' innovative digital enterprise models. **Digital Entrepreneurship Procedure:-**

Several articles deal with the term "entrepreneurial procedure". Le Dinh et al. discussed the development of digital enterprise models such as sub-stages, idea generation and establishing a startup, and finally, managing an entrepreneurial business. The idea generation phase includes the entrepreneur's contemplation regarding benefits, feasibility, cost, and application. The startup establishment phase incorporates strategic planning and entrepreneurial team formation to share responsibilities and expand skills and knowledge. Testing a good or service is also considered at this stage. After registering intellectual property, the startup phase runs into entrepreneurial management. Innovation, improved services, and products are activities performed by entrepreneurs to develop digital business, and moreover to refine products or services, and implement innovations in the business management procedure. Thus, enterprise development is regarded as the business cycle for continuously reshaping it. Dutot and Van Horne offered a procedure regarding the digital enterprise model examined through interviews taken in France and UAE digital startups. Entrepreneurs used technologies to connect with different stakeholders to study innovative consumer demands. Similarly, digital technology helps in storing and acquiring information about enterprise procedures. Innovativeness is fostered when entrepreneurs utilize information gathered on digital platforms rather than traditional networking. Digital technologies have made smooth enterprise development procedures. Platforms rely on self-generated communal interactions and follow a procedure of self-generation. Consequently, entrepreneurial outcomes and activities suffer uncertainty.

### **3.2. Strategic Platform:-**

Entrepreneurs use digital platforms to promote their businesses. Digital networks provide advanced technologies. On the contrary, fast growth may cause risk because competitors use more innovative technology to destroy the enterprise model [11]. Hsieh and Wu [5] discussed platforms in different contexts of developing and commercializing the products. Platforms are digital spaces that allow businesses to link with one another and customers. Authors characterized platforms into three types: first, innovation platforms offered by Apple or Google, where entrepreneurs from complementary goods or services within a digital ecosystem. Apple or Google uses digital ecosystems through App developer's such as Google Android or Apple iOS to develop new products. Hence, the platform strategy uses third-party developers who appear as competitors in digital ecosystems, emphasizing the production of digital products

The ecosystem provides multiple actors to connect and build solid links for entrepreneurs. Moreover, the uniqueness of the platform compared with competitors contributes to its success.

Design parameters, either architectural or technological, influence entrepreneurial opportunities when interacting with digitalecosystems [34]. Openness, correct decisions, and shaping the right behavior within digital platforms such as Google's Android digital integration brought more innovative and new applications than Apple's iOS. Therefore, interaction possibilities of entrepreneurs on platforms with the digital ecosystems shape a company's capabilities and thus their business performance. Whether a digital entrepreneur successfully pursues business activities depends on the interaction possibilities offered by the platform.

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### 3.3. Digital Ecosystem:-

Digital entrepreneurship builds when the digital ecosystem is developed. Sussan and ACS [12] explained that the digital ecosystem is a self-organized, sustainable and scalable system that comprises heterogeneous digital bodies and their interrelations to focus on interactions between entities to raise utility systems, encourage information sharing, gain benefits, inner cooperation, and innovation system. Participants of the digital ecosystem can access devices, for example, desktop computers, tablets, laptops, mobiles, and tablets. The World Wide Web provides easy access to reliable information, data, and free cheap labor. In digital ecosystems, users act as providers and offer great opportunities for entrepreneurs [12]. The digital ecosystem involves complex processes such as internal and external stakeholders. Moreover, the authors identified multiple successful factors in developing digital ecosystems such as institutional entrepreneurship, digital technology, transaction costs, and online social capital.

### 3.4. Entrepreneurship Training:-

Entrepreneurship training comes with lower running costs and startup costs. Entrepreneurship training is focused on educational environments, and it addresses real-life students. Guthrie [8] took experience from a student's blog in a major subject e-commerce learning project and provided entrepreneurship digital skills in the production, promotion, and distribution phases of the product life cycle. The author failed to confer possible outcomes regarding structured research on digital entrepreneurial education. Similarly, Nichols et al. [31] made a supportive contribution to academic libraries to provide entrepreneurs with research opportunities. Le Dinh et al. [9] disclosed research opportunities regarding the living lab approach, but sufficient data and entrepreneurship education are still missing. Thus, it indicates that scholars need to research further in this regard.

### 3.5. Social Digital Entrepreneurship:-

A case study in Taiwan mentioned how low-income individuals are motivated when they engage in social digital opportunities [26]. Similarly, comparing empirical methods with the organization would be advantageous for future research, allowing policymakers to effectively bridge the digital gap between the poor. Furthermore, Maiolini et al. [29] briefly discussed small enterprises and newstartup innovative and social activities between 2001 and 2014. The authors identified drivers of social digital entrepreneurship categorized into three groups: marketing, e-commerce, and education to interplay with different industries and technologies longitudinally. Moreover, the author studied the successful practices of companies to satisfy social needs and sustain innovations in social digital entrepreneurship.

### 4. Theoretical Integration and Discussion:

This study analyzes new enterprise models. Since the digital entrepreneurship environment is changing rapidly and it seems that academia is trying to catch up with prevailing industrial developments, the findings of the literature review briefly summarize the opportunities, barriers, and success factors of digital entrepreneurship.

#### 4.1. Opportunities:-

The existing academic literature on digital entrepreneurship briefly discusses opportunities that arise through multiple relevant opportunities, such as the digital environment where businesses and consumers work together to provide considerable information to companies that will enable them exploit their business. This access to information helps entrepreneurs analyze potential customers, which traditional entrepreneurs cannot [10].

Similarly, Digital organizations use algorithms and big data to serve potential consumers and manipulate their preferences and attitudes through selective and customized promotion and advertising. Moreover, information on digital platforms results in high users with incredible network effects where the digital ecosystem plays a crucial role. Network effects supported by users adopting technology, their interactions, and relevant responses from digital society provide sustainability to digital entrepreneurs. Hence, the successful launching phase of an enterprise relies on a digital society to grow and sustain.

#### 4.2. Barriers:-

Along with opportunities, digital entrepreneurs also come up with specific barriers. New business models such as Google and Facebook demonstrate a powerful digital platform for entrepreneurship with a high level of uncertainty regarding technological advancement and the risk of legal or tax policies after establishing a business. Digital organizations operating globally have country-specific rules and regulations with exceptional risk. Hence, technological advances occur with high uncertainty and sometimes failures,

Whereas some lead to unpredictable directions. Therefore, it is necessary to receive continuous responses from the market for the rapid development of services, products, and infrastructure

to overcome  
: Uncertainty.

#### 4.3. Successful Factors:-

Positioning a platform contributes to the success of a business where it is built. Therefore, success relies not only on the business itself, but also on the technology it adopts and the architectural decisions a company takes. A platform with good positioning and a high reputation improves the success of the built-upon business. Moreover, relationship capital is also crucial for digital entrepreneurs. An entrepreneur with sound personal relations and sustainable business connections and interactions with participants and users on the platforms forms legitimacy for its business and actively assembles necessary resources to formulate and implement business practices.

#### 5. Data Analysis

**Data type:** Secondary data

#### 6. Conclusions

The study provides a complete assessment and updated version of academic articles on digital entrepreneurship. It includes six groups:

- Digital enterprise models;
- Digital entrepreneurship procedure;
- Strategical platforms;
- Digital ecosystems;
- Entrepreneurship training
- Social digital entrepreneurship.

Since this study signifies that digitalization transformed the way of executing business, enterprise models, and possible forms and categorizations shaped around digital potential, new businesses still do not exist with this modern digitalization. Therefore, new opportunities for entrepreneurs, success factors, and barriers have been analyzed for digital entrepreneurial activities. However, it is anticipated that digital entrepreneurship is in its embryonic stage.

Thus, several qualitative studies need to contribute to unsorted articles with partially non-overlapping titles. This study illustrates research directions for digital entrepreneurship with an aim that it is neither exhaustive nor terminated, and stimulates future research that indicates motivating interaction levels of analysis and time perspectives that occur with the complex phenomenon. Similarly, barriers to digital entrepreneurship are diverse based on technological infrastructures changing technology, offering new progress in society.

In contrast, a barrier such as a lower diffusion rate of certain technologies might be overcome

through new technological opportunities. Hence, entrepreneurship researchers must discuss barriers and opportunities that may emerge in the future that will create potential interest for new entrepreneurs.

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## Corporate Social Responsibility in Tata Consultancy Services

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### Abstract:

Corporate Social Responsibility has developed into a crucial means for businesses to foster goodwill in society over time. Businesses use CSR policies, procedures, and programmes to try to have as much of an impact on stakeholders and society as possible. More and more businesses are seeing the value of CSR in today's worldwide economy as a means of preserving their reputation, fending off attacks, and boosting their ability to compete. This research paper's goal is to examine Tata Consultancy Services' CSR. The several initiatives that TCS has launched in this field are carefully examined.

**Key words:** Corporate Social Responsibility, Social and environmental issues, Sustainability

### Introduction:

Due to globalization and the aim for inclusive growth and development, the 21st century is marked by opportunities and problems that have never before existed. Each corporate sector must assume a leading position in its social duties in order to promote growth and development. Businesses play an active part in uplifting communities by fostering a healthy ecosystem, social inclusivity, and employee wellbeing. Businesses are an essential component of society. The Global Business Council for Sustainable Development (1999) defined corporate social responsibility as a company's ongoing commitment to act morally, promote economic growth, and enhance the quality of its workforce, its families, and the local society at large.

Businesses that are registered under the Companies Act of 2013 or any prior laws (Section 1) are exempt from certain requirements under Section 135 of that Act (Section-135). "Every company that meets the mandatory requirements for corporate social responsibility must have a net worth of at least Rs. 500 crore, a turnover of at least Rs. 1000 crore, or a net profit of at least Rs. 5 crore during the previous financial year. Additionally, they must devote at least 2% of their average net profits from the three most recent financial years to CSR."

### Objectives of the Study:

The study's objectives are -

- To analyze the CSR initiatives implemented by TCS Corporation;
- To categorize these initiatives; and verify that CSR initiatives are carried out in

Accordance with Schedule VIII of the 2013 Companies Act.

### Research Methodology:

The information included in the study article was only obtained from secondary sources. For the aim of study, a variety of materials, including books, research papers, journals, and websites, are used.

### Corporate Social Responsibility:

The Carroll's Model's accompanying figure can help you comprehend the CSR framework.



We should start by concentrating on Carroll's four-part definition of CSR. The initial formulation was as follows: Corporate social responsibility is the umbrella term for the current economic, legal, ethical, and discretionary (philanthropic) demands that society has on businesses.

Economic, legal, ethical, and discretionary (philanthropic) duties are crucial while building a foundation or infrastructure. These obligations help to outline in some depth and frame or describe the obligations that businesses have to the society of which they are a part.

### Financial Obligations:

It is an essential component of CSR. That is a fundamental prerequisite in a cutthroat corporate environment. Businesses are seen by society as institutions that generate and provide goods and services to those in need in accordance with their needs. Lawful Obligations:

Along with recognizing businesses as legitimate economic entities, society has also established the bare minimum of norms, including laws and regulations. To adhere to laws and regulations made at the federal, state, and local levels as a requirement for conducting business. Legal obligations place a significant burden on businesses to deliver products and services that at the very least abide by the bare minimum of the law. It can be assessed based on how closely a firm complies with legal requirements, upholds the law, and behaves as a law-abiding corporate citizen.

Ethics-related obligations:

Society demands that firms operate and carry out their operations in an ethical manner. Companies will be accountable for ensuring that they reflect the norms, standards, values, beliefs, and expectations. Business morals extend beyond.

Philanthropic obligations:

Companies can show they are decent citizens by acting in the interests of society. Companies engage in a range of giving practices to fulfill these obligations, including financial gifts, donations of goods and services, employee and management volunteerism, community development, and any other discretionary contributions to the community or stakeholder groups that make up the community. It can be evaluated in terms of what society expects in terms of philanthropy and charity giving.

**Tata Consultancy Services:**

Jamsetji N. Tata started the international information technology company Tata Consultancy Services in 1968. The business is based in Mumbai.

Tata Consultancy Services operates in 150 locations across 46 countries as a part of the Tata Group. TCS employed more than 600,000 people worldwide as of July 2022.

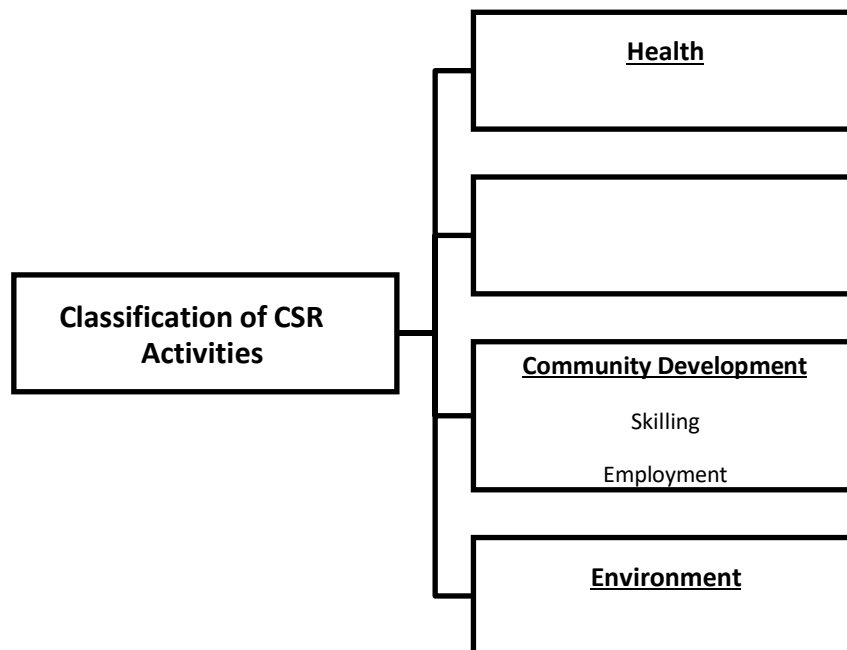
**Contribution of Tata Consultancy Services in Corporate Social Responsibility:**

TCS has long prioritized corporate social responsibility as a leading worldwide pioneer in technology. CSR seeks to create equity and access to opportunities in the digital economy by designing and implementing programmes.

Costs associated with corporate social responsibility from 2018–19 through 2021–22

Year	Amount (Crores)
2021-22	727
2020-21	664
2019-20	600
2018-19	542

The CSR Activities of TCS Company can be classified using the Carroll's pyramid of CSR. TCS focuses on different areas such as Education, Skilling, Employment, Entrepreneurship, Basic health and wellness, Water, sanitation and hygiene. It shows in following diagram:



Basic health and wellness services should be offered as part of CSR by TCS. Access to nutrition and technological efficiency for hospitals and healthcare organizations are the two main goals of health services. The goal of education programmes is to assist individuals and communities in closing the opportunity gap in education.

Community development is used to carry out charitable activities and enhance peoples' quality of life. It includes skill-building, employment, and entrepreneurship activities that are helpful in preparing young people, women, and marginalized groups for the opportunities of the twenty- firstcentury, resulting in the creation of employment and entrepreneurship (self-employment), and improving standard of living.

The preservation of the ecosystem is necessary at this time. Increased industrialization results in overuse of natural resources. Companies use large amount of natural resources. To contribute to Environmental conservation TCS invests in programmes that promote basic hygiene awareness, access to water and sanitation, and community uplift. TCS also supports relief operations for affected communities during natural and man-made disasters.

**Conclusion:**

Every corporate entity owes a duty to the society, country, and world at large that endows it with its entire natural, material, and human resources. When it comes to Tata Consultancy Services,

The company has done a lot to uphold its obligations to the community and the country. In the modern world, an organization cannot succeed without taking social responsibility into account. TCS focuses on putting initiatives into action that lead to significant social change. TCS believes that through introducing individuals to opportunities in the digital economy, they may better their lives and contribute to the construction of better futures. It supports their aspirations to build a more just and equal world for everyone.

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## E-marketing

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### **Abstract:-**

The study E-Marketing presented a comprehensive review of the literature in the field of e-marketing since 2003. June 2010 as well as systematic classification for this review. By reviewing the literature on e-marketing; On the one hand, it can be seen that the number of studies conducted by researchers and practitioners in this field from 2003 to 2010 on e-marketing is relatively limited. This can be justified by the relative newness of E-Marketing. This gives an indication that e-marketing is relatively new to academics and practitioners and also provides reasonable expectations for an increase in the number of studies related to E-marketing in the near future. The total number of studies was 365, of which 73% were empirical and a total of 27% were non-articles. It has also been noted that the output of research activities in e-marketing has decreased significantly between 2003 and 2008 in the literature period. Although the published articles included the following research: e-business, e-marketplace, electronic commerce, electronic platforms, ICT adoption, internet marketing ,on-line trust, B2B, performance evaluation, web, electronic marketing, e-mail making, readiness, e-relationship, e-security, e-service, e-supply chain management, internet adaptation, mobile marketing and some other research . Electronic commerce was a major research area. Researchers in this field followed by electronic business and internet marketing. Empirical studies were mostly conducted in the USA, Australia, New Zealand and the UK being the largest in number.

**Keywords:** - E-Marketing, Small Business Enterprises, Internet Marketing, E-Mail Marketing, Mobile Marketing, E-Commerce, E-Business, Performance, Literature Review

### **Introduction:-**

#### **What is e-marketing? Definitions and types**

Web marketing, digital marketing, internet marketing or online marketing; all these terms are used synonymously for e-marketing. It means marketing products or services using the internet. E-mails and wireless marketing also fall under the category of e-marketing.

We can say that it uses various technologies and media to connect consumers and businesses. Especially in this age of technology, e-marketing has become a very important part of the marketing strategy of various companies.

#### **Characteristics of E-Marketing**

Small or big, many businesses are using e-marketing due to its various features and many benefits. Something important

**\* Features are as follows;**

E-marketing is cheaper than traditional marketing

If you compare its cost with traditional marketing media like newspaper ads and billboards, it is much cheaper and efficient. You can reach a wide range of audiences with very limited resources.

**\*Tangible ROI**

Small business owners can now check the turnover rate or 'action taken' with the help of Infusion soft. It analyzes many things like views of videos, number of emails opened and clicks per link. More importantly, it tells how much sales a business has made as a result of e-marketing.

**\*24/7/365 approach**

It works 24 hours a day, 7 days a week and 365 days a year. It doesn't matter if you are home sick, sleeping or attending an informal meeting; but e-marketing is always difficult.

**Objectives of the study:-**

1. Better return on investment than traditional marketing as it helps increase sales revenue.
2. E-marketing means reducing the cost of marketing campaigns because marketing is done through the Internet.
3. Quick results of the campaign as it helps in targeting the right customers.
4. Easy monitoring through web tracking capabilities helps make e-marketing highly efficient.
5. By using e-marketing, viral content can be created, which helps in viral marketing.

**Fact Analysis:-**

E-marketing (electronic marketing), also known as internet marketing, web marketing, Digital marketing or online marketing, is marketing carried out via the Internet on online channels. E-marketing is the process of marketing a product or service offering using the Internet to reach a target audience on smartphones, devices, social media, etc. E-marketing includes not only marketing on the Internet, but also marketing through e-mail. Mail and wireless media. It uses various technologies to help businesses connect with their customers. Like many other media channels, e-marketing is also a part of integrated marketing communications (IMC), which helps brands grow across various channels. E-marketing has become an important tactic in the marketing strategy adopted by companies using multiple digital media channels.



### Types of E-Marketing

When we talk about digital and email marketing, there are different types and methods of e-marketing which are as follows;

#### 1) Email Marketing:-

Email marketing is considered very efficient and effective because you already have a database of your target customer. Now, sending emails about your product or service to your exact target market is not only cheap but also very effective.

#### 2) Social Media Marketing:-

Social media is a great source of direct communication with your customers to increase awareness of your product. This can be done through any or all social media channels such as LinkedIn, Facebook, Instagram, Twitter, Google and YouTube. Some of the important benefits of social media are as follows;

- \* Increased product awareness and reputation means more sales.
- \* Direct communication with your customers can increase brand loyalty.
- \* You can increase the number of visits to your website and rank it in search engines.
- \* Targeting a precise audience will help you learn more about your customers' needs.

#### 3) Video Marketing:-

It is said that a picture is worth a thousand words and a video is worth a thousand pictures. You can capture the attention and emotions of your target market by showing them a video clip about your product or service. Video marketing is very effective if the right message is delivered to the right audience.

#### 4) Article Marketing:-

Engaging quality content by providing valuable information to your target market what are people searching for on the internet to solve a specific problem? It is a consistent and ongoing process of delivering quality content to your readers. It's not always about sales; you are educating your audience and helping them by adding some value to their lives.

#### 5) Affiliate Marketing:-

Affiliate marketing is the process of promoting certain products of a particular brand and earning your commission from each sale. It works for everyone; Victory, winning the situation.

#### **6) Wrapping Up E-Marketing:-**

It doesn't matter what type of marketing method you are using; your target market should be well focused and researched. Customer needs and demands should also be kept in mind; there should be consistency and consistency between the market and your product. Anything out of the ordinary will make your customers suspicious. It should be realistic.

#### **Conclusion:-**

E-marketing also gives businesses the opportunity to gain data about their customer base to an extent that was hitherto very difficult to achieve through traditional marketing methods. The development of Internet marketing and social media advertising have been examples of businesses in recent years looking little more than categories and filters on information related to products and services on the Internet, taking a small cut from any transaction that can arise as a result. Marketing in online India will get stronger in the coming years. However, long-term survival directly depends on factors such as market changes, innovation and interaction by market players. With the increasing penetration of credit cards and easy access to computing witnessing a promising growth, bargain-hunting consumers are also known as Internet retailers.

This study presented a comprehensive review of the literature in the field of e-marketing since 2003. June 2010 for this review as well as a systematic classification. By reviewing the literature of e-marketing; on the one hand, it can be seen that the number of studies conducted by researchers and practitioners in this field from 2003 to 2010 on e-marketing is relatively limited. This can be justified by the relative newness of E-Marketing. This gives an indication that e-marketing is relatively new to academics and practitioners and also provides a reasonable expectation of an increase in the number of studies related to e-marketing.

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# **A STUDY ON RECENT MARKETING TRENDS TOWARDS ORGANIC PRODUCTS FROM CONSUMERS' PERSPECTIVE**

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## **Abstract**

Marketing is an art as well as a science. It is closely related to business growth, sustainability and customer centricity. The present article aims to understand the changing perception, preference of consumers towards organic products in Mumbai. A survey of consumers' views for organic products was done to provide light on these recurring themes. The authors created a structured questionnaire to collect the data through a survey. Total 140 consumers were surveyed in this regard. People were asked to examine the trends, perceptions towards organic products. Data were analyzed by using chi-square tests and multivariate analyses of variation (MANOVA). The research proved that there is a correlation between market segment features and organic food product awareness. In addition, there are significant differences between organic food consumers and non-organic food consumers based on criteria such as orientation, family income, degree of education, and employment position. It was found that organic food consumption in Mumbai is positively influenced by a number of psychological aspects. The findings of this analysis indicate that consumers' desire for organic goods follows their growing concern for the environment and their own health. Organic goods are widely acknowledged by consumers to be safer, higher-quality, and environmentally-friendly alternatives to conventional alternatives. The study's results emphasized the growing importance of organic goods in the marketplace and the need of marketers learning about customer preferences before developing organic product marketing strategies.

*Keywords: Consumer Perspectives, Food consumers, Organic Products, Social Media Marketing, Health Campaign*

## **1. INTRODUCTION**

Marketing is an art as well as a science. It is closely related to business growth, sustainability and customer centricity. The global market has seen a growing trend towards organic products in recent years. Customers' changing purchase habits are a result of their growing awareness of their health and the environment (Jaiswal, et al., 2021). In order to match this demand for organic products, marketers are likewise changing their tactics. This study aims to investigate customer perceptions of recent marketing trends towards organic products. The study's specific objectives are to investigate customer perceptions and preferences for organic products as well as the psychological and demographic aspects that affect their purchase behaviour. Marketers need to create powerful marketing strategies to promote organic products and satisfy the rising demand for healthy and ecologically friendly solutions by understanding consumer perceptions (Thilmany & Woods, 2021). This study will help firms stay competitive in the industry by offering insightful information about the most recent marketing trends for organic products.

### **1.1. OBJECTIVE OF THE STUDY**

1. To examine the consumer marketing trends recently related to organic products
2. To investigate factors influencing the consumers' decision making process towards the organic products
3. To provide insights in creating more effective marketing plans that support organic products

### **1.2. HYPOTHESIS OF THE STUDY**

H<sub>0</sub>: There are no major demographic differences in consumer perceptions of organic foods.

H<sub>a</sub>: Based on demographics, there are significant differences in perceptions of organic food among customers.

H<sub>0</sub>: There is no significant correlation between psychological factors and customer preferences for organic products.

Ha: There is a significant correlation between psychological factors and consumer preference for organic products.

H0: Based on demographics, there is no significant difference in customer preference for organic products.

Ha: There are significant differences in customer preferences for organic products based on demographics.

## **2. LITERATURE REVIEW**

### **2.1. To Research the Motivational Factors That Influence Organic Food Purchases**

Five variables — food wellbeing, cost, natural benevolence, sustenance, and tactile characteristics — affect consumers' impressions of the utilization of organic foods.

According to Voon (et al, 2021), consumers are likely to spend more exorbitant cost on the off chance that they are guaranteed of getting excellent merchandise. One of the main components impacting consumer choices to purchase organic food is their degree of wellbeing awareness. Most also expressed that they were not willing to pay a little more for organic products because they felt the benefits were overstated. Accordingly, the significant expense and absence of information about the benefits of these things rank as two of the most un-significant worries. The respondents are troubled in light of the fact that they don't get sufficient data because of their absence of experience with organic products because of deficient media openness (Liu & Fang, 2020). In this way, it is felt that an absence of advancement is something keeping them from making buys.

In some countries, the consumption of organic food has become ingrained in customs and culture, with individuals buying certain types of organic food to maintain social standards. It is likely to associate it with the legitimacy of the times, and returned to standard rural food production strategies. The requirement for confidence fundamentally affects one's disposition towards organic food. How much inclusion in the media raises.

As observed by Boccaletti (et al., 2020), "Green" consumers are a result of consumer desire to improve quality of life. In this way, organic food is a superficial point of interest for the prosperous culture and addresses their high spending power and rich way of life.

The study by Lee and others (2019) investigated why individuals pick organic products is on the grounds that: More secure food is guaranteed by the low pesticide utilization rate; organic food is regularly fresher since it needs added substances that expand its timeframe of realistic usability. Organic farming techniques promote soil maturity, decrease soil deterioration, conserve water, limit contamination, and use less energy. Organically bred animals are good for your health because they don't include anti-microbials, growth hormones, or other harmful animal byproducts (Lai & Chen, 2019).

## **2.2. Consumers' Knowledge Levels Regarding Organic Food Items**

It was found that most of clients needed understanding and knew nothing about the vital qualifications among traditional and organic foods. In spite of the fact that mentalities towards organic foods are working on in non-industrial countries (Kuo, et al., 2019). Their effect on the section of the populace that is delicate to cost is quieted by high estimating and an absence of rules overseeing cost. It likewise examines how organic cultivating techniques probably won't have the option to address the issues of country and rural networks for food security (Fikru & Tedesse, 2019).

In the opinion of Kim and Yoon (2019), The high levels of minerals and micronutrients are one of the key variables affecting consumer acquisition of organic foods. The production of "environmentally friendly products", also called "green products", was driven by the promotion of organic food and laid the groundwork for the presentation of organic food in established economic sectors such as the United States and Germany (Dürschmid & Hamann, 2018).

Kansal and his colleagues (2018) examined that interest and use of organic food has increased significantly in both rich and non-industrialized countries. Consumers are therefore increasingly concerned about their health status.

On the other hand, Rana and Paul (2018) noticed that although awareness is still low, the market for organic food is developing strongly. Customer assures that additional logic checks are important to demonstrate the medicinal benefits of organic foods. In order for customers to be more open to buying organic products, more emphasis needs to be placed on advertising, accessibility and assortment. We found that we knew nothing about the important qualifications.

### 3. RESEARCH METHODOLOGY

Due to growing concerns about the presence of organic retail stores in this area, a study was carried out in Mumbai. Both primary and secondary data are used as the study's foundation. The primary data were gathered through the use of personal interviews and a carefully planned interview schedule. The meeting plan remembers data for the example respondents' socioeconomics, mindfulness and information, discernment, demeanor, conviction, and goal towards organic food products. The secondary information about the research area's geography, demography, and other specifics was gathered from official websites, government publications, other publications, and yearly reports. 140 Mumbai City residents were chosen at random to participate in the study in the year 2022.

Rate checks, multi-level scaling techniques, chi-square tests, and rank-based residuals were the logical tools used in validation. The respondents were approached to rate their concurrence with the statements made in regards to different qualities of organic food things on a five-point scale: profoundly concurred (5 focuses), concurred (4), impartial (3), deviated (2), or seriously dissented (1).

The chi-square test gives the chi-square ( $\chi^2$ ) this test was used to determine the relationship between segment status and respondents' level of awareness of organic foods using an equation. (1):

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

E is a typical recurrence, while O is a recorded recurrence.

$$\text{Expected frequency of each cell} = \frac{CRT \times CCT}{Grand Total}$$

Where CRT is the associated absolute line and CCT is the complete comparison segment.

$\chi^2$  scatter plot with  $(r-1)(c-1)$  levels of opportunity. Where "c" is the number of bins and "r" is the number of rows. Severity test ran 5% of the time. On the off chance that the determined worth was more prominent than the table worth, there was a critical relationship between the properties, as well as the other way around.

- **Multivariate Variant Analysis (MANOVA)**

We tested our inferences using the Multivariate Study of Variation (MANOVA). Instead of univariate F-estimators, we examine error change/covariance networks and effect difference/covariance lattices to obtain multivariate F-estimators (Wilks'  $\lambda$ ). We have only referred to Wilkes'  $\lambda$  here, but there are several measurements that can be used, such as Hotelling's law and Pillai's law. "Covariance" is included here because the two measurements are likely related, and this connection should be considered when performing large tests. .

To test the numerous reliant factors, new ward factors that boost bunch contrasts were made. The deliberate ward factors were joined straightly to make these made up subordinate factors.

The individual impact is critical assuming the all-out multivariate test is huge. As a matter of fact, one would commonly take a gander at the univariate F tests for every variable to decipher each impact subsequent to getting a huge multivariate test for a specific primary impact or collaboration. To put it another way, one would pinpoint the exact ward factors that are answerable for the vital generally speaking impact.

As indicated by Vacha-Haase and Thompson (2004), on the off chance that the impact size was more than 0.14, the factors had a critical affiliation. Fractional estimated time of arrival squared approaches impact size. Collision size reveals a large relationship between free and station factors, indicating that a significant portion of the dependent factor diversity is made meaningful by the distinction between the two assemblies.

- **Rank-Based Quotient**

This strategy was used to identify factors that influence consumer perceptions of organic foods. Respondents were asked to rate a number of models, including openness, cost, taste and environmental friendliness. Utilizing an equation, the respondents' positions were converted into RBQ. (2):

$$RBQ = [\sum F_i (n + 1 - i) / N \times n] \times 100$$

where N is the total number of consumers that reached the factor ID,  $F_i$  is the iteration of consumers of the  $i$ -th rank of the component, and 'n' is the maximum number of ranks considered as separate variables.

Ingredients with the highest RBQ values were thought to have the greatest impact on how consumers viewed organic foods.

#### 4. RESULTS AND DISCUSSION

Table 1a shows that both organic and non-organic food consumers accept that organic food excludes pesticides, although most non-organic food consumers Food was accepted as mediocre (Table 1b).

Table 1: a) Respondents' awareness of organic food

Awareness level	Organic		Non Organic	
	No. of respondents	Percentage	No. of respondents	Percentage
High	0	0.00	15	16.29
Medium	17	12.78	62	52.67
Low	106	82.23	48	30.28

Source: Primary data

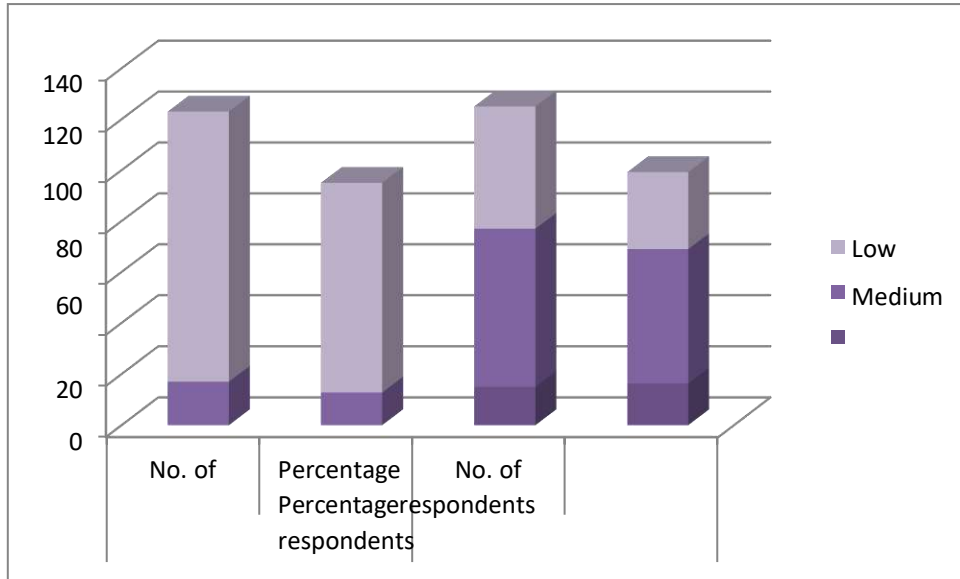


Fig.1. awareness of organic food

Table 1: b) Identifying traits of organic food items

Awareness level	Organic		Non Organic	
	No. of respondents	Percentage	No. of respondents	Percentage
No. pesticide	58	59.27	16	11.60
Something natural	49	29.50	105	82.67

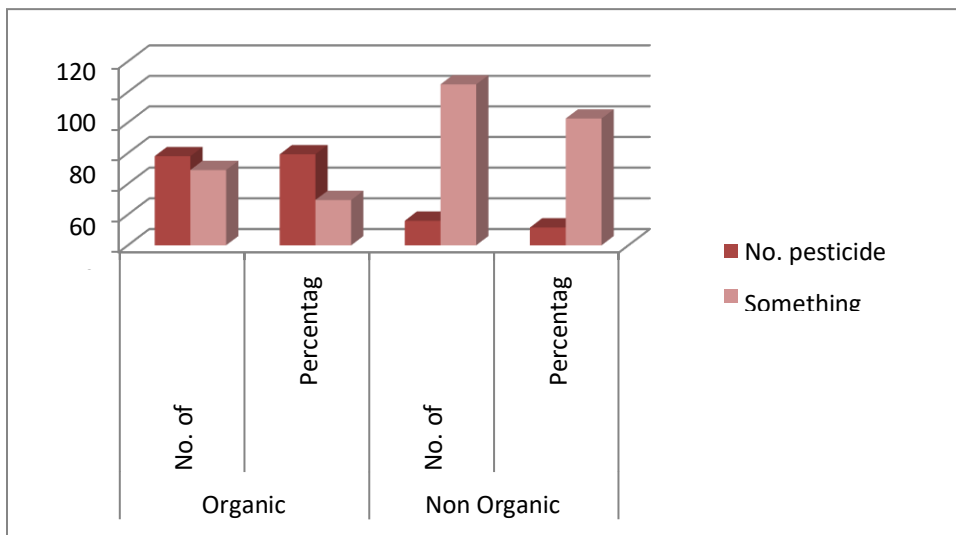


Fig.2. traits of organic food items

Table 3: Relationship between respondents' demographics and awareness level

Variable 1	Variable 2	Chi-square value	Degrees of freedom	p-value
Awareness	Gender	47.2	1	.000
Awareness	Age	102.04	2	.000
Awareness	Residence	1.40	1	.000
Awareness	Education	146.28	6	.000
Awareness	Occupation	3.02	3	.000
Awareness	Annual Income	221.42	6	.000

Chi-square investigation was utilized with SPSS to break down the connection between segment factors (orientation, age, training, occupation, and yearly pay) and mindfulness level. The outcomes are displayed in Table 1c.

The accompanying qualities were utilized to compute the chi-square incentive for every variable under the segment attributes: orientation (47.2); age (102.04); home (1.40); instruction (146.28); occupation (3.02); and yearly pay (214.12). For every one of the segment factors, the p esteem was .000, which was beneath the degree of importance (.001). This false assumption is dismissed, and there is a very strong correlation between mindfulness levels and segment characteristics such as social orientation, age, place of residence, education level, industry, and annual income. I understand Respondent.

Table 2 shows that consumers' essential inspiration for picking organic food was worry for their wellbeing. Regardless of the way that organic food was believed to be restorative, a few respondents decided not to buy it because of the costly cost and absence of trust in its quality.

Table 2: food's organic and non-organic ranking

Attributes	Organic Food		Non Organic Food	
	RBQ Score	Rank	RBQ Score	Rank
Taste	27.03	III	0.9.17	VII

Quality	27.82	IV	31.48	IV
Freshness	27.82	II	26.19	V
Availability	10.22	I	44.21	III
Health	48.37	VI	15.23	I
Variety	09.51	V	47.19	III
Trust	29.21	VI	49.18	II
Price	10.38	VI	41.20	VIII

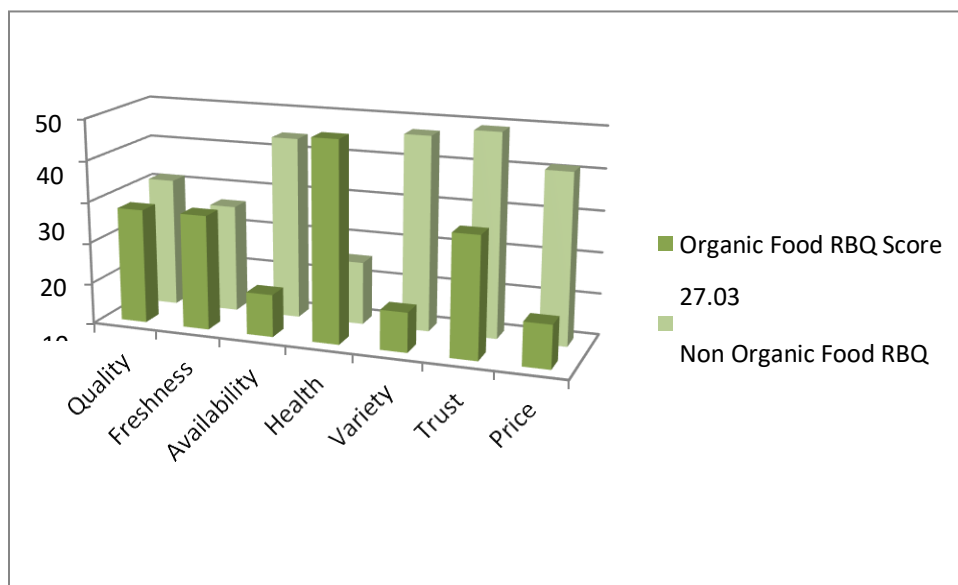


Fig.3. food's organic and non-organic ranking

Table 3: Trends towards organic food

Trends	Level	Organic Food		Non Organic Food	
Social Media	Low	10	7.14	12	8.57
	Medium	100	71.4	101	72.1
	High	30	21.4	27	19.2
Video Marketing	Low	0	0.00	36	25.7
	Medium	90	64.2	84	60

	High	50	35.7	20	14.2
Health Campaigns	Low	0	0.00	11	7.85
	Medium	80	57.1	99	70.7
	High	60	42.8	30	21.4
Multi-Channel	Low	0	0.00	62	44.2
	Medium	115	82.1	45	32.1
	High	25	17.8	33	23.5

Table 3 appears to be showing the level of impact of different marketing trends (Social Media, Video Marketing, Health Campaigns, and Multi-Channel) on the consumption of organic food and non-organic food. The impact is measured in terms of the percentage of respondents who preferred organic food versus non-organic food at different levels (low, medium, and high) of exposure to the marketing trend.

The aftermath of the One-sided Multivariate Study of Attrition (MANOVA) study (Table 4) revealed that the psychological influence of consumers on their organic food purchasing decisions varied by consumer type. . The Wilks' lambda (0.208) ascertains the level of variety in purchaser types that can't be made sense of by varieties in the force of mental variables that influence consumers' choices to buy organic food. The impact size (0.792), which was viewed as areas of strength for profoundly, that the varieties in mental variables affecting purchasing conduct could represent 79.20 percent of the change in the kinds of purchasers. The discoveries likewise showed an exceptionally high power (1.000) for anticipating the strength of the connection between mental parts and purchaser type. The results likewise showed that the F- esteem was 2.233 and the p- esteem was 0.000, the two of which were huge at the 1% level.

Table 4: Univariate analysis of addiction factors

Source	Psychological factors	F-value	p-value	Eta	Power
Type of buyer	Perception	143.17	.000	.349	1.000
	Attitude	274.21	.000	.581	1.000

	Belief	4.272	.000	.021	0.274
	Intention	128.35	.000	.381	1.000

The kind of purchasers fundamentally affected three of the four mental parts (discernment, disposition, conviction, and buy aim) at the 1% degree of importance, though not entirely set in stone to be immaterial.

Hypothesis	Null Hypothesis (H0)	Alternative Hypothesis (Ha)	Conclusion	Significance Value
<b>Hypothesis 1</b>	There are no major demographic differences in consumer perceptions of organic foods.	Based on demographics, there are significant differences in perceptions of organic food among customers	Null Hypothesis Rejected	p-value<0.05
<b>Hypothesis 2</b>	There is no significant correlation between psychological factors and customer preferences for organic products	There is a significant correlation between psychological factors and consumer	Null Hypothesis Rejected	p-value<0.05

		preference for organic products		
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- Hypothesis Testing

<b>Hypothesis 3</b>	Based on demographics, there is no significant difference in customer preference for organic products	There are significant differences in customer preferences for organic products based on demographics.	Null Hypothesis Rejected	p-value<0.05
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The possibility of obtaining the reported results by chance is indicated by the significance value, which is commonly represented by the p-value. If the importance level is less than 0.05, there is less than a 5% probability that the observed outcome was a probabilistic outcome, and invalid guesses can be discarded. . The invalid speculation can't be dismissed on the off chance that the importance esteem is higher than 0.05. Without directing the review and assessing the information, deciding the genuine huge qualities for every hypothesis is unimaginable.

### 5. DISCUSSION

The study on recent marketing trends for organic goods from the consumer's point of view offers insightful information on the variables affecting consumers' purchase decisions and preferences for organic goods. According to the data analysis, the consumers are more cautious regarding environment and their health, which is driving up demand for organic goods. This result is in line with earlier studies that have revealed a rising tendency among consumers towards making healthier and more environmentally friendly food choices.

Based on their demographic traits, customers' awareness of organic food products varies significantly, according to the study's findings. Particularly, it was discovered that customers with higher household incomes and educational levels were more knowledgeable about organic products than consumers with lower incomes and educational levels. This conclusion shows that in order to effectively promote organic products, marketers should focus on consumers with higher incomes and levels of education.

Also, the study discovered a strong link between psychological traits including attitude, perception, belief, and intention and consumer preferences for organic goods. This shows that while creating marketing strategies for organic products, marketers should take into account the psychological variables that affect consumers' purchase behaviour.

The survey also found that customers' preferences for organic products varied significantly depending on their demographic details, like gender and employment position. For instance, it was discovered that female consumers were more inclined than male consumers to buy organic items. While creating customized marketing strategies for organic products, marketers should consider these demographic distinctions.

Overall, the study offers insightful information about consumer attitudes and preferences for organic products and emphasizes the necessity for marketers to comprehend and adjust to the changing market trends. Businesses may maintain their competitiveness and satisfy the rising demand for organic and environmentally friendly products by creating efficient marketing plans that reflect consumer preferences and beliefs.

## **6. CONCLUSION**

The review has shown that consumer conduct is vital on the lookout for organic food merchandise. To adjust to moving metropolitan consumer purchasing behaviors for organic food products, organic food advertisers should be imaginative and dynamic. While most respondents who didn't devour organic food felt that organic food things were made of regular fixings, most of respondents who did accepted that organic food products didn't contain pesticides. The essential driver for buying an organic food thing was worry for one's wellbeing. Despite the fact that organic food was thought to be healthful, consumers in the research area did not purchase organic food due to a lack of confidence in its authenticity. So, in order to increase consumer purchase intent, the company that manufactures and sells organic food products needs to figure out how to build trust with customers. Additionally, it was found that mental effects on insight, demeanor, and buy goal were exceptionally compelling on consumers of organic food. Both organic and non-organic food clients had immaterial confidence in organic food products.

Consequently, drives should be taken to cultivate client trust in organic food things in MumbaiCity.

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