Contemporary Studies in Business Management

Aniket Swaraj

Fleur Fernandes

Contemporary Studies in Business Management

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Contemporary Studies in Business Management

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PREFACE

This collection of subjects covers a wide range of topics, each dealing with unique aspects of Indian society and its evolving dynamics. From the growth of tea cafes and the popularity of tea, the impact of start-ups on SMEs, the spending habits of young women in Delhi and NCR, and the factors influencing consumer purchasing behaviour, these topics offer insights into various interests.

The collection also looks at the travel industry, the rise of online stores like Nykaa and MyGlamm, the impact of babywear and accessories on mothers, and the use of leather goods in modern India. In addition, the collection includes topics that delve into the effectiveness of corporate wellness programs and innovative employment practices in the restaurant and cafe industry, as well as entrepreneurs' fear of failure.

The authors of these topics have done extensive research and provided valuable insights to help readers better understand these topics. We hope that readers will find this collection of topics informative, thought provoking and interesting.

ACKNOWLEDGEMENT

We are grateful for the opportunity to present this edited collection on Latest Research Trends in Sustainable Business Approaches. First and foremost, we would like to express our sincere gratitude to the Management, Principal and Vice-Principals of SIES College of Commerce and Economics (Autonomous) for granting permission to produce this book and for their support in our endeavour. We would like to express our appreciation to Empyreal Publishing House and Nex Gen Publication House for giving us this publication opportunity.

We want to thank all our colleagues in the Bachelor of Management Studies department at SIES College of Commerce and Economics, Sion (East) for their assistance and co-operation in making this book possible.

We thank all those who contributed their valuable research articles for this book. They have placed their trust and hope in us for coming out with an impactful and insightful publication.

This publication is another endeavour to satisfy the understudy student body's unquenchable interest. The readers of the book are our motivation behind the production and distribution of this book.

Lastly, we are highly grateful to our family members for their ongoing support and encouragement.

Aniket Swaraj
Fleur Fernandes

Table of Contents

Preface	IV
Acknowledgement	V
Table of Content	VI - VII

Title of Chapters	**Page No.**
THE CRAZE OF TEA AND THE GROWTH OF TEA CAFES IN INDIA	1 – 6
Divya Thakur and Avni Thapar	
A STUDY ON STARTUP AND ITS IMPACT ON MSME IN INDIA	7 – 13
Divya Thakur and Aman Vig	
A STUDY ON THE PURCHASE BEHAVIOUR AND COSMETIC CONSUMPTION PATTERN AMONG YOUNG FEMALES IN DELHI AND NCR	14 – 18
Rinkesh Chheda and Sakshi Hitesh Mehta	
FACTORS THAT INFLUENCE CONSUMER BUYER BEHAVIOUR – NYKAA	19 – 24
Rinkesh Chheda and Karthika Sajeesh Nair	
A STUDY OF TOURISM TO UNEXPLORED PLACES	25 – 31
Rinkesh Chheda and Krupa Savla	
A COMAPARITIVE STUDY ON MYGLAMM AND NYKAA	32 – 37
Manasi Shah and Sakshi Nitin Ghag	
STARTUP INDIA: A NEW PARADIGM FOR YOUNG ENTREPRENEURS	38 – 43
Manasi Shah and Mansi Nitin Kothari	
RESEARCH ON USE OF LEATHER PRODUCTS IN MODERN INDIA	44 – 48
Vinayak Krishnan and Vignesh Arumugam	

A STUDY ON THE IMPACT OF BABY CLOTHING AND ACCESSORIES ON MOTHERS OF THE TODDLERS 49 – 54

Vinayak Krishnan and Sanoj Nair

A STUDY ON TEAPOST- APNI CHAI KI DUKAAN 55 – 59

Vinayak Krishnan and Diya Kothari

BEWAKOOF: A BOON FOR THE YOUNGER GENERATIONS CLOTHING CHOICES 60 – 64

Sumita Prasad and Unnati Savla

A STUDY ON THE EFFECTIVENESS OF CORPORATE WELLNESS PROGRAMS ON THE MENTAL WELL-BEING OF THE EMPLOYEES 65 – 71

Sumita Prasad and Mithil Panchal

A STUDY ON INNOVATIVE HIRING PRACTICES OF RESTAURANT & CAFE IN INDIA: MIRCHI AND MIME & BAMBAI NAZARIYA 72 – 75

Aniket Swaraj and Vinisha Jeevanandam

FEAR OF FAILURE AMONG WANTREPRENEURS 76 – 82

Aniket Swaraj and Divya Shah

THE CRAZE OF TEA AND THE GROWTH OF TEA CAFES IN INDIA

Divya Thakur and Avni Thapar

ABSTRACT

Tea, next to water is the cheapest beverage humans consume. Drinking the beverage tea has been considered a health-promoting habit since ancient times. Don't you think we Indians are the reason what tea is the most consumed beverage on planet Earth? Tea is a part of our social lives as well. Be it guests at home or while socializing, there is always tea and conversations brewing.

Thronging around tea is quite common in India, it's a part of our culture and we love it! Post work on weekdays or on a lazy Sunday afternoon, roadside tea stalls are the hotspots for Indian youth. Every locality and every city has a famous 'nukkad' tea stall and some of them have even evolved into serving accompaniments like crispy pakodas, spicy samosas or a sumptuous combination of bread-omelet with the tea. 'Nukkad ki chai' is the reason why friends hang out daily and debate over politics, society, and economics of the country.

This article shall provide information about the growth of the tea cafes in india.

INTRODUCTION

Though the "Café Culture" has existed in India since the post-Colonial days, it served only a selective population. When Coffee House opened in Kolkata in 1876 it became home to the politically aware youth and the Bengali middle-class intelligentsia. When Leopold Café opened in Mumbai in 1871 it led to the development of the Irani Café culture of the city. These historical places have been distinctive in their own way.

The question is what role did tea play in the birth and growth of these cafés? In the case of Kolkata's Coffee House tea was not even in the picture let alone the menu card. However, Irani Chai in Mumbai could not be replaced as an accompaniment with the 'bun maska pao'.

It was only in the 2000s that cafes were popularized and marketed as a semi-luxurious destination for some snacking and chitchat. Café culture took to a new dimension in India with the growth of chains like Café Coffee Day, Barista and now Starbucks.

Meanwhile tea took a backseat in these cafes and coffee was prioritized as a beverage over which "a lot can happen".

Good quality tea leaves of India have been seldom popularized in a commercial way. Premium quality tea could only be got at five-star restaurants. It is now that things are slowly changing and numerous cafes are emerging in metro cities which are introducing good tea in semi-luxurious restaurant culture. Tea cafes and boutiques have taken over the millennials in cities like Kolkata, Delhi, and Mumbai and you would often find that IT-professional or that digital marketer visiting these cafes afterTea cafes like Chai Break, Chaayos, Chai Point etc have opened all over the country. Also, city-specific boutique tea shops are giving good competition to the coffee shops. The crowd-puller, clearly, is the attraction of experiencing tea being brewed in a sophisticated way. Another USP of these cafes is the fact that tea has been proven to be a healthier beverage than coffee. These cafes are offering different types of tea, a host of herbal, floral and fruity flavors and also expertly brewed premium varieties of Darjeeling tea. These cafes have a range of tidbits, starting from bakery items like cakes, cinnamon rolls etc to an Indian fare of snacks like Bombay grilled sandwiches or

Calcutta Fish Fries. Moreover, many of the boutique tea shops have simply emerged out of the drawing rooms or garages of the owner, with home-style décor, dim yellow lighting, and a 'desi' feel. In short, with a reasonably priced menu, these cafes are perfect spots to unwind after a hard day at work or to catch up with your homies. One such rapid growing tea café is CHAI SUTTA BAR Chai Sutta Bar is one of the most popular cafes that serve the best Kulhad Chai in India. And hey! With its initiative of serving Kulhad Chai all across the nation, it has become the biggest Kulhad Tea Franchise in India. Chai Sutta Bar is India's most popular and most loved cafe.

LITERATURE REVIEW

Dr. Atul Ramgade (Assoct Professor) Dr. DY Patil Institute of Hotel Management and Catering Technology, Pune.

There is no denying fact that the change in lifestyles in urban India has given a fillip to the coffee café culture in the country. The changes in lifestyles in turn can be attributed to the growing influence of globalization among significant sections of urban India this influence is not only limited to the metros of India but has percolated to the tier-II and tier-III cities of the country and the fact is that significant sections of urban India, which is having more and more nuclear families, do not have the time to cook elaborate meals at home. They wouldn't mind having a lunch of a snack and a coffee at cafes to save on lunch time. The increase in disposable incomes in select but sizeable pockets of urban India since the last decade and the significant increase in coffee consumption in the country as compared to, the last decade has, perhaps contributed by giving momentum to this continuing trend. Today cafés, coffee café and bakery café chains operating in the country have emerged as hubs for students and corporates alike. These sleek places are being viewed as ideal havens by many for romantic rendezvous, as well as for business parleys. This study tries to find out the reasons for the growth and evolution of Cafes' in India and the challenges faced by the café owners with probable solutions to these challenges.

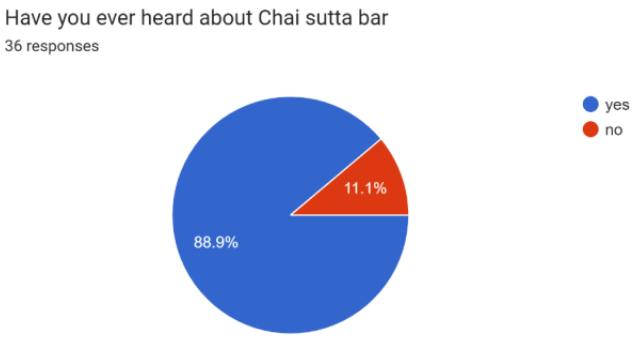
RESEARCH METHODOLOGY

The current study is supported by primary and secondary data collection. Secondary data is acquired from the relevnt books, journals, blogs, and websites. To determine the sustainable practices of Tea café 'CHAI SUTTA BAR' is the subject of my research.

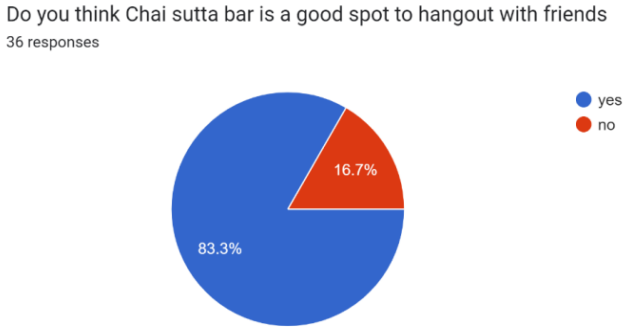
RESEARCH OBJECTIVES

1. To estimate the craze for tea cafes in india
2. To know the practices adopted by them to sustain in the market
3. To understand the growth of tea industry in future.
4. To understand the opportunities and challenges faced by the tea cafes

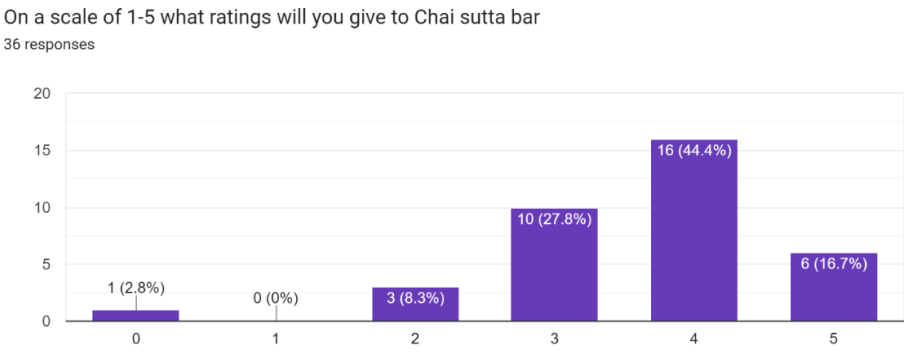
DATA ANALYSIS



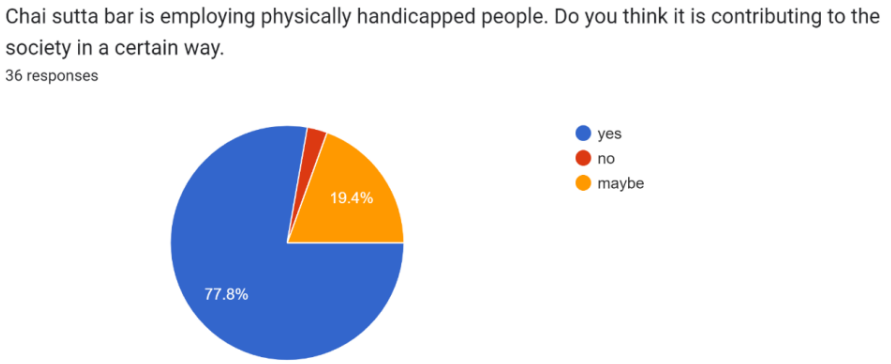
The motive behind this question was to know that how many people are actually aware about Chai sutta bar. It seems more than 80% of the people are familiar with Chai sutta bar



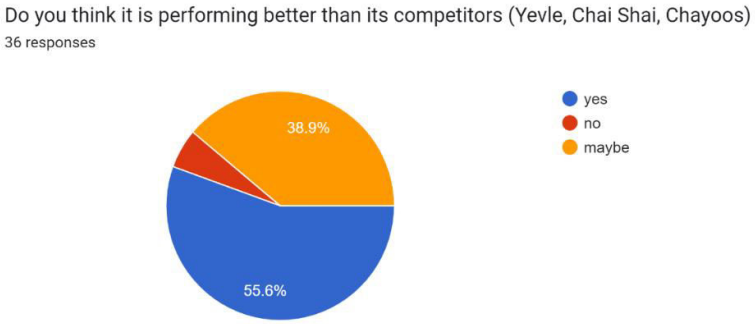
The motive behind this question was to know if people find this place comfortable and visit there often. It is found that more than 80% people visit it regularly with their friends.



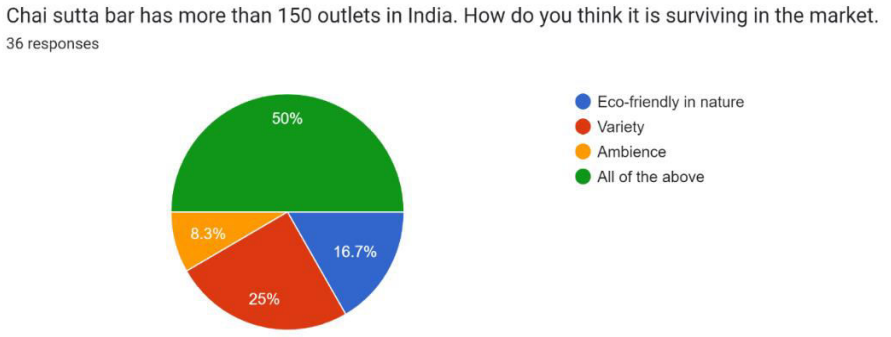
The motive behind this question was to find how efficient people find Chai sutta bar. It seems that people find it chai sutta bar good since maximum people have given ratings of 4 out of 5.



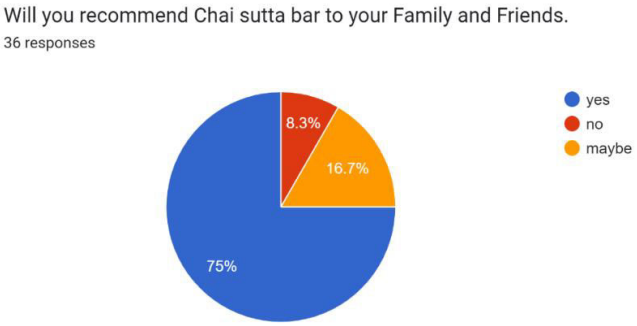
The motive behind this question was to find if people think that chai sutta bar is contributing to society in a certain way. It seems that more than 70% people agree to the fact that chai sutta bar is contributing to the society.



The motive behind this question was to find if people find chai sutta bar better than other options available in the market. It is found that more than 50% people think it is better than other options avaialbale.



The motive behind this question was to the opinion of people on the survival of Chai sutta bar in the market. It is found that 50% of the people feel that all the above are the reasons of its sustainability.



The motive of this question was to find how trustworthy people find Chhai sutta bar. IT seems that 75% of the people find Chai sutta bar trustworthy and would recommend it to their family and friends.

Finances of Chai Sutta Bar

Soon things turned in his favor and one by one every year, the number of chai sutta bar franchise outlet tally kept on growing. Currently, Chai Sutta Bar has more than 150 outlets in India and abroad. Chai Sutta Bar is selling approximately 300,000 Kulhad tea every day. Kulhad Makers belongs to small villages in India. They regularly supply more than 300,000 kulhad to Chai Sutta Bar (CSB).

There are approximately 15,00 families of Potters directly connected to Chai Sutta Bar. CSB has employed more than 500 people of different backgrounds and age groups. Thus, CSB is connecting people of diversity.

PRACTICES CARRIED OUT BY CHAI SUTTA BAR TO SUSTAIN IN THE MARKET

CSR Activities

Every qualified company has to maintain its social responsibility. Where at least 2% of the average net profit of 3 preceding financial years are contributed towards the welfare of the society .Chai sutta bar promotes the welfare of the society in many ways ,Improving financial stability of orphans Csb gives its first preference to orphans to improve their financial stability and lifestyle. They employ orphans and make them a part of the csb family. Kulhad does a lot The serving of chai in kulhad benefits the society in many ways . Firstly the earthen pots don't harm the environment and maintain hygiene as they are used only once . Secondly by including kulhads in their system csb has increased the employment ratio of kulhad artisans. From seasonal employment to regular earning Csb replaced its model of seasonal employment to open up earning opportunities on a regular basis which has led to a better living condition for all the ex seasonal employees. Csb plans to open a cafe run by womens to support women development and better the conditions of women in our society .Their motto is to serve happiness which is clearly seen by the work . Startups like csb are what we need more , serving the society and making it a lot happier.

Connecting Missions

The successful startup from indore has a different vision from all other franchise tea shops. The biggest café franchise of india wanted to make everyone taste the soil of india through Kulhad Chai. . Kulhad does a lot The serving of chai in kulhad benefits the society in many ways . Firstly the earthen pots don't harm the environment and maintain hygiene as they are used only once. Secondly by including kulhads in their system csb has increased the employment ratio of kulhad artisans.

Pocket Friendly
Unlike other chai cafes that have high pricing for chais and other beverages, Chai sutta bar serves it quite affordably. The plan was to serve both student community and the genrl public. With this in mind they priced the product as low and as affordable as possible.

Eco- Friendly
Chai sutta bar recognises its responsibility towards mother nature and strives to fulfil it everyday with every eco-friendly kulhad of happiness. The kulhad is completely biodegradable and eco-friendly. It is the ideal substitute for paper cups which is made out of Styrofoam.

Franchise Model
Chai sutta bar is one of the fastest growing franchise tea shops in india, which is also expanding outside. The brand aspires to be the franchise model likethat of popular international food joints. It has expanded its chai franchise business in almost all major cities of india , now it is expanding to tire II cities where café culture is arising.

SUGGESTIONS

Cross promotional strategies of working with other desi brands like say Goli Vada pav can help increase the revenue of the company as well as help increase brand awareness.

In today's time the trend is that of sitting at home and ordering food or beverages, CSB can ride this trend by selling Chai in Cartons which can retain heat for a long time.

The B2B market for Chai is very massive in India and CSB can exploit this market by making exclusive deals for providing Chai and snacks for such such companies on a daily basis and increase the company's cash flow.

There is a huge untapped market for Chai kiosks in colleges. The college Chai market is very unorganised, CSB can exploit this space by bringing its organised business to this space.

CSB can diversify its revenue by selling its own Chai friendly products like biscuits, samosa and rusk etc.

CSB could attract Chai drinker who are on the go by attaching outdoor standing tables. This will help retain customers who do not have lot of time to sit and enjoy their drink.

CONCLUSION

The tea café chains emerging across India are giving consumers a midway option between at-home consumption and the humble roadside stall. A number of outlets similar to modern coffee chains have been set up, and are slowly changing the face of tea innovation in the country. These companies are looking to appeal to young Indians by offering them an upgraded version of the tea stall and their efforts are starting to pay off. Some of these start-ups are now national chains, though not yet at the level of their coffee counterparts.

These tea chains are a comfortable alternative to the open-air tea vendors, offering consumers a more relaxed environment, with seating and snacks.

A STUDY ON STARTUP AND ITS IMPACT ON MSME IN INDIA

Divya Thakur and Aman Vig
Sies College of Commerce and Economics (Autonomous)

ABSTRACT

The Indian government has taken a number of steps to develop the sector in recognition of the sector's significant impact on economic growth and employment, such as expanding the definition of "Small Scale Industries" to include trading activities and enacting the "Micro, Small & Medium Enterprises Development (MSMED) Act" on October 2 to include investment in plants and machinery up to one crore rupees. The MSME sector is a good way to achieve inclusive and distributed growth because it provides the second most jobs in our nation.

The Government of India's flagship initiative, Startup India, aims to establish a robust environment for fostering innovative startups and long-term economic growth as well as large-scale employment opportunities. In his Independence Day speech this year, Indian Prime Minister Shri Narendra Modi announced the "Start-up India" initiative. By creating an environment that encourages the growth of start-ups, this initiative aims to encourage innovation and encourage entrepreneurship. On January 16, 2016, the initiative will be officially launched by the Prime Minister of India from New Delhi's Vigyan Bhawan.

Groups are geographic centralizations of interconnected organizations, specific providers, specialist co-ops, and related establishments in a specific field that are available in a country or locale. Governments, businesses, and other institutions all have a pressing need to improve and develop clusters. The scheme for micro and small businesses in India has been announced by the Ministry of MSME for capacity building and productivity and competitiveness enhancement. Micro and Small Enterprises-Cluster Development Program, or MSE-CDP, is the scheme's name.

Keywords: SME9s, Start-up India, SME clusters in Maharashtra, SME Finance

INTRODUCTION

In order to address policy issues pertaining to MSMEs as well as the sector's coverage and investment ceiling, the Micro, Small, and Medium Enterprises Development (MSMED) Act was notified in 2006. Other aspects of the Act include the creation of specific funds for the promotion, development, and enhancement of these businesses' competitiveness, the notification of schemes and programmers for this purpose, progressive credit policies and practices, a preference for the products and services of micro and small businesses in government procurements, more efficient mechanisms for reducing the issue of delayed payments to these businesses, and assurance of a plan to make it easier for these businesses to close their doors. Miniature, little and medium undertakings according to MSMED Act, 2006 are characterized in light of their interest in plant and hardware (for assembling endeavor) and on gear for ventures giving or delivering administrations. The Micro, Small, and Medium Enterprises Development (MSMED) Act of 2006 significantly expanded the definitions and coverage of the Small Scale Industry (SSI) sector in recognition of the sector's contribution and potential. In addition, the definition of medium enterprises was expanded to include both the manufacturing and services sectors.

Due to their scale of operations, a vibrant group of businesses known as Micro, Small, and Medium Enterprises (MSMEs) dominate the Indian economy. It is widely acknowledged that MSMEs contribute to the country's economic and social development. It is widely acknowledged that MSMEs contribute to the country's economic and social development.

Small businesses with a turnover of more than ten lakh rupees but less than two crore rupees Small businesses with a turnover of more than ten lakh rupees but less than two crore rupees Medium businesses with a turnover of more than two crore rupees but less than five core rupees Changed and friendlier Bankruptcy Code to guarantee a 90-day exit window; freedom from confusing inspections for three years; freedom from Capital Gain Tax for three years; freedom from tax on profits for three years; starting with 5 lakh schools to target 10 lakh children for the innovation program; new schemes to protect intellectual property rights for start-ups and new businesses; positioning India as a hub for start-ups around the world.

Advantages of the Startup Plan There are no tax on startup income. 1-day joining

LITERATURE REVIEW

Kristin Hallberg, (2000) Governments in developed and developing countries offer a variety of programs to support small and medium enterprises (SMEs). Despite the success of SME strategies in some countries, the majority of developing countries find the impact of SME development programs on their performance unsatisfactory.

Krishna Kumar (2003) He believes that in India, foreign cooperation generally requires technology transfer, which is expensive. It should be understood that these costs cannot beborne by MSME9 alone, but he believes that if a group of MSME9 who are doing similar work come together, they can effectively share the burden of international collaboration.

Illness and Rehabilitation of MSMEs in India (2005) The authors believe that SMEs fail within the sector for a variety of reasons. Global competitiveness is straining India's already fragile infrastructure and severely hampering the production of small-scale industries. There are many reasons for failure, not all of which are related to competition. Lack of knowledge, available capital, qualified workers, or the motivation of the owners are justifiable reasons for the company's failure. must be9. In India, what constitutes this mechanism is relatively unclear, and despite current progress, much inefficiency remain.

Y. Srinivas (2005) MSMEs play a very important role in the economy in terms of contributing to balanced and sustainable growth, job creation, fostering entrepreneurship and export earnings. However, despite their importance to the economy, most SMEs are unable to face the challenges of globalization, mainly due to funding issues. With the opening up of the Indian economy comes the need to consider measures to facilitate the flow of credit into the sector. Small and medium enterprises (SMEs) play a very important role in the economy in terms of contributing to balanced and sustainable growth, job creation, entrepreneurial skills development and export earnings. However, despite its importance

OBJECTIVES

1. Find out how small businesses and start-ups are contributing to the development of our country.
2. To study the financial crises and clusters in lending to SMEs and start-ups, the main sources of funding and the problems they face, the businesses entrepreneurs want to start and the activities they want to do.
3. Research the nature of work, the nature of organizations and industries.
4. Know the programs designed by the government within the MSME sector.

RESEARCH METHODOLOGY

Need of the Study

To know the Avenues of financial succour for SMEs & Start-ups in India with reference toSME clusters in Maharashtra.

Purpose of Research

1. Find out how small businesses and start-ups are contributing to the development of our country.
2. To study the financial crises and clusters in lending to SMEs and start-ups, the main sources of funding and the problems they face, the businesses entrepreneurs want to start and the activities they want to do.
3. Research the nature of work, the nature of organizations and industries.
4. Know the programs designed by the government within the MSME sector.

Data Collection

Both primary and secondary data will be used in this study. Methods of data collection:

1. Primary data is collected using questionnaires.
2. Secondary data are collected from magazines, the Internet and magazine publishers.

Sampling – Probability/random sampling is used in this study.

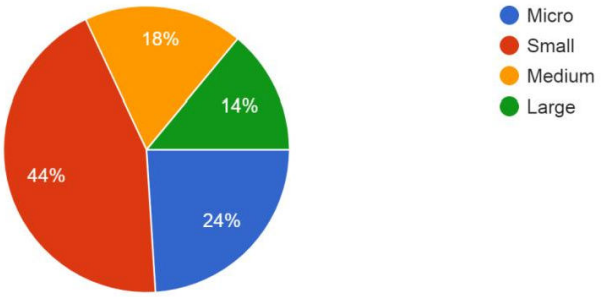
Sampling – A simple random sample is used.

In this way, each member of the population has a known and even chance of being selected asa sample. This sampling is most appropriate when the main purpose of the study is to generalize results to the entire population

DATA ANALYSIS AND FINDINGS

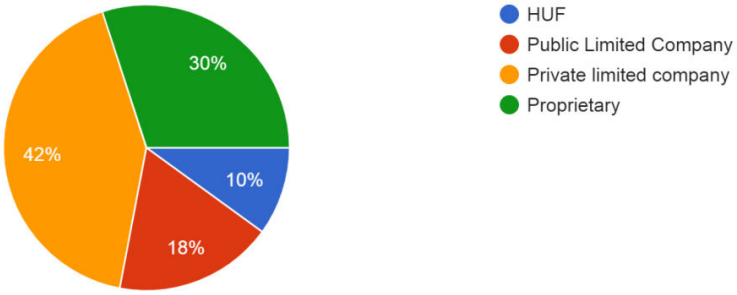
Which of the following enterprises you are willing to start?

50 responses



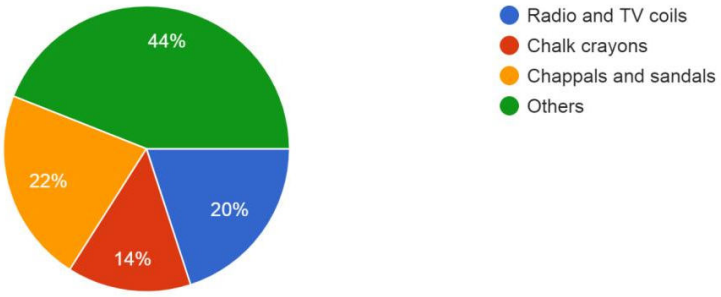
What will be the type of organization?

50 responses



If you are investing in manufacturing, which industry specifically under the head?

50 responses

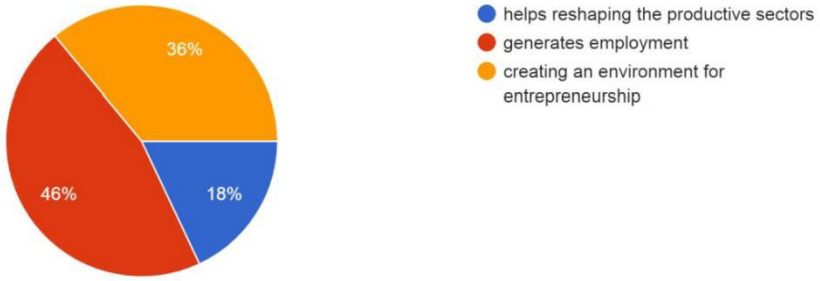


There are various schemes that are framed by the Government under the MSME sector. Which of the following you are aware of?

50 responses

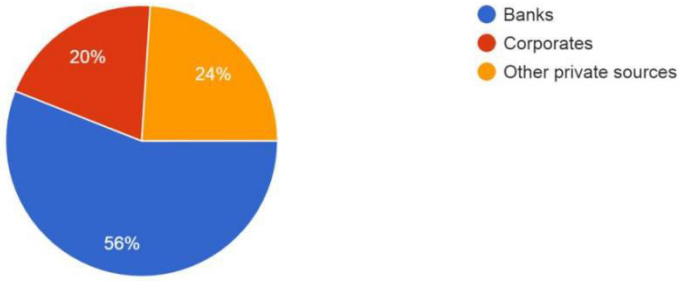
Small and Medium Enterprises (SMEs) are vital for development of a country because it:

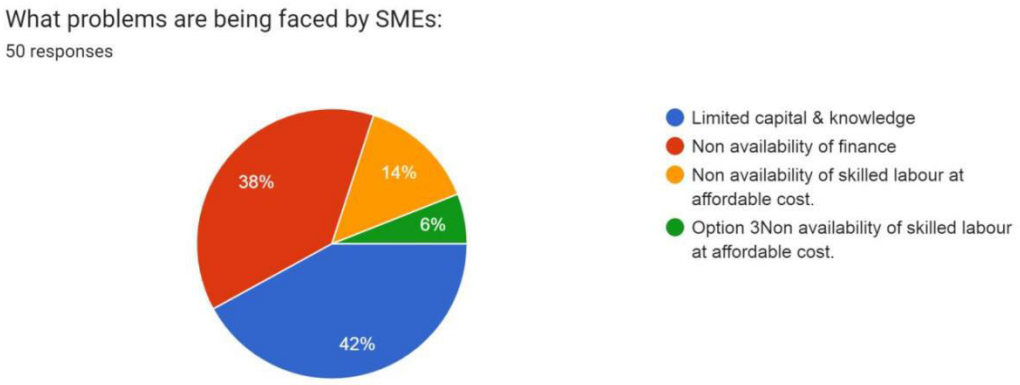
50 responses

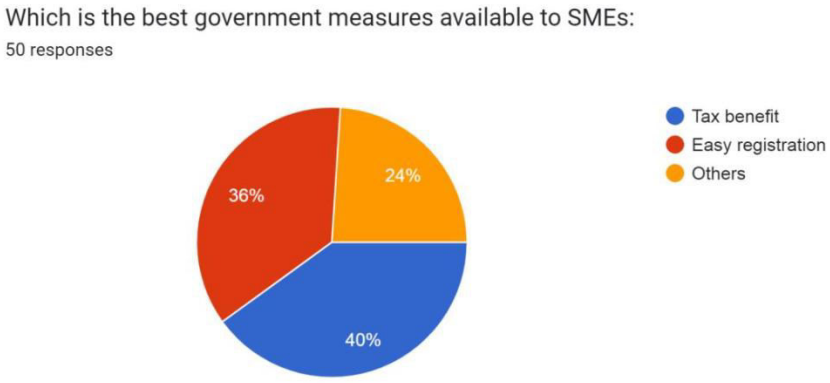


What is the prominent source of financing for SMEs:

50 responses







FINDINGS

We have covered some of the SMEs and Start-ups in our study/research. The purpose of Findings is to provide a concise, clear summary regarding the topic given to us. Below mentioned are the findings observed during the course of our research.

- Emergence of various SMEs and Start-ups in the Indian market have created environment both at the National & state level for entrepreneurs to start the various enterprises. They depict the importance of the various manufacturing & service sector at different levels.
- Regarding the Maharashtra region, the existence of the various SME cluster has been observed with reference to financial crunches faced by the various SMEs.
- Our finding is that the young entrepreneurs want to do business through service sector dueto available growth in the service sector with the help of Government of India9s Start-up – make in India initiative.
- With the proper selection of the available resources young entrepreneurs will do business by operating cyber café, Xerox, fax & STD centers and also restaurants & coffee shops with the help of Prime Minister Employment Generation Programme by using labour intensive technology.

Awareness of Scheme

Prime Minister Employment Generation Programme Scheme of Fund for Regeneration of Traditional Industries Credit Linked Capital Subsidy Schemes National Manufacturing Competitiveness ProgrammeIf others, please specify

- As per the data analysis of the secondary data, there exist various SME clusters which are found to be facing similar financial crunch due to less awareness and low funding of loans.
- Our finding is that the SMEs are very vital for development of any economy because it helps in generation of employment and reshaping productive sectors but they suffer problemsdue to non-availability of finance & non availability of skilled labour at affordable cost.

RECOMMENDATIONS

After the detailed study of the research, we can form some of the recommendation to providethe proper and required financial help to SME clusters and Start-up enterprises:

Government of India along with the State Governments should take initiative and conduct various programs to make people aware about the various Schemes provided by the Governments to SMEs and SME cluster

CONCLUSION

The report has been closed questions. Although SMEs is a higher growth sector along with providing employment opportunities but it lacks in obtaining finance from the Government Departments, Banking Sectors, Financial institutions etc. and also financial planning, limited knowledge, lack of skill labour, Ineffective marketing Credit policy, not adoptability of new technology, continuous modernization. Startup scheme is a great initiative by our honourable Prime minister for all the young entrepreneurs who have innovative ideas but lacks platform which provide them to start their business. Many New Innovation Center, Research Center and Institutes will be established and also in case of Exit – 90 days for a startup to close downits business and many other benefits However, the majority of Indian clusters, especially in the handicrafts sector, are very small with no more than hundred workers, so specialised that no other place in the world matches their skills and the quality of their output.

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A STUDY ON THE PURCHASE BEHAVIOUR AND COSMETIC CONSUMPTION PATTERN AMONG YOUNG FEMALES IN DELHI AND NCR

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ABSTRACT

This study was carried out to examine consumption behaviour of young females and their attitudes towards cosmetics in Delhi/NCR. This research focuses on the different marketing variables affects the female cosmetic consumption as well as their decision making process for purchasing the cosmetic products. This study also explains to some extent the influence of customer decision making process in purchasing the dermaceutical products in Delhi/NCR. The target sample was between the age group of 15 years to 35 years females and those who are living in Delhi/NCR. This age group fall under the category of young generation and they can be categories in the Millennials (those who are born after 1980). This study may also help various cosmetic companies to formulate their strategies for marketing the cosmetic products. Primary data was obtained through questionnaire. The results were analyzed through SPSS version 16.

Keywords: Cosmetic market, Dermaceutical market, Female consumption behaviour, Consumption pattern, Skincare products.

INTRODUCTION

In the study it was observed that the mind of consumer is changing and they are moving towards the natural and herbal cosmetic products because they feel that these natural products can increase their physical appearance in a better way than that of cosmetic from synthetic origin. They also feel that cosmetic from the natural origin have fewer side effects when compared to the cosmetics derived from the synthetic origin. As we all know that skin is a very sensitive organ of our body and the facial skin reflects the appearance of a person. The side effects of the cosmetics derived from the synthetic origins are reflected on the face and hence make people uncomfortable. The popularity of cosmetic is increasing with a faster rate the reason may be due to the women who are becoming a part of workforce these days and hence their disposable income is increasing and also improving their lifestyle. Not only in urban but also in rural the popularity of the cosmetic is increasing, as the rural women tries themselves to look like their urban counterparts. Growing at a CAGR of around 7.5% between 2006 and 2008, Indian cosmetics had a rapid growth in last decade the reason behind the growth may be due to the increase in the purchasing power of women as well as increase in their consciousness towards fashion.

Forecasting 2015: The Indian Cosmetic Market: There is a rise in the awareness of Indian consumers towards the cosmetics which leads to the rise in the overall growth of the cosmetic industry. As a rise in the demand of existing products is seen the companies are coming with new products having new features. The Indian cosmetics market registered impressive sales worth INR 264.1 Billion in 2011, and with rising purchasing power and growing fashion consciousness, the industry is estimated to expand at a CAGR of around 17% during 2011-2015. As per the "Indian Cosmetic Sector Forecast to 2015", there is good opportunity for existing as well as new players. There is a boom in internet, television etc and people are very much exposed to these different channels which finally leads to the awareness in the people regarding cosmetics and make them up to date. Market Scenario: According to Confederation of Indian Industries (CII), the total Indian beauty and cosmetic market size currently stands at

US$950 million and showing growth between 15-20% per annum. CII also estimated that over all beauty and wellness market that include beauty services stand at about US$2,680 million.

Developments in Cosmetic Market

As per Indian Cosmetic Sector Analysis (2009-2012), the Indian cosmetics industry is expected to witness fast growth rate in the coming years on the back of an increase in the consumption of beauty products. It is further expected that the cosmetics industry will grow at a CAGR of around 17% during 2010-2013.

It is attributed that rising income and affordability has contributed to increased sales of around INR 356.6 Billion (US$ 7.1 Billion) in 2009. ASSOCHAM has also predicted that size of India's cosmetics market will rise by about half to 1.4 billion dollars in the next two-three years.

According to Associated Chambers of Commerce and Industry of India (ASSOCHAM) the estimate current market size of cosmetic industry is at 50 Billion USD will double to be worth Rs. 20,000 (100 Billion USD) by 2014. The reason may be due to the increase in the disposable incomes and increase in the number of working women who are searching for a better lifestyle. As per D S Rawat (ASSOCHAM secretary general) companies are now penetrating in the rural market and making specialized products for this market. One of the studies has mentioned that the higher age group women have higher disposable incomes. Because of this reason many foreign players enter into the Indian cosmetic market with new products specially meant to women over 30 years of age. The herbal cosmetic products are popular in India and many of the herbal solutions also have Indian origin. The overall skin care market in India is expected to grow at more than 10% in next five to six years (kuickresearch.com). India is also a huge market for millennials (people born after 1980's). There is a range product for millennials in Indian market not only in the category of synthetic cosmetic products but also in the category of Ayurvedic and herbal cosmetic products. In this segment, basic skin care products such as face washes, anti-blemish creams, and spot-reduction solutions are in demand.

LITERATURE REVIEW

According to MarketResearch.com (2007) more of men are consuming Clarins's products as compared to women. Christian Courtin (2003) from Clarins states that purchasing power of men is greater than what company aimed. As Jeff Falk mentioned in GCI magazine (2009) that, "Women are more emotional in terms of their product purchasing habits, whereas men are drawn to technical, functional things". According to MarketResearch.com (2009), by the year 2014 this segment is supposed to reach $84.9 Billion. From the last few years the skin care segment recorded an inspiring growth. Due to rise in awareness for personal grooming, the skincare market is further expected to register strong CAGR of nearly 19% during 2010-2013, as per our research report "Indian Cosmetic Sector Analysis (2009-2012)". According to Euromonitor's report (2008) Asian market found out to be the biggest emerging market. The Asia Pacific market's value is up to more than US$70 billion which is the second highest after the Western European market (Nair and Pillai, 2007). Talking about the market, Didier Villanueva, MD, L'Oreal India, says, "The Indian middle class is growing rapidly and so is its demand for the best quality products. Today they want to use the international brands whether they are mass market or premium" (Bhattacharya, 2007).Western Europe and Australia which spend a combine $ 7.7 billion on wrinkle reducing facial creams in 2007, according to Euromonitor Internationals new 2008 cosmetic and toiletries database. Cosmeceutical is the fastest growing segment of the natural personal care industry with worldwide annual sales over $14 billion. The category is projected to grow 8 percent to 12 percent annually, according to High Bean Research. In a recent report by AC Nelson, the skin whitening market currently is the fastest growing market segment, at an annual growth rate of 85 percent. With an expected growth of 11 percent in 2009, the personal care segment broke an 18 year old record in the top

of mind survey conducted by Datafolha institute (Brazil). The colour cosmetic market currently accounts for $ 60 million of the total market, while skin care accounts approximately $ 180 million. US demand for cosmeceuticals is projected to rise by 7.4 percent per year to $ 8.2 billion in 2012, according to the Feedonia Group.

RESEARCH HYPOTHESIS

A). **H0:** There is no relationship between age group and cosmetic product type.

H1: There is a relationship between age group and cosmetic product type.

B). **H0:** There is no relationship between Cosmetic product and Influencing Factor.

H1: There is no relationship between Cosmetic product and Influencing Factor.

C). **H0:** There is no relationship between Age Group and Time Period of using Cosmetic Product

H1: There is a relationship between Age Group and Time Period of using Cosmetic Product.

D). **H0:** There is no relationship between Monthly Income and Monthly Expenditure on Cosmetic

Product.

H1: There is a relationship between Monthly Income and Monthly Expenditure on Cosmetic Product.

RESEARCH METHODOLOGY

Research Objectives

A). to find out the most preferred place of purchasing a cosmetic product by female cosmetic consumers.

B). to find out the top brand of cosmetic product.

C). to find out the importance of physical appearance in the mind of female cosmetic consumers.

D). to determine for what purpose females are using the cosmetic products.

F). to determine the relation between the monthly income and the place of purchase of cosmetic product.

Sample size and Population: The sample taken was between the age group of 15 years to 35 and above years who are living in Delhi and NCR. A total sample of 100 was collected. The analysis was done through SPSS software and by using various tests.

Instrument: The questionnaire is used as an instrument for collecting the data and it contain 15 close ended questions.

Table 1: Most Preferred Place of Purchasing Cosmetic Product

S/N	Place of Purchase	Percentage
1	Cosmetic Store	41
2	Pharmacy	32
3	Departmental Store	18
4	Internet	9
Total		100

From the above table we came to know that the most preferred place of purchasing a cosmetic product is the cosmetic stores. That means females are more comfortable and satisfied by cosmetic stores. Here we also observed that in case of doctors as influencing factor females preferred to purchase a cosmetic product from a pharmacy shop. This shows that doctors have an impact on the place of purchase of cosmetic product.

Table 2: Most Preferred Cosmetic Brand

S/N	Brand	Percentage
1.	L'Oreal	24
2.	Ayur Products	19
3.	Garnier	11
4.	Olay	10
5.	Nivea	9
6.	Ponds	9
7.	Fair and Lovely	7
8.	Emami	6
9.	Clarins	5
Total		100

While doing all the analysis and summarising the results in table 2 we found that the most preferred brand of cosmetic products by females is the L'Oreal. In our study we mentioned that people are now becoming aware and want to use more of cosmetic products made from the natural origin and through our study we get evidences by number in favour of this. Here from table 2 we can say that the second most preferred bran by female cosmetic consumers is the Ayur Products which we can say are the products from natural origin of herbal products.

CONCLUSION

The study is carried out with the aim to find out the various factors that are associated with the consumption pattern and female cosmetic consumer behaviour with respect to cosmetic products.Delhi and NCR were chosen as the area for data collection because Delhi is the capital state of India and NCR are emerging cities. The results provide us an insight of the cosmetic market and help us in finding out how female consume the cosmetic products. We found that as the income level of female consumers is increasing their expenditure for cosmetic product is also increasing. We also found that there is an increase in the awareness as well related to cosmetic products. One major finding in our study tells us that these days female consumers prefer more of cosmetic products which are made from the natural ingredients in other words we can say that they prefer herbal cosmetic products. This will provide the herbal cosmetic industry a great opportunity to grab the cosmetic market by providing more and more new herbal cosmetic brands.

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FACTORS THAT INFLUENCE CONSUMER BUYER BEHAVIOUR – NYKAA

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ABSTRACT

A few years ago, touch, feel, and smell in-store experiences were more important to the success of industries like cosmetics and personal care. We had no idea that sectors like personal care and beauty would likely find their way onto digital platforms.

We are all aware of how much easier, simpler, and more time-efficient life has become thanks to the development of e-commerce websites. This has demonstrated that the personal care and beauty sectors are not an exception to the digital form of communication. In the report, the researcher has used some graphs also, so that readers can understand the data better with the help of visual graphs.

This essay illustrates how e-commerce platforms have altered how customers make decisions.

And the importance of online or live chat (like beauty assistant) with customers so that customers can select the right cosmetic products. And how Nykaa is doing in today's market which is booming and changing every day, and new companies keep entering the market.

The advantages of online purchasing over traditional brick-and-mortar stores, as well as the variables influencing consumers' decisions to buy cosmetic and beauty products from Nykaa, an online marketplace.

Keywords: Consumer purchasing patterns, Internet purchasing patterns, and Factors affecting purchasing patterns, online marketing.

INTRODUCTION

The largest beauty retailer in India is Nykaa, an e-commerce company with its headquarters in Mumbai, Maharashtra. It has 650+ brands and operates in over 1000 cities around India, of which 25 are luxury brands like MAC, Clinique, Estee Lauder, NYX, Bobbi Brown, etc.

Additionally, Nykaa has 33 physical locations that fall under the categories of Nykaa on trend and Nykaa luxe.

The obsession over beauty is driving a boom in the global grooming industry and India is the newest hotspot. The cosmetics market in India is currently valued at about USD 6.5 billion and is expected to exhibit strong growth of 22% by 2025.

The beauty industry makes up 22% of India's market for consumer-packaged goods. An increasing power, increased image consciousness of the Indians, and higher awareness have brought about many international cosmetic brands in India. The beauty and wellness industry in India is booming with tremendous potential for growth. India is the second largest consumer market in the world and cosmetic market in India is growing twice as fast as the markets of the United States and Europe.

Nykaa has effectively tapped into the market. It has made use of the Porter's value chain framework, a strategy for accumulating competitive advantage through changes in market prices. This analysis' primary focus is on how the various business activities and Nykaa's relative pricing and costing philosophy differ.

Consumer Purchasing Behaviour is influenced By a Number of Factors, Including
1) Internal or emotional aspects

2) Social aspects

3. Cultural aspects

4) Economic aspects

5) Individual elements

The aforementioned variables are used to gauge a consumer's motivation, perceptions, beliefs, attitude, role, status, culture, subculture, social class, income, way of life, occupation, and personality, among other things.

RESEARCH PROBLEM

Despite Nykaa being one of the top shopping sites for the cosmetics and beauty sector, no researchers have conducted in-depth research on the company or looked into potential aspects that might affect how consumers use Nykaa to acquire beauty products.

What aspects of Nykaa's consumer purchasing behaviour are impacting them?

LITERATURE REVIEW

Consumers determine if, what, when, and from whom to buy, according to a 2010 study by A.K. Rastogi.

They have access to a variety of purchasing channels. We will talk about online shopping behaviour since this paper is about an e-commerce platform. The attitude toward online shopping is influenced by a variety of factors, including product distinctiveness, consumer individuality, situational factors, prior shopping experiences, and most importantly, consumer faith in online shopping. These factors include ease of use, usefulness, and enjoyment.

(Zinklar, 2019) Presented a research paper entitled "2019 ecommerce Cosmetics trends: How European women purchase cosmetics online". The main objective of the research was to identify the challenges of selling cosmetics online. According to this research paper, challenges face by e-commerce cosmetics industry is distributing products within the online market, where brands are tackling with how they can inspire customers to purchase cosmetic products online without experiencing the product for themselves. Challenges like, Competing within an extremely competitive market where availability of varied products with different uses and advantage encourage customers to change brands and products. The biggest disadvantage for cosmetic industry is to make customer believe how well their products work without testing on themselves

(Griffisa, Raob, Goldsbyc, & Niranjand, 2012) presented research entitled, "The customer consequences of returns in online retailing: An empirical analysis". As online retailing is growing, individual retailers continues to face several challenges, one key issue faced by online retailer is return management. Returns become increasingly important as firms seek to maximize the value, they create for themselves and for customers. It has been further been argued that returns are even more relevant in online retailing than offline retailing given that consumers often do not have the opportunity to examine the product physically.

(Anjana S S, 2018) in her study entitled "A study on factors influencing cosmetic buying behavior of consumers". The research mainly focuses to understand the buying pattern of consumers for cosmetic products. Through this paper researcher made an attempt to conduct and identify the different factors that impact and influences the customers for buying a product. Consumers are more quality conscious for purchasing cosmetics, when brand they trust is not available, they tend to wait patiently for that brand to be available again.

OBJECTIVES

1) To research and evaluate online shopper behaviour.
2) To evaluate the degree of customer behaviour across various age groups.
3) To comprehend the variables affecting consumer purchasing decisions in relation to Nykaa.

RESEARCH METHODOLOGY

Quantitative approach is the method used in the research. This method helps to analyse the data statistically or we can say that numerical analysis is done through questionnaires and surveys. Quantitative method focuses more on gathering numerical data and generalising it across groups of respondents or to explain a particular phenomenon.

Primary Data

Primary data was collected through an online questionnaire to a set of respondents who are believed to have desired information. Questionnaire was framed with the demographic questions to understand the sample in which group they belong to, with their transaction habit related to the buying cosmetics online and to know their source of information from where they get influenced at the time of making purchase and to know how much individually time they spend before buying any cosmetic product.

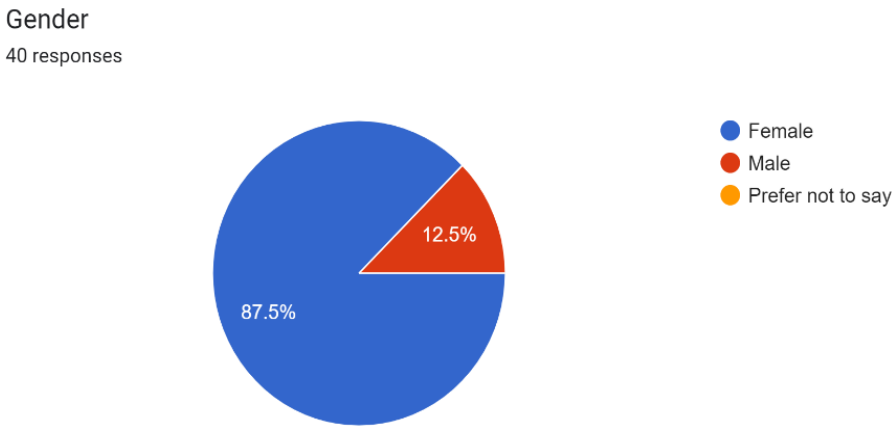
Secondary Data

For the secondary data gathering, a number of published articles about Nykaa, the company, and consumer purchasing habits were consulted.

DATA ANALYSIS

The respondents were chosen using convenient sampling in order to gather the data. 42 respondents made up the sample from which the data were gathered.

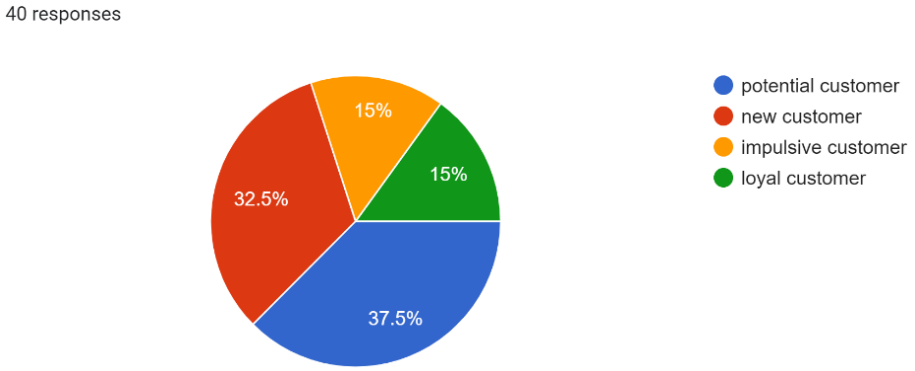
1) Gender Classification of the Respondents.



INTERPRETATION

It is seen from the above pie chart, that the males constitute 12.5% and females constitute 87.5%. Here it is evident that female play the major role.

2) Classification of type of customer among the respondents who chose Nykaa as their platform.

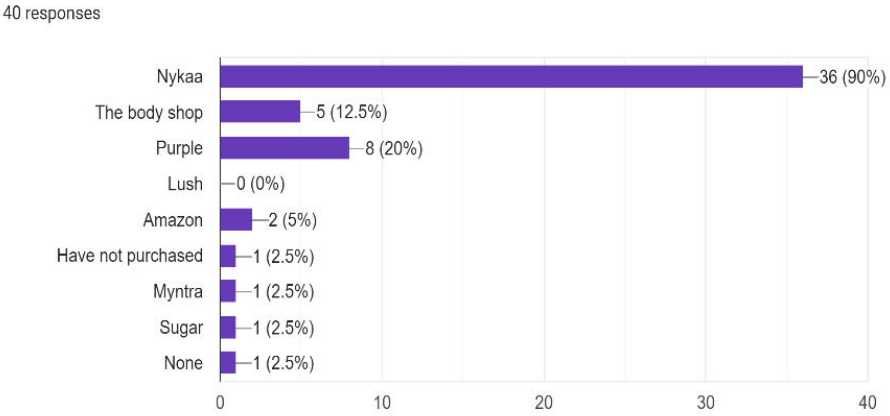


INTERPRETATION

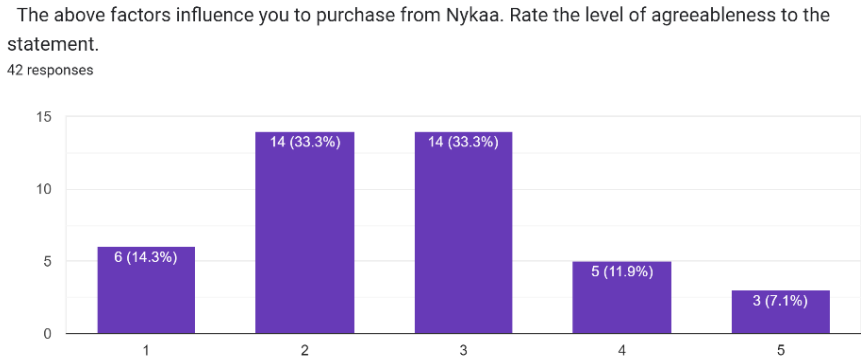
From the above chart, we can see that 15% respondents are impulsive customers, 15% are the loyal customers, 32.5% are the new customers and 37.5% are the potential customers.

3) Factors that influences their purchase decision

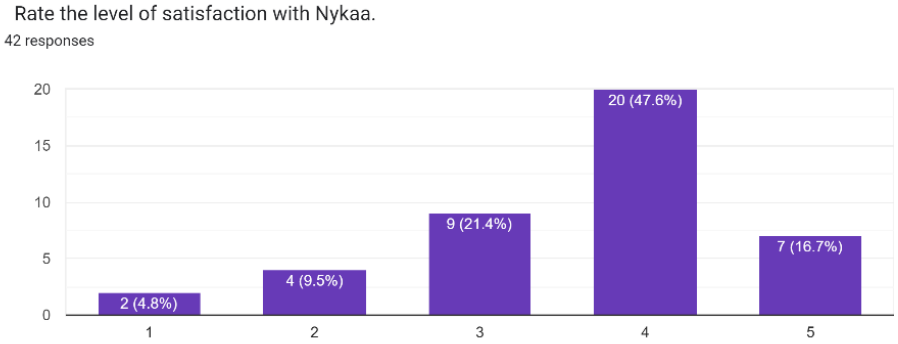
4) Online Platforms that you choose to Purchase your Beauty Products



5)The above factors influence you to purchase from Nykaa. Rate the level of agreeableness to the statement.



6) Rate the level of satisfaction with Nykaa.



RECOMMENDATIONS

1. The business Nykaa can promote its grooming items for guys, which reportedly do not have a wide consumer base.
2. People are switching to herbal products as they become more conscious of their skin.
3. Nykaa can advertise its herbal goods to encourage consumption, which will boost sales.
4. To entice new and potential consumers to make additional purchases, the business can offer gift certificates.
5. It's time for Nykaa to introduce a new line of luxury goods under its brand name after developing a reputation for being sincere and offering only authentic products from diverse brands (both local and international).
6. Nykaa now should look forward to expand globally as a lot of its reviews have had questions raised from across the world about its international expansion.

CONCLUSION

The research was effectively completed in accordance with the stated goals and assumptions.

The most preferred source of information for the respondents before buying any cosmetics from Nykaa are reviews and ratings of product and brand.

All the respondents prefer branded cosmetics but there is variation between income groups of risk of buying replica brands or defective product from Nykaa.

They still prefer to visit the store before buying cosmetics from Nykaa website; they would rather visit the Nykaa store offline or any other retail store to purchase the cosmetics.

It is concluded that the research's listed factors have a positive impact on consumers' purchasing decisions.

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A STUDY OF TOURISM TO UNEXPLORED PLACES

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ABSTRACT
It is perceived that India is all about visiting one of the wonders of the world, however, India has much more to offer. There is an India beyond the Taj Mahal, which is more enthralling, rewarding and beautiful. However, the millennials are more open to exploring new locations as they feel confident, connected and are more open to change. As per the Govt. of India reports tourism contributed 9.6% to the GDP, and it is projected to grow further but has not been realised to its full extent. Every state in India has very unique and different flavours to offer to each tourist depending on the traveller's interests, be it leisure, spiritual, adventurous, cultural etc. Initially, the government will have to make some investments at the unexplored locations in terms of adequate infrastructure, food, hygiene, safety of the tourists, spots around the place and phone towers. Government initiatives encouraging ease of doing business in the tourism and hospitality sector in the country has attracted FDI and has also helped in getting investments from many companies in this arena. This paper aims to explore the prospects of locations in India which are unfamiliar to the international as well as domestic tourists.

Keywords: Tourism Industry, Foreign Tourist, India, Employment Generation, Growth

INTRODUCTION
"To travel is to live" Although many of us have been "tourists" at some point in our lives, defining what tourism actually is can be difficult. Tourism is the activities of people travelling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. Tourism means people travelling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". Places that people go to for tourism are called tourist destinations. Tourism and hospitality are an important parameter of socio-cultural identity and heritage of a country. In the era of globalisation tourism and hospitality enhances the economic growth by job creation, source of foreign exchange and development of regions with potential for tourism. According to the World Travel and Tourism Council (2014), the contribution of travel and tourism in world GDP is estimated to increase from 9.5% of GDP in 2013 to 10.3% of GDP in 2024 (WTTC, 2014). But there are many places that are not visited often. There are many places in the world that are yet to be explored. Due to various reasons these places are not visited by tourists. Hence here is the project work survey done by the audience to understand the reasons why there is not much tourism to unexplored places and will find the solution/ methods to resolve the same.

LITERATURE REVIEW
The Indian tourism industry is growing rapidly and in the correct direction. The foreign tourist arrivals and number of domestic travellers are increasing and stood at 23.3 million in 2016. The industry is economically important generating revenues of Rs.14.02 lakh crores. The prospects for eco- tourism, medical tourism and adventure travel are huge. India being a land of diverse cultures, experiences, sets the stage right for the government and nation to fully explore its potentials and earn revenues from it.

Ernie Heath (2002), the research work finds that from an African perspective appropriate tourism development could become the engine of growth that can improve the quality of life of

millions. The continent has the tourism resources and the market potential certainly exists. Possibly the biggest constraints facing Africa in terms of achieving its true tourism potential lies with the people of the continent. Marin & Taberner (2006), This paper illustrates that tourists evaluate the attributes of a destination differently depending on whether the survey elicits an opinion relating to a dimension of satisfaction or whether it focuses on a dimension of dissatisfaction. The statistical analysis performed shows a marked lack of concordance between the two types of evaluations. The discrepancies detected between the tourists‟ positive and negative evaluations point to the need for further research so as to better understand the reasons why people assess things differently according to how the question is posed. The estimated model reveals that the negative situations are highly important in explaining the tourists‟ intention not to return.

DIFFERENT TYPES OF TOURISM AVAILABLE IN THE NORTHEAST OF INDIA

1. Eco-tourism for finding the richness in flora and fauna: Eco tourism provides a value to the cultural, biodiversity and historical heritage of the region. Northeastern state of India provides abundance of such tourism in the country. Some well-known destinations are as follows : a) Tribal Homestay with the Missings - Majuli Island, Assam b) Community based Ecotourism initiative - Mawlynnong, Meghalaya c) Community based Ecotourism initiative - Manas National Park, Assam. d) Khangchendzonga Biosphere Reserve, Sikkim e) Jotsoma village in Kohima, Nagaland f) Namdapha National Park, Arunachal Pradesh g) KeibulLamjao National Park is an abode of the rare and endangered species of brow antlered deer. This ecosystem contains 17 rare species of mammals. It is the only floating national park in the world.

2. Economic tourism: The North east as a whole has not seen much Industrial development. The lifestyle is majorly rural in most regions and the per capita income is also low. Neither are there any bombastic salaries as existing in the metros nor is there any extraordinary demand for real estate, consumer goods etc. This being the fact the cost of living is low in most places. The economic traveller can enjoy the North East to a much greater extent than any other region without having to scratch deep inside the pocket. For an economic package of around Rs 5000, a person can enjoy a 4N/5D travel and stay across the major tourist places.

3. Business Tourism for the Northeastern region is the gateway of India : Globalisation as an era has forced people to seek out business opportunities across countries to be in competition. North East India surrounded by China, Bangladesh, Myanmar, Nepal and Bhutan can act as the nerve centre for trade and commerce with these countries. The credence for this has been lately recognized by the Government of India and a huge thrust has been given for Infrastructure development in the region. Also a proposal has been considered amongst these nations for road and railway connections to create more trade opportunities. The woollen clothes and spices from Bhutan or the jute for Bangladesh or the gems and jewellery and food items from Myanmar have a great scope in India. For a trader looking for long term trade growth and benefits, North East India is the next big place. Apart from the above points noted, Tourism can also be religious tourism, leisure tourism, honey mood tourism, festival tourism, cultural tourism, food tourism, etc. Especially a country like India tourism can be viewed in different ways because of her uniqueness in customs, traditions, religion, etc. India being a diverse united states where religious, socio-cultural are distinct from one state to another, tourism has huge potential and scope for socio economic development in the country.

Tourism Attractions and Its Destination in Northeast India National Park in Northeast India

a) Namdapha National Park

b) Kaziranga National Park

c) Orang National Park

d) Manas National Park

e) Dibru-Saikhowa National Park

f) Nameri National Park

g) Balphakram National Park

h) Nokrek National Park

Reserved Forest

a) Kakoijana reserve forest

b) Mawphlang Reserved forest in East Khasi Hills in Meghalaya

Hills

1) Kangchenjunga Hills

2) Naga Hills

3) Patkai Hills

4) Khasi Hills

5) Lushai Hills

6) Assam Himalaya

7) Garo Hills

8) Sela Pass

Hills Stations

1) Tawang

2) Majuli

3) Umananda Island

4) Cherrapunji

5) Darjeeling

6) Kalimpong

Monasteries

1) Pemayangtse Monastery

2) Tawang Monastery

3) ZangDhokPalriPhodang

4) Rumtek Monastery

5) Enchey Monastery

6) Tashiding Monastery

7) Dubdi Monastery

OBJECTIVES

The main objective of this project is to study and understand how to increase tourism to unexplored places in and around the world.

OTHER OBJECTIVES ARE

- To study and understand importance, purpose and need for tourism in terms of economy.
- To study different types of tourism and its importance.
- To study about different places that are not yet explored.

RESEARCH METHODOLOGY

This paper tells us about a study of tourism to unexplored places. Research methodology is the technique used to identify, select, process and analyse information through the study. This research includes both the combination of primary and secondary sources.

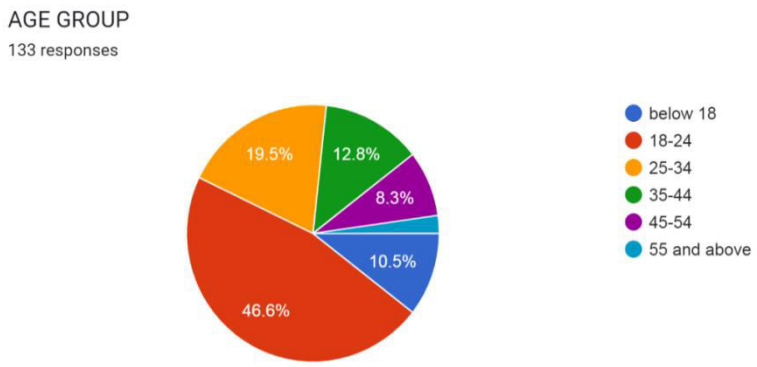
Primary Sources

The main sources of collection of data are primary sources. Data is collected with the help of a survey built with Google form which was sent to the TYBMS class of SIES College Commerce and Economics and other sources like family, friends, neighbourhood, etc. The survey consisted of statements designed to determine the respondents email id, name age. The questions were answered by choosing predetermined responses. The questions were related to their views and attitude towards Tourism industry. These questions were answered by choosing the yes or no response. Data analysis of the survey questions will reveal the percentages of the respondents that participated.

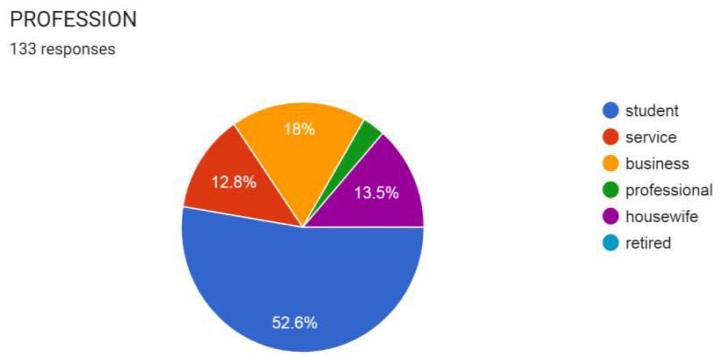
Secondary Sources

The other data for research has been collected from secondary sources such as related websites, articles etc.

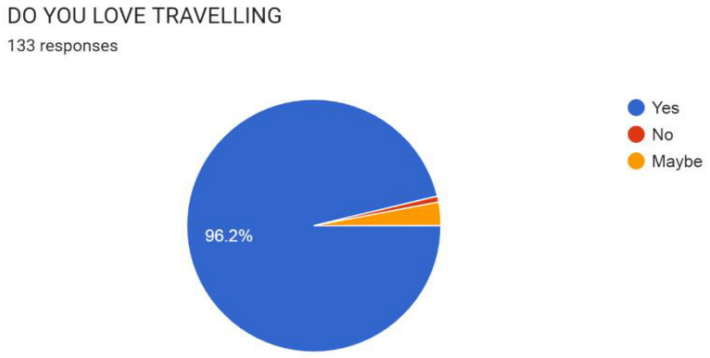
DATA ANALYSIS AND FINDINGS



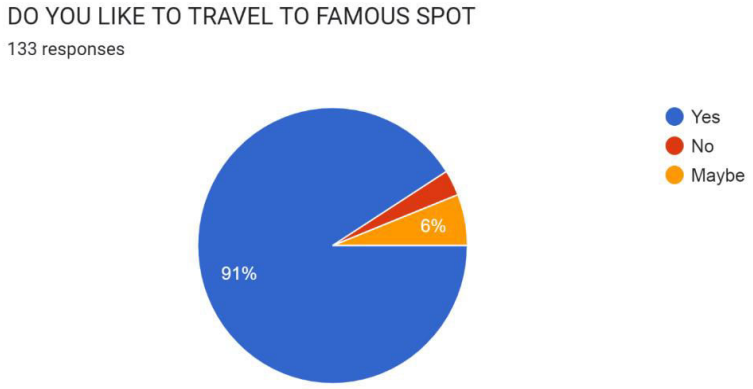
From the survey conducted among 133 people, the major age group responded were under the age group of 18-24. The responses collected by them is 46.6%. There was no response from the age group of 55 and above.



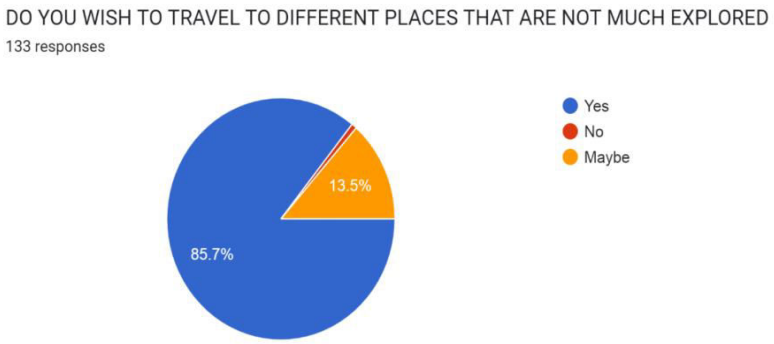
From the above diagram it is seen that the maximum contribution is made by the students which is 52.6% . Retired individual has not at all contributed to this survey.



The first question in the series of close ended questions asks the respondents whether they love travelling. Out of 102 respondents, 101 responded that they love travelling while only one person responded that didn't love travelling.



The question is whether people like to travel to famous places or not. Out of 133 responses, 91% of people like to travel to famous places where 3% of people don't like to visit them. And 6% of people are note sure.



The question is whether people would wish to travel to those places which are not explored much. Out of 133 responses, 85.7% people would wish to travel to unexplored places while 13.5% people are not sure about the places and remaining are satisfied with the famous and explored tourist spots.

RECOMMENDATIONS

There are some recommendations of how we can increase tourism to unexplored places and also how as humans we should take care of Earth while travelling. First of all, right from the childhood from the school itself students should be given knowledge about various places in the world. Their geographical features, culture, history, gastronomy, etc. Nowadays in the social media world there have come many technologies such as GPS systems. So, with the help of GPS we can locate any place around the world using Google maps and find the information about that place and if that place is safe then start travelling. Many government campaigns have started to boost tourism in many countries including India. Social media marketing is one such industry which has given rise to many travel vloggers who go to such places, make documentary videos and upload on their social media. Few such travel sites on Instagram are: Earthpix, Beautiful destinations, Nat geo India, etc. There should be work travel holidays where companies can arrange for 4-5 days trips to different places every year. This not only helps in boosting tourism but also people feel relaxed and are fresh when they resume their work. All the important factors of tourism such as accommodation, infrastructure, food, etc. should be developed so as to boost tourism. To create a travel experience rather than just creating attractions. Making sure that your country is safe for travelling especially for solo travellers. Introducing travel itineraries to such unexplored places. Travel packages or contests or giveaways for travel to such places. Influencers exploring such places so that they reach out to people. By setting campaigns, sponsored trips to the ones who cannot afford the tourism expenditure, also by bringing the subject in the books for the small age students so that they understand the meaning and importance of tourism.

CONCLUSION

Tourism is vital for the success of many economies around the world. There are several benefits of tourism in host destinations. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. This is very profitable to local restaurants, shopping centres, and stores. Melbourne, Australia's population is greatly affected by tourism. It has a population of around 4 million people and around 22,000 citizens are employed by the tourism sector only. Governments that rely on tourism for a big percentage of their revenue invest a lot in the infrastructure of the country. They want more and more tourists to visit their country which means that safe and advanced facilities are necessary. This leads to new roads and highways,

developed parks, improved public spaces, new airports, and possibly better schools and hospitals. Safe and innovative infrastructures allow for a smooth flow of goods and services. Moreover, local people experience an opportunity for economic and educational growth. Tourism creates a cultural exchange between tourists and local citizens. Exhibitions, conferences, and events usually attract foreigners. Organising authorities usually gain profits from registration fees, gift sales, exhibition spaces, and sales of media copyright. Furthermore, foreign tourists bring diversity and cultural enrichment to the hosting country. Tourism is a great opportunity for foreigners to learn about a new culture, but it also creates many opportunities for local citizens. It allows young entrepreneurs to establish new products and services that would not be sustainable on the local population of residents alone.

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A COMAPARITIVE STUDY ON MYGLAMM AND NYKAA

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ABSTRACT

Because of its rapid growth, the cosmetics industry has attracted a large number of players. The cosmetics industry is critical to the growth of the country's economy. This research is being conducted to better understand the beauty industry's contribution to the country's development and to evaluate the strategies of these companies. NYKAA and MYGLAMM are leading companies in the cosmetics industry. It provides a variety of products from various brands on a single platform. It attracts customers by operating on a multinational scale. To study the strategies and tactics of both the companies and to understand the work the put in to the customers on the sustainability level by their brands and products.

By the help of this research, we can get an idea about the brands and their products and a comparative analysis between these two on their marketing strategies, working habits, growth, sales, preferences of the consumer, consumer satisfaction, branding strategies, stock market listing related to sustainability.

The outcome of the research will help us to find out which brand works more effectively and efficiently towards sustainability and what are the strategies used and the issues. To also understand what is the economic viability, environmental protection, and also the social equity of both the companies.

Keywords: Sustainable, beauty industry, company analysis, cosmetic industry, NYKAA, Myglamm

INTRODUCTION

The online beauty and personal care market in India is expected to reach $5.4 billion by 2025, with an 18% online penetration. Between 2015 and 2025, the compound annual growth rate (CAGR) is 50%, compared to 28% in the United States. Rising internet adoption, as well as a sizable millennial and generation Z population, have boosted the importance and utility of the consumer internet business in India. The research is conducted to do the company analysis and to focus and to get a deeper and more knowledge about the potential and difficulties faced the brands and the issues and to get some more insights and work on it.

Now the preferences and buying habits, behavior of the consumers are changed as per the time so to look at all these things and to get to know what are the methods and efforts taken by both the companies to look after all the concerns and try to solve it. Nykaa is an Indian originated company. It is one of the top establishes and running company in the beauty and cosmetics industry. The former MD of Kotak Mahindra Bank Co. Falguni Nayar established Nykaa in the year 2012 in Mumbai. The brand offers various products in different varieties.

Nykaa has quickly become the first and foremost choice for people who want to buy cosmetics online. This is because it is a one-stop shop for all of a woman's basic needs. It has everything from feminine hygiene to luxury makeup. The ability of a brand to actually build trust among its customers is the key to the right business. With the introduction of new customers on a daily basis, it is also critical for a business to thrive when its customers return. NYKAA has earned this trust by providing customers with 100 percent authentic products on time. To achieve this level of speed and authenticity, Nykaa has implemented an inventory model in which they collect all items at once.

MYGLAMM is also one of the top beauty company which is an e-commerce company that sells a wide variety of beauty products and personal care products. It has its headquarters in Mumbai, India, which was founded in 2015. The company id owned by Good Glamm Group and Sanghvi Technologies.

In oct2017, MYGLAMM updated its business model to introduce beauty products under the same brand with a new, different and a unique logo. MYGLAMM went through various phases for the launch of the brand and betterment of the brand in its growth journey to become a digital powerhouse.

LITERATURE REVIEW

Suchitra and Pai, Ramesh (2021) conducted a research on NYKAA: A comprehensive analysis of a leading Indian ecommerce cosmetic company

In this research mostly it has mentioned that NYKAA is one of the leading brand in online world by adopting various methods and strategies to be on the top and to be in a long run and to sustain.

Amrith Sahota (2014) in the cosmetics and personal care industry, sustainability has taken centre stage. Rising ethical consumerism and the need for resource efficiency are causing cosmetic companies ranging from small, independent businesses to global behemoths to take steps toward sustainable development. Sustainability: How the Cosmetics Industry is Greening Up examines the growing importance of sustainability in the cosmetics industry, highlighting the various ways businesses can address economic, environmental, and social concerns.

Shomar B, Rashkeev Sn Et Al (2021) demonstrate that taking into account the probability distributions of other variables and parameters such as body weight, exposed skin area, skin adhesion, and so on does not significantly alter the main result, instead only slightly broadening the final Hazardous Index distribution function. samples are well below unity, indicating that dermal exposure to toxic elements in the considered facial powders is negligible and the considered face foundation powders are quite safe to use and is related to sustainability.

OBJECTIVES

To know the comparative analysis of Nykaa and Myglamm

To analyse the consumer's satisfaction towards the brand and products

To know the company's SWOC and financial situation

To examine consumers preference and perception

To study about the sustainability of the brands

RESEARCH METHODOLOGY

The article and research is purely based on the secondary data. The information in this research is collected through articles, media, online internet, websites of both the brands ie. Nykaa and Myglamm. The detailed information is gathered through secondary data by different researches.

By the media as well aas by previous year papers and also the information that is available in the papers and also in the magazines.

DATA ANALYSIS AND FINDINGS

NYKAA

Production Strategy- Starting Point

As with a different production strategy NYKAA offers their products to ultimate consumers. The products under nykaa which are offered to the consumers are of affordable rates and at

reasonable prices. Only women products were on the website first restricted to only beauty products but now even fashion, healthcare are also included for both men and women. And also it is mainly targeting the age group of 20-35. This was earlier practiced by NYKAA but now due to the modern marketing model it targets each demographic mostly urban part is targeted from tier 1 to tier 4 nationally and internationally.

MYGLAMM

Production Strategy- Starting Point

MYGLAMM first started of as a normal brand with same and common production startegies for the brand but later with the time they shifted and updated their brand to also personal care categories like hair care, bath and body, skincare along with more beauty niches to create a huge platform and also with the launches like Treat love care, Wipe out.

GROWTH

Nykaa

Nykaa has bought skincare brand Dot and Key recently for further business and acquisition. As per the information pf the company the deal which is going to undertake it will allow Nykaa for further platform and will allow Nykaa to get into another la larger landscape of consumers and enter the nutraceutical segment. The brand with which the deal is taking place is the D2C brand which sells toners and serums which is purchased by Nykaa.

Myglamm

The Good Glam group, the owner whivh undertakes the Myglamm has taken over Kalaari capital-backed which is a digital media platform Scoop Whoop Media Pvt ltd which is a D2C brand. This will make a clear road for Myglamm into the world of content-to-commerce segment. In the mens category there will be a huge difference as the brand will invest rs.500 in that category. The Scoop Whoop was set up in 2013, while Myglamm in 2017, which is considered to be the fast growing D2C brand which also offers more than 800 products in the categories such as makeup, skincare and personal care. Also with the entry of the acquisition comes after the myglamm in august myglamm also bought parenting platform BabyChakra which also plans to invest 100cr in establishing a content to its commerce stack by 2024. Also with this last year Myglamm also acquired POPxo. As Myglamm is more sustainable

TRAFFIC AND ENAGAGEMENT

Nykaa

As per the website and media information the total visits of NYKAA was 17.1M. last month change was 19.79% which is more than myglamm in this case. Average visit duration on the website is 00:03:32 which is again more duration than MYGLAMM. Pages per visit- 6.05. and lastly bounce rate of Nykaa- 53.80%

Myglamm

As per the media research the total visit on the website was 3.6M which is less than NYKAA. Last month as per the information- 5.96%. also the average duration on the site is 00.02.15 which is less then nykaa again. Pages per visit- 3.99. and the bounce rate- 47.59%.

So as we compare both the brands traffic and engagement we can see that the average time spent on the site and the duration, last month change, total visits is high of NYKAA as compared to that of MYGLAMM. In this nykaa's business is more sustainable as compared to the other brand on basic of these aspects.

MARKETING STRATEGY

Nykaa

Nykaa is thriving in the digital world as it does the digital advertising and marketing tremendously good. NYKAA markets the products to every one from tier 1to tier 4 everywhere.

SOCIAL MEDIA MARKETING

Nykaa usues social media to do the publicity of itd products by approaching the influencers on the social media who has a wide variety and range of followers of their own by which they can get their products to the consumers who follow their influencers and can get convince by them to buy the products. They have a different page for these type of content to market their product.

YOUTUBE MARKETING

They have a very creative and different type of content on their You-tube which they show to their consumer. They have a comprehensive marketing strategy by the method of You-tube. Each of its account has a particular purpose. They provide the content in such a basis that the consumers gets attracted towards their products as they provide a unique content and videos about their healthcare, skincare products.

FROM MAKEUP TO CLOSET

Nykaa is one of the major retailer that selles the clothing from different of hundreds of brand under their name and get the customers in a most different and unique manner. Not only in the beauty and skincare products but also by launching the clothing and fashion launch NYKAA proves that it can sustain in a very long run in beauty as well as cosmetics industry.

MYGLAMM

Internet

By not only selling the healtcatre, skincare and beauty products online it also allows on demand beauty service by scheduling some treatments for spa etc. the brand also provides extensive product information on the social media and also video material from the medium of try on hauls.

CELEBRITIES INFLUENCE

Myglamm started the trend of launching the ad campaigns with celebrities with narratives. The #turnonyoureyes campaign with Lisa Haydon on women empowerment. Also Siddhart Malhotra was in the campaign to establish LIT, a vegan cruelty-free cosmetics brand. Also in dec 2018, myglamm did a changing move by collaborating with Manish Malhotra.

Also there was a entry of POSE, a cosmetics line which is marketed by Sonakshi Sinha. To create a buzz various actors and actress work with the brand and then it releases its new collaboration with various other cosmetics lines and brands.

SWOC ANALYSIS

Nykaa

Strengths: They are leaders in maintaining appropriate inventory for order fulfilment, due to their inventory model. Able to convert many social media users into potential clients through regular online advertising. It continues to innovate its product line and offerings in order to capture customers' attention and compete in today's fast-paced business environment.

Weakness: They continue to do a poor job of resolving client concerns, stifling the growth of their business. NYKAA charges a flat fee of Rs. 100 on all orders under Rs. 1000, which is prohibitively expensive and prevents online shoppers from purchasing low-cost items. They underinvest in research and development, limiting their ability to compete.

Opportunities: NYKAA'S business strategy is taking the company to new heights in terms of global reach and profit. As new technology advances, the corporation is constantly incorporating innovations into its business operations. The transition from offline to online purchasing is a significant benefit for NYKAA.

Challenges: The number of competitors has increased. The government imposes restrictions on business activities. Customers' spending habits have changed, resulting in lower revenue.

MYGLAMM

Strengths: GLMA projects are becoming increasingly authoritative; an agreement with ICOM Italia; and a positive relationship with Museimpresa.

Weakness: Even though relevant, there are few examples of implemented projects; WMI has a low brand awareness.

Opportunities: Despite their importance, there are very few examples of completed projects.

WMI has a low brand awareness.

ICOM stands for the International Council of Museums.

Association of Manufacturers Museo Galileo

Challenges: Museums typically expect to formally speak with high-level representatives of the Association and have people recognise the importance of their institutions; copyright issues and the Urbani Code represent a barrier for institutions with large amounts of iconographic material to share; and widespread misunderstanding about writing articles about museums (institutions may expect to control the content of the article, while we can only act as intermediaries).

RECOMMENDATIONS

Nykaa

Nykaa must focus on overcoming its weaknesses and challenges by leveraging its strengths and opportunities.

Because it offers branded products at reasonable prices, it ensures reaching the upper-middle-income class. It can also target the lower-middle-income class by offering products at lower prices in smaller quantities so that they can afford them.

Being a female entrepreneur must inspire other female entrepreneurs by providing a platform for them to sell their products on the Nykaa website.

Nykaa primarily targets the 22-35 age group, but adding other age groups has the potential to expand the business even further.

It must engage in additional promotional activities to raise awareness about products in the men's section, as most people believe NYKAA'S business is limited to the women's category.

MYGLAMM

As they have various opportunities lined up for the brand they should look at the weaknesses and try to work and put up a good show to enter into the field of the powerful competition

They should also look at the threats and try to overcome the overall money value and brand value in the cosmetics and fashion industry

As the total duration of the site visits and customer visits are less as compared to nykaa they should also work more on the strategic development and marketing of the product.

CONCLUSION

As we all know, the market for the majority of products and services has shifted from offline to online. Many entrepreneurs can reach their customers directly and offer their products at reasonable prices by eliminating the costs of intermediaries. Nykaa capitalised on these opportunities and entered the E-retail business in 2012, offering products from various brands on a single platform. It ensures that customers always prefer a brand that provides the highest level of quality and satisfaction. Thus Nykaa has a upper hand as compared to Myglamm. Nykaa experienced a 20%-70% increase in business as usual. As a result, the analysis provided Nykaa's business strategies and how these strategies contributed to their success. Currently, few companies offer multi-brand luxury products on their websites, allowing them to be market leaders.

Thus this research shows that the comapritive study between Myglamm and Nykaa proves that Nykaa is more in the business and glam at some places is left behind because of the threst and the weaknesses of the brand

But Nykaa on the other hand, proves that it is sustainable in the long run with each and in every possible way as compared to the other brand.

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STARTUP INDIA: A NEW PARADIGM FOR YOUNG ENTREPRENEURS

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ABSTRACT
India has 1.2 billion people, making it the second most populated nation in the world. The Indian startup environment has really taken off and matured in recent years. Driven by a number of causes, including extensive finance, merger and acquisition activity, changing technology, and an expanding domestic market. The statistics, include 3,100 startups in 2014 and with an estimate of over 11,500 by 2020, this is most definitely not a temporary trend. This is a revolution. Additionally, it will alter the way Indian markets operate now. The Central Government's initiatives take into account the common goals and entrepreneurship of the risk-taking Indian. Many tenacious and determined Indians are at the core of the Silicon Valley startups' success. India wants to contribute between 15 and 20% of the world's GDP. It occurs when the startup movement reaches a critical mass. Startup India considers more than the claim that it is a better presentation of institutional assistance already in place. The challenges of governing India's diversity of ideas, systems, and people are well acknowledged. Startup Indians' goal is to prosper in the face of a sea of mental and intellectual transformations. It is strengthening the Indian's uncontrollable wings. To prevent a second global crisis, the globe is fighting. Startup India is all about defying expectations and inspiring the creation of new, innovative, and compelling business models. It is the first step toward India assuming centre stage in the new global order.

Keywords: Startup India, Entrepreneurship, Innovative, Finance

INTRODUCTION
Startups have played a vital part in the expansion, modernization, and industrialization of many economies throughout the world and will likely continue to do so. The Government of India's flagship initiative, Startup, aims to create a robust environment for fostering innovation. Startup will promote long-term economic expansion, produce numerous chances for employment, and reduce unemployment.

What startup company indicates?
Startup refers to an organization that has not been around for more than five years, has a turnover of less than Rs 25 core a year, and is focused on developing, deploying, or commercializing new processes, goods, or services that are fueled by technology or intellectual property. So long as such a firm is not established by dissolving or reorganizing an existing one. A company will also no longer be regarded as a startup if it has been in business for five years as of the date of its formation or registration or if its most recent fiscal year's revenue exceeded Rs 25 core. According to the general scenario, a startup firm is a new company that has just begun. Startups are frequently small in scope, first funded by a few founders, and managed by one or two individuals.

REVIEW OF LITERATURE
Thomas Hillmann and Manju Puri (2000) look at the empirical data about the influence venture capitalists may have on the course of new enterprises' development. Their research reveals that venture capitalists have a soft side in that they help businesses develop their human resources internally.

In their 2003 study, Thomas Astebro and Irwin Bernhardt look at the relationship between bank loans and new small business survival. They said there was a conflict between bank loans and

business survival, while there was a favorable relationship between non-banking loans and business survival. This study is based on data pertaining to a group of small businesses established in the United States in 1987.

In his 2001 research, Christopher A. Pissarides examined the impact of startup expenses on employee performance. This essay is rather speculative. The conclusion is that structural elements should be looked for in the institutional frameworks of the nations to help explain the variations in labor market performance.

In their 2015 study, Omid Sharifi and Bentolhoda Karbalaei Hossain discussed the numerous financing difficulties faced by startups in India. Additionally, it illustrates the challenges businesses encounter in their early stages. Major technological advances have raised the bar for how much due diligence entrepreneurs must complete before even proposing their businesses, according to the key findings.

According to DIPP Secretary Ramesh Abhishek, the government could still use more education. He said that tax advantages and funding initiatives had been started. The government is implementing changes to facilitate Startup India. He believes that the government still has a long way to go. Even the government has learned a lot from the experience. He claimed that in addition to needing to grasp many requirements for themselves, startups are the upcoming big thing, and they want to work with them.

OBJECTIVES

a) Identifying the numerous difficulties new companies confront.

b) To research the development and future possibilities of Start-up India.

c) To research the extent to which India's young entrepreneurs are impacted by this expansion.

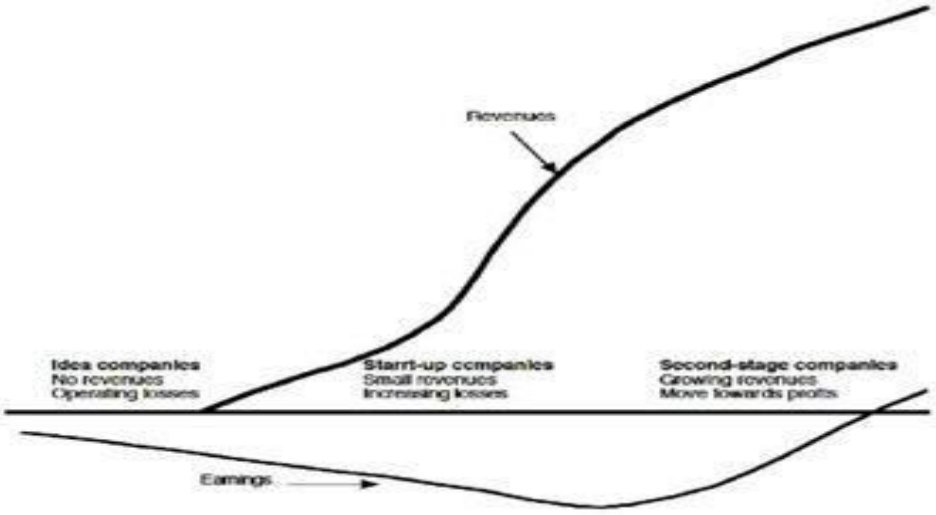
RESEARCH METHODOLOGY

The primary data used in this study are secondary data. These statistics are gathered from numerous publications, newspapers, and websites. The study is conceptual and descriptive in character.

FINDINGS AND ANALYSIS

Life Cycle View of Young Companies

Young businesses may cover a wide range of industries if every firm begins with an idea. Some are unformed, at least in the commercial sense, where the firm owner has a concept that they believe may satisfy an unmet market demand. Others have climbed a bit farther up the ladder and turned the concept into a for-profit good, albeit they haven't produced much in the way of profits or revenues. Others have made even more progress toward commercial success and now have a market for their good or service, along with revenues and the prospect for at least some profits.



Salient Features of Startup India

A significant accomplishment in fostering start-ups in the nation is the Government Union Budget provision of Rs. 1000 core to the self-employment and Talent utilization (SETU) program.

1. Promote entrepreneurship among Indian youngsters. Every one of the 1.25 lakh Bank branches should support at least one woman and one Dalit or tribal entrepreneur.
2. People would also be helped through loans.
3. Expand the definition of entrepreneurship and aid in creating a nationwide network of businesses.
4. Low-skilled government jobs are selected through interviews.
5. Only qualified candidates will be hired; the process must be open and online.
6. Manufacturing facilities will receive incentive packages as part of the Skill India & Digital India Initiative in order to create jobs.

Growth of Startups in India

2010-20 has been designated as the Decade of Innovation in India. The government has emphasized the necessity of articulating a strategy to foster collaboration across science, technology, and innovation and has also created the National Innovation Council (NIC). After the US, the UK, and Israel, India has the fourth-largest startup eco-system in the world, thanks to its highly young, varied, and inclusive entrepreneurship. Due to the rapid acceleration rate of startup growth, India will overtake the US to take the second rank. By 2020, over 11,500 start-up businesses are expected to enter the nation, producing over 2.5 lakh new employment. The rate of unemployment will consequently decline. Indian venture capital financing and angel investing are at record highs. There are 50 most innovative firms right now. The TATA is the only Indian business to be ranked in the top 50. Each of the 125000+ branches of the state-owned bank must make sure to provide at least one loan to a start-up, according to the request. In India, the trend is toward small businesses. Small businesses make for 85% of India's GDP. These firms produce 45% of India's total industrial output.

Action Plan for Startup India

On January 16, 2016, Prime Minister Narendra Modi unveiled an action plan to support startups.

- Support for funding provided through a fund-of-funds with a Rs. 10,000 core corpus.
- Entrepreneurs should register a corporation in a single day, as opposed to the typical 15-20 days.
- No tax on profits, and three years of inspection.
- Free from capital gains taxes.
- Scheme for Credit Guarantee.
- Simple & Quicker Exit Procedure.
- If money is invested in another startup, there will be no capital gain.
- Based on self-certification, compliance with labor and environmental regulations.
- Creation of an India-based startup cluster for approval.
- Mobile applications and a registration portal.
- Holding a friendly and cooperative relationship with the government.
- New legal safeguards for intellectual property rights. Patent free and fast-tracking inspection has been reduced by 80%.
- Encourage new businesses to sell to the government.
- Special Program for Female Entrepreneurs.
- Assistance to biotechnology start-ups.
- In 5 lakh schools, there is a program to promote creativity.
- Constructing innovation hubs in national institutions.
- Establishing a research park.

Startup Initiative in India

E-Biz Portal: Young entrepreneurs are encouraged by the E-BIZ Portal, which also makes it simple to launch a firm. The freshly developed e-biz site has been proposed for widespread use in Budget 2015. The gateway unifies the governing permission from a single source. The utilization of this site aids entrepreneurs in obtaining quicker approval for business establishment.

Mudra Bank: Several company owners in the MSME sector have frequently grumbled about how easy it is to obtain financing for their operations. Therefore, this bank has been established to give the necessary individuals financing for microloans.

Atal Innovation Mission: The finance minister introduced the Atal Innovation Fund in the 2015 budget (AIM). AIM will be a platform for the promotion of innovators that brings together researchers, entrepreneurs, and academics.

CHALLENGES IN STARTUP INDIA

Apart from this, it is not the Government but the market that should identify innovation whereas the Government should try and place emphasis on creating conditions for innovation. It is also highly possible that the income tax exemption will be made available only to those vetted by an inter-ministerial panel which is against the intention stated by the Government to remove exemptions in corporation tax and also to close various loopholes in the system. Rather than Income tax exemptions, there could be increased focus regarding the simplicity of compliance

with tax requirements. Investments in startups have been exempted from long-term capital gains mainly to improve the ease of investing in start-ups which will needs to be watched carefully especially against real estate manipulators.

In addition, the market, not the government, should be the one to recognize innovation, while the latter should endeavor to emphasize the development of favorable circumstances. It is also quite likely that the income tax exemption would only be granted to people who have been approved by an interministerial panel, which would go against the government's declared goal of eliminating corporate tax exemptions as well as closing other systemic loopholes. A greater emphasis might be placed on the ease of complying with tax rules than the income tax exemptions. Long-term capital gains taxes have been removed from investments in startups, primarily to make it easier for people to do so. However, businesses still require strict monitoring, notably in the case of real estate manipulators.

RECOMMENDATIONS

1. Be familiar with Legal and Tax concerns.
2. Seek for expert assistance.
3. Have a concrete business plan.
4. Get your marketing going as soon as possible.
5. Implement a guerilla marketing strategy.
6. Invest your part-time in new business.
7. Maintain a proper budget.
8. Maintain a low credit card debt.
9. Don’t just concentrate on earning money.
10. Maintain proper records.

CONCLUSION

However, it is also true that a thriving economy has a great number of fresh ideas and businesses vying for a place in the market. Entrepreneurs supply the energy for the economy's growth. Startups require assistance and motivation from a variety of sources throughout their initial stages as well as during their development phase and foundation on solid ground. In India, technology-based startups are quite important. Overall, it can be concluded that Startup India is a collaborative strategy for the empowerment of young entrepreneurs. This study has the drawback of being a thorough conceptual examination of startup India based on secondary data. More The chances and advantages of starting a business for entrepreneurs may be studied using primary data and other statistical approaches. Startup offers a forum for business owners, investors, mentors, and other interested parties to exchange ideas, best practices, and collaborate on projects that help India.

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RESEARCH ON USE OF LEATHER PRODUCTS IN MODERN INDIA

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ABSTRACT
The diverse leather and leather products industries are characterized by a complex international trade in skin and hide raw materials and in leather and leather goods. Worldwide animal slaughter for meat production is the dominant source of the skin and hide raw materials for leather and leather goods manufacture.The imbalance between an inelastic raw material supply and the demand for leather has resulted in raw material price volatility and consequently leather price volatility. The value chain diagrams of the industries are analyzed to look at what happens within a tannery from raw hide to finished leather and also to consider the longer journey of raw material to finished product, such as Handbag, automobile seating, gloves, or footwear. Apart from the sustainability and management of intellectual property another major challenges also include counterfeit, contraband footwear, and leather goods, which come from the big picture view of the world rather than the leather industries. Among all this Baggit Leather Brand doing a great job in making the products so environmentally and friendly. Now a days Vegan leathers are more demanded rather than normal leathers as it doesn't affect environment and animals.

Keywords: Environmental, leathers, Bio-degradable, Vegan leather's,

INTRODUCTION
Leather industry is a very old manufacturing sector producing a broad range of goods such as leather footwear, leather bags, leather garments, and so on. The raw material used in leather industry is derived from the waste product of food industry, specifically from meat processing. This waste product is converted into desirable and useful leather products [1]. Leather and its products are one of the most traded products globally. They are produced from renewable and readily available resource. Although the leather tanning industry primarily utilizes the waste from the meat industry, it also involves the usage of many chemicals to convert the raw material into finished product. Thus, leather industry consumes resources and produces pollutants which are toxic and hazardous to the environment.

Leather comes from a sustainable, naturally renewable, raw material – the hides and skins of animals. The difference between sustainable and unsustainable leather lies in how the leather is processed. To be sustainable, brands must consider the input of manufacturing (such as chemistry, water, and energy) against the outputs of manufacturing (such as air emissions, water pollution, carbon emissions, and solid waste production).

Nina Lekhi is the Founder, Managing Director and the Chief Design Curator of 'Baggit '- the 30-year-old brand which has been following the 'Make In India' concept, since its inception. Baggit delivers quality bags and accessories made out of cruelty-free material. Nina Lekhi shares the inspiring journey of building her out-of-home business to a Rs 100 crore plus empire and growing across the globe. At Baggit, they strongly believe in values such as professionalism, respect, trust and excellence. When they recruit professionals, they train them and help them to adjust to the working atmosphere of the organization.

Baggit has been able to reach out to the consumers in the country at the Tier I and II level. They are now looking at building a responsible international fashion business that celebrates 'Atrangi-ness' (the quality of being different and unique) globally. Today, they recruit professionals based on their specialized sectors, they believe in converting industries into universities where

they learn, train and grow, which also helps in the growth of their employees professionally and personally.

OBJECTIVES

- To study the use of leather products in modern India
- To know the difference between vegan products and leather.
- To know about the brand Baggit.

LITERATURE REVIEW

(10 July 2021) someone mentioned that Bagget products are very good brand for handbags and sling bags.The fabric quality is very very good.Its very elegant.

They I personally found that baggit has a lot of variety and designs.But it is a little expensive. They recommend you to buy it offline.

Baggit is an Indian (Made in India) accessories brand that sells handbags, wallets, belts, and other fashion accessories for both men and women.

They think prices are quite reasonable ranging from about Rs 1000 and upwards. Also they tend to have sale listings The brand is proud that they are PETA certified and vegan. Pros are that it is not as expensive as other Indian brands such as Lavie and some bags are quite decently made.

RESEARCH METHODOLOGY

Sources of Data-The data for the research is collected from both primary and secondary sources.

Primary Data - The Primary data has been collected through the form of questionnaire. The questionnaire was prepared beforehand and it was prepared through the study. The questions are all based on the research topic and each questions are prepared with an focus of getting useful knowledge which is an informative data. All the questionnaires are prepared in the Google form and all the responses were collected through it.

Sampling Method- Simple Random sampling Method has been used to collect the data for the research study. Since the study is about leather products the data has been collected from the age group of 18. The form was circulated to this particular age people.

Secondary Data - The secondary data has been used for the research paper which made it easy to acknowledge about it. The secondary data was collected from various websites, articles and journals. This adds aaccolades to the research study.

Tools For Analysis Of Data - The tools used for the research study are mostly using pie charts and graphs with the Google form and most of the data are analysis in percentage form.

DATA ANALYSIS AND INTERPRETATION

Role of Sustainability in Growth of a Company

Baggit doesn't believe in killing animals for fashion"

For Baggit, this means creating in a way which is most considerate of humanity and the environment. The goal is to have a system which works without leaving a negative footprint.

Baggit promote sustainable fashion, which is not harmful to the environment and the living. We make sure our products are up to mark and do not harm any of the living beings.

Baggit as a brand has been using synthetic leather-like PVC, unlike PU which most of the brands use. PVC has inherently sustainable characteristics and is easily recyclable. It plays a

major role in delivering and sustaining the quality, comfort, and safety of modern lifestyles. Synthetic leather is the perfect substitute for natural leather. Not only do they come in realistic leather-like finishes, but they are also durable and helps you cut down production costs.

Also, Baggit as a brand has started a new initiative to conserve nature. Baggit enables customers to recycle their bags by asking them to exchange their old PVC bag with the new Baggit bag, they can avail discounts on any Baggit bag in return. The main objective is to make people aware of recycling and the harmful effects of natural leather and PU.

Total 18 questions were framed to the collect the data in the question naire. Each and everyquestions have been analyzed and interpreted with help of the pie charts and graphs. Total 53 responses

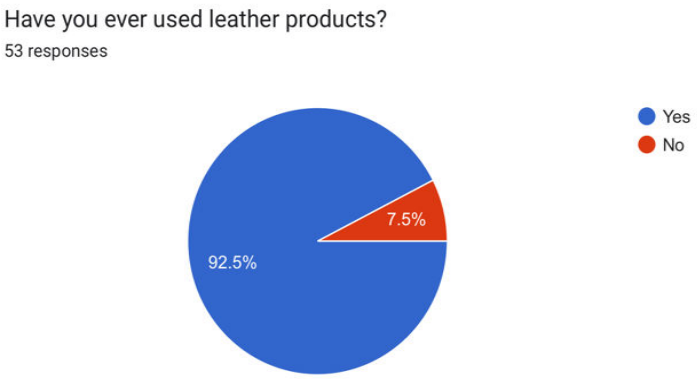
1. **DISTRIBUTION OF RESPONSES ON THE BASIS OF AGE GROUP**

Age Group
The research was taken within the age group of 18 to 29 years above. The maximum responses are from the age group of 18 to 21 i.e Total 40 Responses .The minimum responses are from the age 22 to 25 and more than 30and the lowest is the age group of 26 to 29.

2. Gender
69.8% responses are from Males and 30.2% responses are from female 0 People are not from prefer to not say .

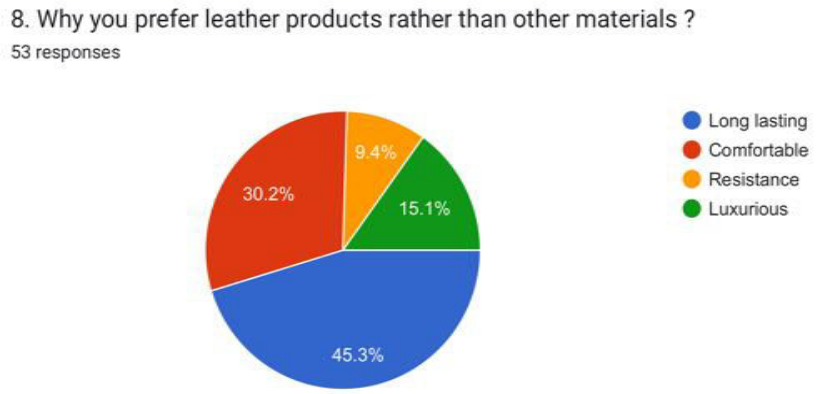
Few of The Questions And Pie Chat Are Mentioned Below That Asked Regarding The Leather And Baggit Products.

1. **Have you ever used leather products**



92 responses are from the people who mentioned that they use leather products in their day to day life i.e 92.5%. 8 of the people mentioned that they never used leather products till now i.e 7.5%.

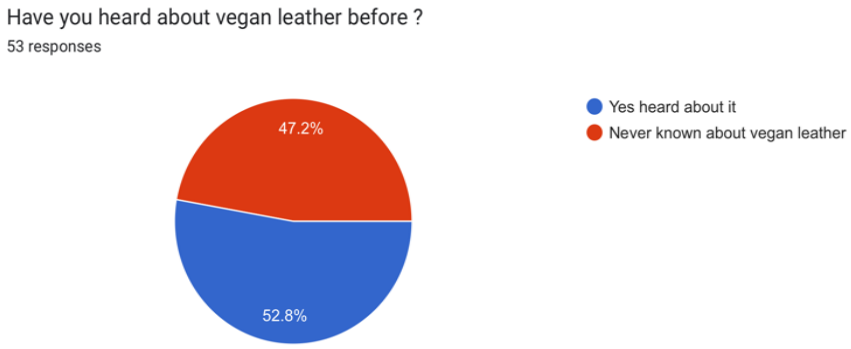
2. Why You Prefer Leather Products Rather than other materials?



The question asked why people prefer leather products rather than other materials . 45.3% people for long lasting as the material of leather long last for so long and the leather products have longer life.

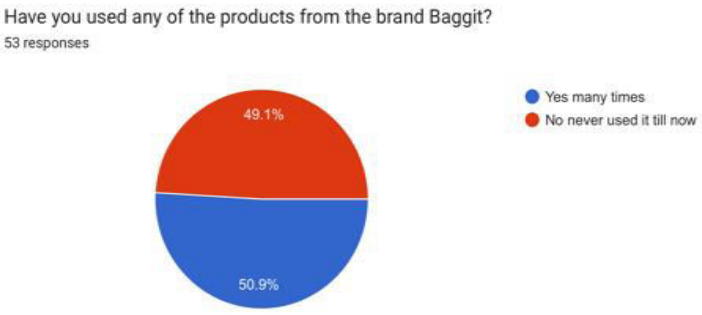
30.2% people prefer that leather products are so comfortable to use for day to day life . 9.4% prefer for resistance and 15.1% people prefer for luxurious that the leather products looks luxurious whenever they use the products.

3. Have you heard about vegan leather before?



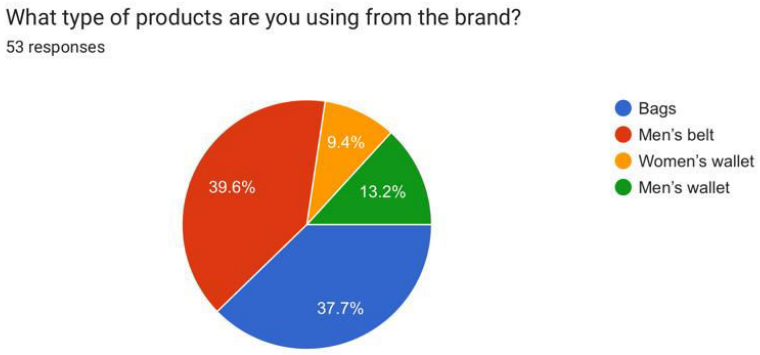
Vegan leathers doesn't affect any environmental issue and there is no harm to animals. Most of the people doesn't aware about this. 47.2% people are doesn't known about vegan leather and 52.8% are aware about this.

4. Have you used any of the products from the brand Baggit?



50.9% people used products from the brand baggit in their day to day life and 49.1% never used any products from Baggit.

5. What type of products are you using from the brand?



People prefer that they use Bags, Men's belt, Women's wallet and Men's wallets from the Brand Baggit. The highest use is for men's belt and Bags.

6. What do you think about using leather products in today's modern India?

For the above questions most of them reviewed their opinion that vegan leathers create good demand to the nature and society. And leather products are highly recommended in today's generation. The durability of leather is long term and people also mentioned that vegan leather are more different from normal leather it feels ethinic.

CONCLUSION

From the research we conclude that basic information of leather. Which shows leather is a natural, biodegradable fabric. It is made from tanning of animal skin. The rawhide and skin used for leather manufacturing is comes from, 99% of the raw hides and skins used in the production of leather derive from animals raised for meat and/or dairy production. Leather productions utilize non usable part of dead animals, so that there will no waste of animals. And also we conclude in this study about baggit brand . Baggit leathers are more ethnic and doesn't harmed any animals.Many of the people prefer Baggit products rather than other brand . Baggit products are recycled and reusable. This is an indian brand . This study synthesises already existing knowledge on sustainability research in the leather industry in order to identify trends. However the only issue is to be solving that the leathers that are made of should not be harmed and all the leathers are should be eco Friendly.

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A STUDY ON THE IMPACT OF BABY CLOTHING AND ACCESSORIES ON MOTHERS OF THE TODDLERS

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ABSTRACT
In this research paper, we focus on children's clothing and make the case for a deeper understanding of this interdisciplinary and undeveloped research area in the discipline of organisation studies (OS). In this article, we examine children's clothing as a contentious within a larger framework of power dynamics, parental, media, market, and other influences, where various notions about youth, innocence, vulnerability, sexuality, status, class, and gender are constantly negotiated. The diary entries and memories from our own childhoods, along with our daily observations of children's clothing as mothers of toddlers, make up the empirical data for this research. We seek to provide in-depth explanations of the ways that children's clothing is naturally present in our daily lives by employing the technique of collecting data from mothers of toddlers via Google forms. We conclude by making recommendations and insights into the upcoming empirical research on children's clothing as a sensory realm.

Keywords: Interdisciplinary, Contentious, Sensory realm, Organisation studies

INTRODUCTION
”Children’s clothing serves as a screen on which are projected all kinds of beliefs, anxieties and aspirations about children.” (Bodine, 2003, 60) Our identities, embodied experiences, and social settings are all related to our clothing in some way. Serving as a sort of transitional skin, barrier, or aesthetic covering between within and outside, or between us and the world, the clothing we choose to cover the surfaces of our bodies’ affects how we act, move, perform, and feel. It almost appears as though understanding the weave, interlacing’s, and felting of cloth is a prerequisite for being a person. Whereas the clothing we wear every day is made of a variety of human experiences, feelings, affects, aesthetic standards, memories, and meanings. Intriguing subjects like subjectivity, agency, spatiality, embodiment, and sociomateriality in organisational life are directly related to clothing and apparel. As a result, it looks odd that organisational researchers have given the subject of baby attire and dress relatively little scholarly study.

We wish to introduce clothing for children as a fresh, significant, and multidisciplinary topic in this exploratory and open-minded paper. Children's clothing plays a variety of roles in their lives, just like it does for adults. For instance, children themselves may use clothing as a potent tool to express subjectivity and a sense of social or group membership as well as to display, exercise, and acquire individual agency and individuality. The clothes of children can convey adult position, money, class, or social membership to adults, and parents in particular. In this paper, we emphasise the intriguing connection between the aesthetics of bodies and theoretical debates of clothes and material. To be more precise, we want to delve deeper into the aesthetics and materiality of children's clothing in relation to children's embodiment as intertwined elements of children's clothing, which can be thought of as discussion openers towards more material, delicate, and multifaceted understandings of the dynamics between embodiments and materiality in our scholarly field.

LITERATURE REVIEW
The clothes of children can convey adult position, money, class, or social membership to adults, and parents in particular. In this essay, we emphasise the intriguing connection between the aesthetics of bodies and theoretical debates of clothes and material. To be more precise, we want to delve deeper into the aesthetics and materiality of children's clothing in relation to

children's embodiment as intertwined elements of children's clothing, which can be thought of as discussion openers towards more material, delicate, and multifaceted understandings of the dynamics between embodiments and materiality in our scholarly field. Today, India has become a major worldwide hub for children wear, which has attracted a lot of local, national, and foreign firms. It includes several private labels and designers in addition to the well-known names examining the kids' clothing market. The trend in the Indian fashion business is in change; it is moving from an unorganised format to a corporatized retail model.

They used empirical data from their study to examine the impact of retail on parents' and children's decision-making, and they came to the conclusion that although children had a significant impact, parents had the biggest influence over which garments were purchased. Jill Ross (2004) discovered that brand perceptions among parents and their kids were different. It was discovered that older children understood the value of branding in raising self-esteem and gaining acceptance from their peers. In their study of children's clothing preferences between the ages of 0 and 10, Xiaoping et al. (2004) examined eight attributes that are pertinent to children's clothing and evaluated their relative weights. The most crucial factors in determining the purchasing of children's clothing were found to be quality and style. It was discovered that buyers from various demographic backgrounds would value these features differently while making purchasing decisions. In terms of quality, kids' clothing prioritises comfort and craftsmanship.

Isabel et al. (2005) looked into the major factors influencing the purchasing of apparel by 12–13-year-old girls and discovered that parental and peer group acceptance were the most important factors along with brand name play an important role. In this age group, females look forward to receiving positive social feedback on their clothing choices. According to Mani et al. (2014), young people between the ages of 26 and 35 are more likely to purchase branded children's clothing. More than female shoppers, men favour branded children's clothing.

Folks who are married spend more money than single people. With responders who have more advanced educational qualifications, brand consciousness is more obvious. Income is not a barrier to branded consumer's purchasing decisions. However the frequency of shopping is limited to festivals. The survey also comes to the conclusion that friends and family are the most reliable sources of information.

OBJECTIVES

- Think about children and children’s clothing in the field of organization studies
- Explore the buying behaviour of the consumers towards kids apparels and to understand the kind of products consumers
- Discuss about multiple ideas, practices and experiences to construct our understandings and perceptions of children and childhood in debates of material and consumer culture.
- Get familiarized us with the multi-meaningful and inherently commercial world of small children’s’ clothing and fashion
- Help newly parents and Mothers of toddlers to secure the best possible childhood for their Children

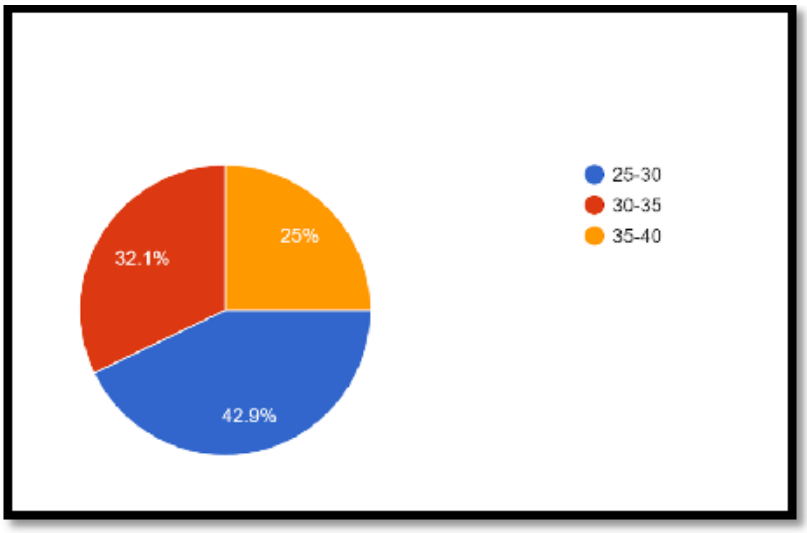
RESEARCH METHODOLOGY

The research paper is exploratory in nature, using both primary and secondary source. Convenience sampling is adopted. The data is collected using online questionnaire administered to 60 people. 50 completely filled questionnaires were received back. Google forms is used for data analysis. The questionnaire also consisted of a section of open ended questions where the respondents were encouraged to write their opinions about the social influences attached with kids wear and. The study also explores the demographic characteristics of the buyer as well as the social influences on the buying behaviour. Each and every question in the questionnaire help one to understand how the target audience that is mothers of the toddler react towards their babies clothing. This questionnaire may have helped or alerted the mothers to understand how important clothes can be for the babies and will focus them to find the best clothing materials out in the market for the safeguarding of their children.

DATA ANALYSIS AND FINDINGS

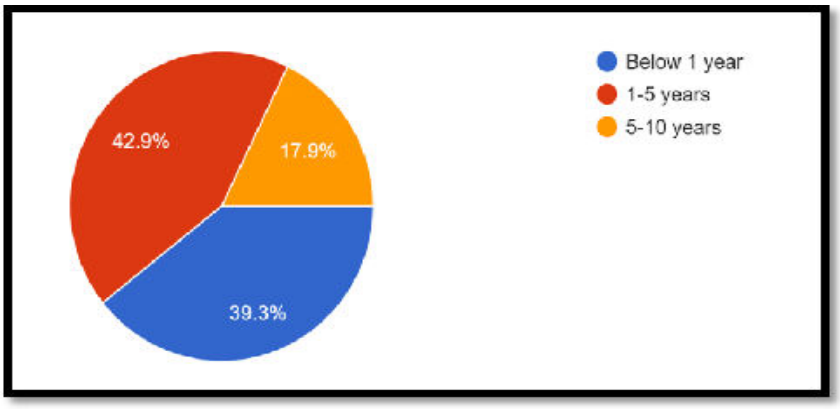
Data was collected in the primary form with the help of Google forms which was circulated among newly parents as well as mothers of the toddlers. They were requested to fill in the survey so as to analysis the data that we get from them. The questionnaire consisted of 21 questions, out of which every question had to be answered compulsorily. The forms were circulated among 60 people among which 48 of them gave their responses and helped in conducting the analysis. Below are some of the responses of the question in the form of Pie Chart which were very critical in forming the analysis (NOTE: All the info has been collected anonymously)

Question 1: Age of the Respondents



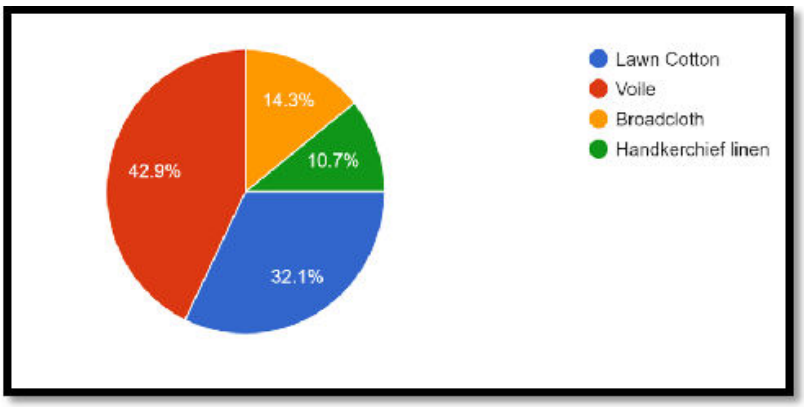
The age category of the respondents were divided into 3 parts that is 25-30 (years), 30-35 (years), 35-40 (years). As shown in the diagram 32.1% of respondents comes under the age of 30-35 while 25% of respondents comes under the age of 35-40 and 42.9% of respondents comes under the age of 25-30 years.

Question 2: Age of the Respondents Baby



The age of the respondent's baby is categorised into 3 parts that is below 1 year, between 1-5 years, between 5-10 years. As shown in the diagram 39.3% of respondent's baby is below 1 year while 42.9% of respondent's baby is between 1-5 years and 17.9% of the respondent's baby is between 5-10 years.

Question 3: Which Cloth material do you prefer for your baby?



When respondents were asked about the best material to be used for making baby clothing these were the responses we collected. 42.9% of respondents chose Voile while 32.1% of respondents chose Lawn cloth, 14.3% of respondents chose broadcloth and 10.7% of respondents chose Handkerchief linen

CONCLUSION

Purchasing children's clothing is a decision that has significant emotional weight. The decision to buy is significant, and many sensible considerations are sometimes overlooked. A large number of family members participate in the decision-making process for this purchase. Both the buyer and the child highly value social acceptance while making purchasing decisions. The typical purchase pattern has experienced a significant alteration as branded goods have made a significant entry. The day when grandmothers and mothers spent their days knitting and stitching children's clothes by hand that were both stylish and comfortable is long gone. Segment. In terms of style and trends, the children's apparel market is now growing quickly. The current study will be helpful to marketers and decision-makers who are focusing on this market segment. Young folks are seen to be passionate groups when purchasing for children. The brand most frequently chosen is Gini and Johny.

More purchases are made by women and married persons than by men and single people. The majority of people are found to buy either for their own children or the children of relatives, attaching social importance to the clothing that children wear. When purchasing children's clothing, consumers still rely on and prefer local retailers. Along with traditional shopping, online shopping is growing in popularity. Toys surpass garments as the other common item that is purchased most frequently. The most common information source is television, followed by recommendations from friends and family. The most important factor influencing the decision to purchase many outfits is social influence. In order to publish images of themselves wearing new clothes on social media, customers who are active on such platforms purchase a lot of branded clothing. When compared to women's or men's clothing, it is discovered that price sensitivity is lower. When buying children's clothing, parents rarely give the cost a second thought. Thus, conceptually, our research acts as an empirical investigation of the relationship between attire, the surface, and embodied experiences, knowledge beneath the clothes are translated into action and what this means in a workplace context. As a result, this research adds to our understanding of how embodied aesthetics is "done" in organisational settings and clarifies the small movements that children's bodies make when they are moving. In particular, it has been argued in this research that looking at children's attire can provide insightful interrelations conception.

The aforementioned contributions are likely to be useful to organisational researchers who are interested in the day-to-day interactions and experiences of organisational members. Ethnographers and other "close readers" of organisational acts will likely find it useful to investigate how our "below the radar" actions materialise at the level of the body. The area of organisation studies is open to broader conceptualizations of bodies and embodiments. The complexity and diversity of children's embodiment has been significantly overlooked in the field of organization studies. As researchers, we have tended to ignore the bodily practices and ideals related to children's embodiment, how these matter and have become subject to competing imperatives, as well as how children's embodiment actually impacts on the everyday life of different organizations and adults in various ways.

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A STUDY ON TEAPOST- APNI CHAI KI DUKAAN

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1. ABSTRACT
India's most popular flavour is tea. Since its British introduction, tea has evolved into a fundamentally Indian beverage. In India, this hot drink is a common source of amusement, a means of subsistence, a cool drink, a justification for conversations, a component of the gossip culture, and a tradition in homes. It is inextricably linked to the nation's sociocultural and socioeconomic makeup. Every cup offered by Tea Post is freshly brewed and consistently satisfies standards for taste and quality. Understanding the significance of the company's customer service is the aim of the current study. A questionnaire is used to collect data in order to conduct research on how clients are affected by service quality.

Keywords-: Customer, Service Quality, Tea Service

2. INTRODUCTION
India is the world's second-largest producer of tea, making it one of the best in the world. India has a large and interesting historical footprint in the world because to its tea. Recent years have seen significant worries regarding the dwindling production of tea. Learn more about the Indian tea industry by reading this. Indian tea is among the best in the world thanks to strong regional indicators, major investments in tea processing facilities, continual innovation, an increased product mix, and strategic market expansion. 80% of the tea produced in India is consumed domestically, making it one of the top tea-consuming nations in the world.

2.1 About Teapost
One of the very few companies, particularly in the F & B sector, Tea Post, has grown significantly even throughout the epidemic and during the lockdown; it has added more than 20 shops in the past eight months. Tea Post doesn't take any chances when it comes to cleanliness! Yes! At Tea Post, cleanliness has always been of the highest concern. Since the beginning, Tea Post has only used "Bio-degradable Cups," so nothing has slowed its expansion. This creative tea hangout has grown to become India's largest network of tea cafes, with more than 185 locations. Tea Post gained immediate popularity among the tea-loving community across all age groups as soon as it opened. More than 56 outlets were spread out among Gujarat's major cities in less than two years. Tea Post increased their presence in Maharashtra, Rajasthan, and subsequently Madhya Pradesh in 2017. In 2017, Darshan Dashani developed a new design for Tea Post based on consumer feedback. It is an open café with a footprint of more than 25000 square feet that is marketed as an upscale "evening hangout place." These cafes have been established in Ahmedabad, Jamnagar, and Rajkot.

3. Statement of Problem
Service Quality is a major factor in customer satisfaction. Customers today want tea wherever and whenever they like and along with that the factor of environment conservation is a must. The purpose of this study is to comprehend how Teapost Serves the country with service quality without the harm of the environment.

4. OBJECTIVES OF THE STUDY
- To know the demographic profile of customers that have been to Teapost.
- To understand the level of awareness.
- To analyse the influence of Teapost on the growing Indian Tea Industry

- To suggest measures to improve the services in Teapost.

5. REVIEW OF LITERATURE

In his research, Bhowmik (1948) concentrated on the social stratification of West Bengali tribal labourers. The study focused on migrant labourers from outside Bengal, particularly those from the Chotonagpur district, as well as their traditional jobs. They used to work in agriculture, and some of them were subsistence farmers. These labours' traditional techniques of operation underwent changes. The study also provided insight into the era's recruitment strategies, labour union movements and activities, tribal social customs, etc.

Griffiths (1967) produced a commendable work on the Indian tea sector. He claimed in his book that India's tea business began to develop in the early 1830s. This study also showed that the planters faced a variety of issues in addition to early labour issues, which were prevalent. The report went on to clearly and in detail describe worker recruitment, plantation organisations, union movement, etc.

Guha (1977) conducted research on the two separate aspects of Assam's tea plantation economy—the planteraj and the swaraj. This study's particular emphasis was on the Assamese tea farmers' battle for independence. The study correlated Assam's political evolution with economic issues and planter mistreatment of tea workers. The study also covered topics including indentures, agrarian concerns, opium, and the exploitative practises of European capitalists and plantation owners in colonial India.

Subramaniam (1993) conducted research on the necessity for plantations to strengthen their human resource base. The study unequivocally demonstrated the requirement for superior managerial performance in the plantations industry, given the sector's explosive growth in India. To succeed in the field, substantial training was necessary. The analysis revealed a few sectors that urgently called for training and development. The study provided a projected training and development curriculum for industry employees at all levels. The study also indicated that institutions needed to be established for this purpose.

Researchers Medhi, Hazarika, and Mahanta (2006) looked at the nutritional status of young tea workers. A study was done to assess the nutritional status of teenage girls and teen tea workers, including their Body Mass Index (BMI). The majority of them were thin and stunted, according to the study's conclusion. The study also revealed that girls had less success getting pregnant.

In his study on the Darjeeling Hills' tea farmers and their subpar housing, sanitization, and health conditions, Khawas (2006) explained. The study focused on the wages, patterns of habitation, and alternative skills of garden labourers. Three tea estates in Darjeeling were used for the study. According to the study's findings, the percentage of households with electrical connections varied from garden to garden, although on average it was around 50%. The majority of the time, primary schooling was deemed unsatisfactory. The plantation management was not given the necessary amenities for a health facility as required by the Act. The study also showed that only 1.3% of the people in the village of Tea Garden had graduated from high school.

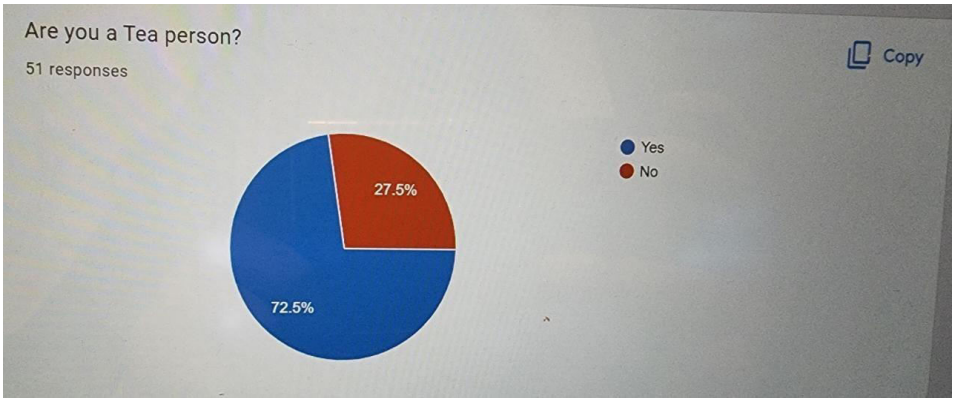
6. RESEARCH METHODOLOGY

Both primary and secondary data, which are analytical and descriptive in nature with a focus on the latter, were used in the research study. Data from respondents in Mumbai will be gathered for the study utilising a standardised Google form questionnaire, as well as through interviews. Responses were studied with an emphasis on the respondents' demographic profiles, their levels of awareness, and how Urban Company service quality affected customers.

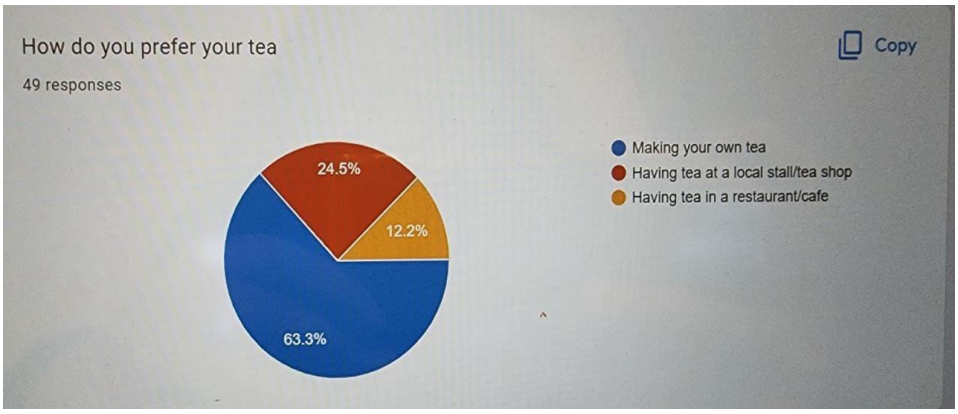
The distribution of questionnaires and in-person interviews are clearly mentioned as the research study's main data sources. While the gathering of secondary data was entirely concentrated on information found on the Urban Company website, in research papers, journals, publications, newspapers, and on social media.

7. DATA ANALYSIS AND FINDINGS

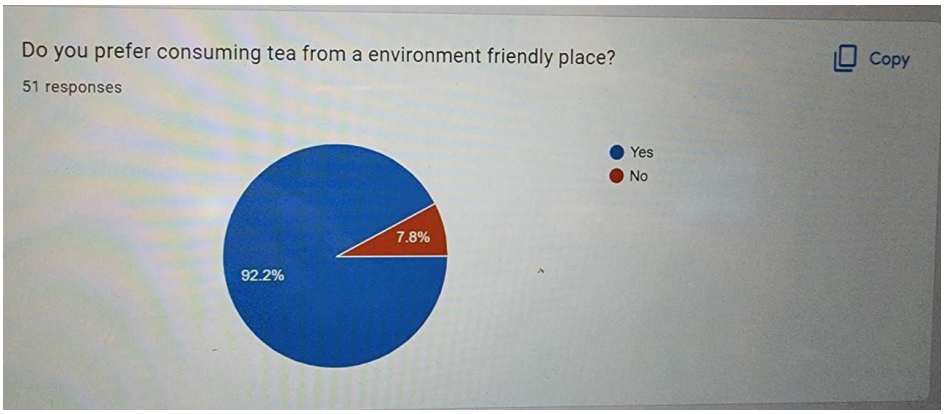
1. Are you a tea person



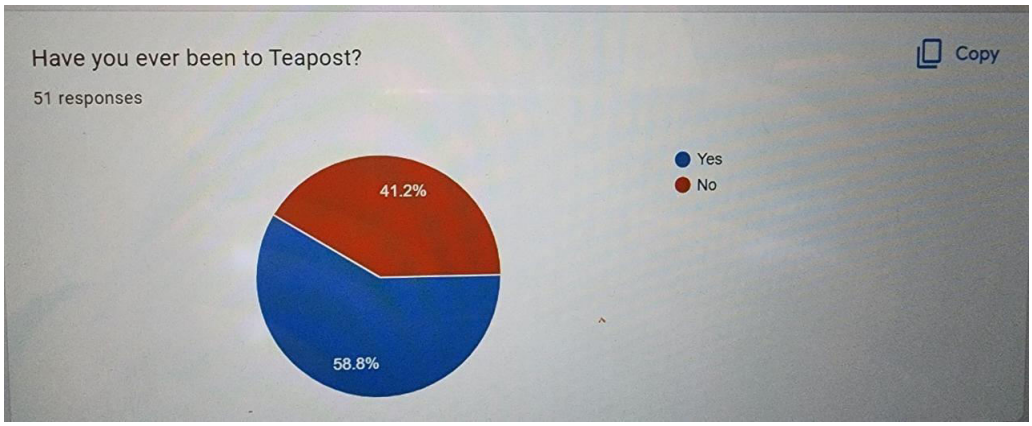
2. How do you prefer your tea



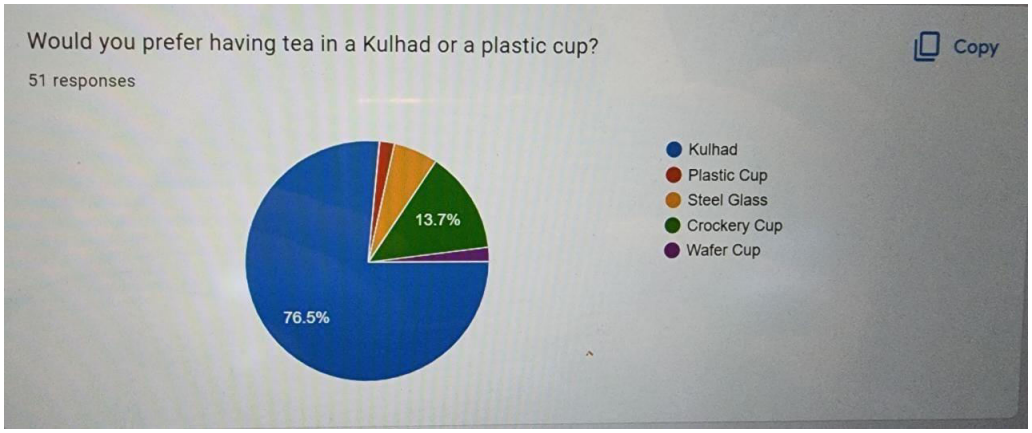
3. Do you prefer tea from an environment friendly place



4. Have you ever been to teapost



5. In which cup would you prefer tea



6. How would you rate your experience

8. CONCLUSION

The aim of the research was to discover consumer behavior towards Tea Services in India. The survey was conducted in google forms. In total 100 people answered the questionnaire. The results were that the people like to have tea in kulhad cups which are environment friendly. People want to consume products that are environmental friendly. Most people would recommend Teapost and consume their products as they combine social and environmental aspects.

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- https://www.business-standard.com/content/press-releases-ani/india-s-fastest-growing-tea-hotspot-tea-post-makes-it-big-121033100443_1.html

BEWAKOOF: A BOON FOR THE YOUNGER GENERATIONS CLOTHING CHOICES

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ABSTRACT
*The rise of **Bewakoof** globally is the new norm of this century. Nowadays, people shop online to save their time and with the help of this brand the customer can shop at their own time. With the help of the Bewakoof brand and their new **innovative technologies**, safer payments, and shopping of clothing has become very **easy and convenient**. This study discusses the particular role of Bewakoof behind the ascension of the marketing sector. A brief history of the Bewakoof brand and the main reason for their blooming growth is also relevant to the study, accorded by the benefits or drawbacks the brand might face and what will it look like in the **future**.*

Keywords: Bewakoof, innovative technologies, easy and convenient, future.

INTRODUCTION
'For us, Bewakoof is the spirit of looking at things differently.'

Bewakoof is one of the fastest growing fashion and lifestyle brands in India. It is a self-sustaining e-commerce platform that deals in graphic t-shirts, mobile covers, joggers, sliders etc.

Bewakoof.com was launched on April 1, 2012 with an investment of INR 30,000. Now, turnover is 100 Crores. A sizeable chunk of its customer base comprises of students and youth in the age group of 16-34 years. Bewakoof.com launches new designs based on their observation of trends and lifestyle and fashion as well going on in the market. It also considers the fashion trends going on the social media fan base of 8.07 lac fans. The website receives 1 million visitors per month., mostly rejected from their own social media channels.

By becoming India's largest casual fashion wear and lifestyle brand, to making trendy fashion affordable, and to touch all those segments associated with lifestyle and youth while maintaining the core application of creativity and humour in its approach.

Bewakoof brands Pvt. Ltd. Believes in connecting to its customers. This helps them understand better and create designs according to what is needed.

Bewakoof Brands Private Limited is majorly in Business Services business from last 11 years and currently, company operations are active. Current board members & directors are Prabhkirandeep Singh and Siddharth Anilkumar Munot.

Company is registered in Mumbai (Maharashtra) Registrar Office. Bewakoof Brands Private Limited registered address is Unit Nos. 206-210B, Galleria, Hiranandani Gardens, Powai Mumbai Mumbai City MH 400076 INR.

LITERATURE REVIEW
Bewakoof Brands began leveraging AdWords smart display campaigns and YouTube TrueView for shopping ads towards end of 2017.

They wanted to maximise their returns on investment (ROI) while minimizing the cost and risks associated with adopting a new advertising platform. They also sought ways to keep cost per acquisition as low as possible for each new customer.

AdWords smear display campaigns gave Bewakoof brands powerful machine learning capabilities that targeted only the most ideal and likely to convert users. And with TrueView ads the company only paid when the user clicked on and / or watched a video to completion. These

two strategies allowed the business to create compelling, cost-effective display and video content that resonated with their target audience of tech-savvy Millennial Indian shoppers.

With a team of 400 members, and 8 million+ products sold till date. We like to experiment freely, which allows us to balance creativity and relatability, and our innovative designs. Our range of products is always fresh and up-to-date, and we clock sales of over 1 lakh products a month. Our innovation focus extends to our operations as well. We are vertically integrated, manufacture our own products, and cut out the middleman wherever possible. This direct-to-consumer model allows us to create high-quality fashion at affordable prices. A thoughtful brand, we actively attempt to minimise our environmental footprint and maximise our social impact. These efforts are integrated right into our day-to-day operations, from rainwater harvesting to paper packaging to employee benefits.

OBJECTIVES

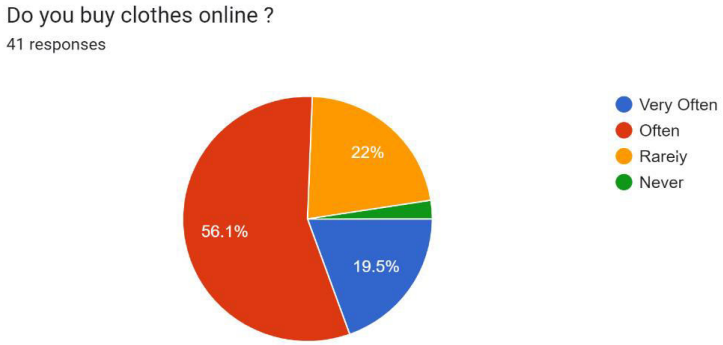
1. To study the brand and its cost-effective ways that steal the public attention.
2. To study the brand for the growth and expansion of the company.
3. To check whether the customers are satisfied with the brand.

RESEARCH METHODOLOGY

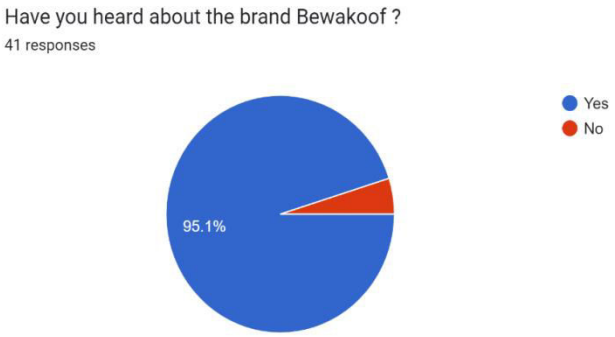
This research has been conducted through an online survey that is through Google forms. Questionnaire has been circulated amongst all the college students along which consisted to view the aspects of respondents towards the growth of audio and wearable products and also its sustainability development. Samples of 41 students were the respondents of the survey questionnaire. Of the 41 samples, 65.8% were females and 34.2% were males. This research has been conducted through an online survey that is through Google forms. Along with primary data, this research paper also contains some secondary data from the official site. Secondary data is collected in order to make this research as practical as possible to have a view on growth of the products.

DATA INTERPRETATION

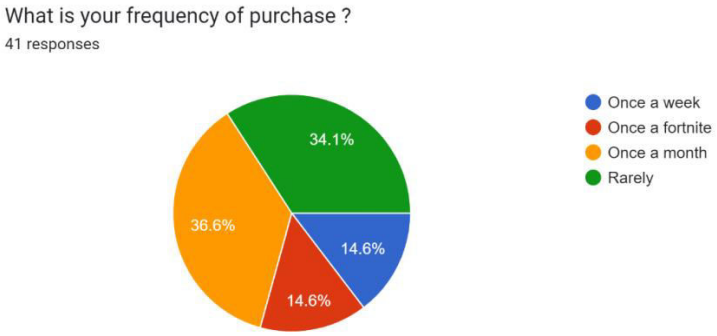
The main aim of these findings is to study whether Bewakoof Brand is cost-effective and study the growth and expansion of the company.



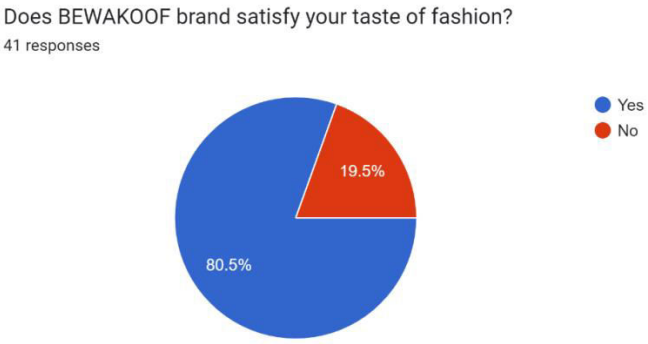
When the respondents were asked whether they buy clothes online, these were the responses recorded 19.5% people buy clothes very often, 56.1% people buy clothes online often 19.5% people rarely shop online and the rest are the people who never shop clothes online.



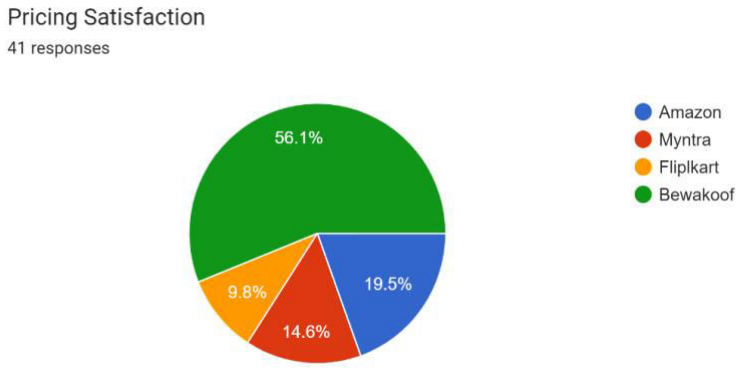
When the students were asked whether thy had heard about Bewakoof Brand these were the responses recorded. 95.1% of people were aware that Bewakoof brand existed in the market, only 4.9% of people have not heard of the Bewakoof Brand.



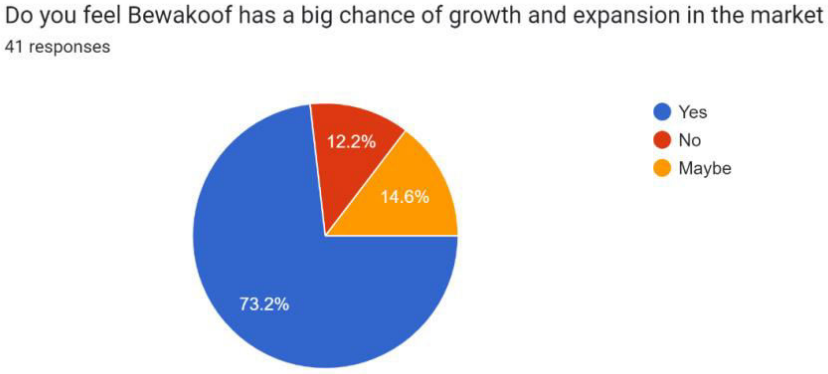
When the students were asked about the frequency of their purchase 14.6% students recoded their purchase once a week and once a Fortnite , 36.6% students recorded their purchase once a month, and 34.4% students recorded their purchase rarely.



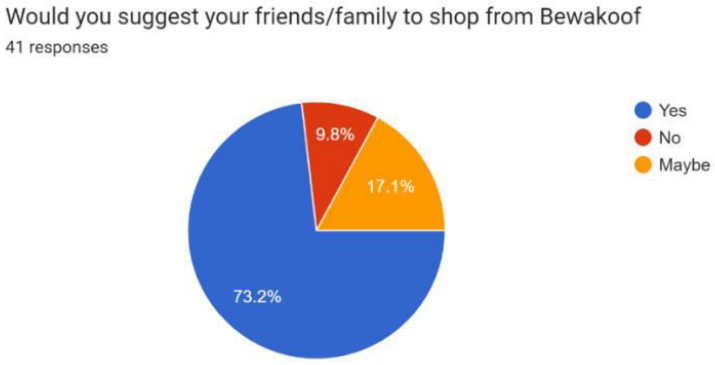
Most of the students were satisfied with the brand. 80.5% of students are satisfied by the Bewakoof brand as their taste of fashion is matched and 19.5% of student are not satisfied with the brand.



Bewakoof provides the maximum price satisfaction among all the other brands with a record of 56.1% students.



73.2% of students agree with the fact that Bewakoof has a big chance if expansion in the market. Whereas 12.2% people disagree. 14.6% students are not completely sure about the answer.



73.2% students would prefer and suggest the brand to their family and friends, which makes this brand a great success in todays market. Most people are satisfied and would choose Bewakoof over other brands

CONCLUSION

The main objective of this study was to see whether the brand is cost effective, successful and study its growth and expansion. According to all the responses we can conclude that Bewakoof Brand is a great success in the market and is very cost effective. Most people might prefer this brand over many big brands in the market. It is sure that the brand holds a bright future and will gloom its way thorough the market. There is a sure short chance of expansion for the company as it serves the most important aspect of business and that is customer satisfaction. It also has full chance of gaining a huge amount of profits in the coming years.

A STUDY ON THE EFFECTIVENESS OF CORPORATE WELLNESS PROGRAMS ON THE MENTAL WELL-BEING OF THE EMPLOYEES

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ABSTRACT
With technological advancements and high standard of living, employees are widely being bewildered by competition and struggle for existence resulting in the neglection of one's mental soundness. Although companies pretentiously flaunt their mental wellness programs, whether the desired effect is achieved or not is a debatable topic. Even though mental wellness programs held in corporations are preferentially the need of the hour, we also need to question the legitimacy and effectiveness of such programs held in an active or a passive manner by the organizations. This paper is an attempt to assess whether the Mental Health of Employees is taken care of by the Employer organization. If yes, then in what ways are these programs held & are these programs really effective in curbing down the mental trauma faced by the employees at a professional and individual level. This paper also brings forth a recommended solution that an individual can practice on a personal level to cut down the ramification of their mental health, without being dependent on the Government or the Employer.

Keywords: Mental well-being, Employees, Mental health, Wellness Programs.

INTRODUCTION
The COVID-19 pandemic affected the life of every human. It was the phase filled with several mental and emotional hurdles. Some lost their jobs, faced hardships with pay cuts and increased medical expenditure. On the other hand, some enjoyed work life balance, taking privilege of the lockdown announced widely by almost all countries. Now that life is back to the so called "normal phase" characterizing almost negligible flexibility, poor work life balance, increased workload, greater responsibilities, and fake assumptions, people are falling into the 'Well' of mental nuisance. This 'Well' works on the false belief of

'More burden + More exhaustion + More work = More reputation & Achievement.'

Overwork has become the new normal converting humans into emotionless trained bots, who are working continuously like machines. However, we fail to realize the fact that even machines need a break, else their useful life will be reduced due to severe wear and tear. Similarly, if humans continue to work like machines, there will be a drastic fall in the life expectancy rate due to health issues. This will not only affect their productivity but also other people around them. According to a 2018 report of WHO India is the most depressed country in the world followed by China and the US. With a total population of 135 Crore in India, 6.5% people (approx. 8.5 crore individuals - which is more than the total population of South Africa) are suffering from some form of mental illness. Furthermore, out of 8.5 crore, 5 crore suffer from depression and rest from anxiety disorder including panic attacks, phobias, post-traumatic stress disorder and obsessive-compulsive disorder. In a recent report, WHO has also estimated that around 21 people are committing suicide per one lakh people. In a developing country like India, where depression & anxiety is given least importance, individuals fail at resolving mental health issues. As a hope of help, people in general look up to their respective employers to take necessary steps in resolving these mental issues. Unfortunately, 70% of companies are not doing anything about this problem. While the remaining 30% who try to combat this issue belong to a global level, with a bare minimum being Indian. Hence, Indian employees are left perplexed. As a result, many ignore this issue, contributing to the overall problem of 'Mental wellness', being the individual's inner saboteur.

STATEMENT OF PROBLEM

With technological advancements and high standard of living, individuals are widely trapped into the rat race of corporate life. Being bewildered by competition and struggle for existence, individuals and employees often neglect the terrible condition of their own mental health. Facing depression, anxiety & stress are considered as the byproducts of working in the corporate sector. On the one hand where the employees are leaving this serious complication unaddressed leading to the ultimate downfall of their own self in the long run. Employers on the other hand are equally turning a blind eye towards this issue. Well, 30% of businesses do try to address this problem by providing extra perks and also enforcing some random yoga, meditation & mindfulness programs upon their employees. And rightly so, it is the pressing priority, but we also need to question the legitimacy and effectiveness of such mental wellness programs. As per study, it is proved that 80% of the employees who attend such programs are left unsatisfied and discontented. Therefore, the aim of this paper is to throw some light with regards to the mental wellness issue of the Indian employees in general.

LITERATURE REVIEW

The following studies on Mental Well-being have been conducted by various researchers to form the review of literature for this research paper:

Sheelu Sagar, Vikas Garg and Rohit Rastogi in their "Handbook of Research on Innovative Management Using AI in Industry 5.0", chapter 14 (2022) have elaborated on the effectiveness of spirituality, yoga, meditation and mudra interventions as an important tool to improve mental health of individuals.

Phadnis, S., Sengupta, S., & Chakraborty, A. (2021) in their research article "Work from home, mental health and employee needs: A pilot study in selected information technology organizations in India". Asia Pacific Journal of Health Management, have highlighted the immediate need to bring about extensive health and safety strategies in order to improve mental health in the "new-normal" situation.

Martin, A., Karanika-Murray, M., Biron, C., and Sanderson, K. (2016) in their research article named "Psychosocial Work Environment, Employee Mental Health and Organizational Interventions: Improving Research and Practice by Taking a Multilevel Approach". Stress Health, 32: 201– 215 elaborates methods to help deepen our understanding about work-related determinants that affect an employee's mental health. They also cite relevant key theoretical considerations for the same.

In the article "Workplace Change and Employee Mental Health: Results from a Longitudinal Study". British Journal of Management (2010), Loretto, W., Platt, S. and Popham, F. challenge the perception that workplace change will have an adverse impact on employee health. They also mention promotion and development, where a positive impact might be anticipated.

Rajgopal T in his research article named "Mental well-being at the workplace" published in the 'Indian Journal of Occupational and Environmental Medicine' (2010) informs readers about the tool "Work Stress Scale" (WSS) which enables individuals evaluate work-related stress levels and possible measures to control the same.

Bhatia SC, Madabushi J, Kolli V, Bhatia SK, Madaan V in their research named "The Bhagavad Gita and contemporary psychotherapies" published in the 'Indian Journal of Psychiatry' (2013) bring similarities between the principles of Bhagavad Gita and Cognitive Behavioral Therapy (CBT), aiming to help readers understand the applicability of wisdoms given in Bhagavad Gita, which add value to the western psychotherapies.

OBJECTIVES

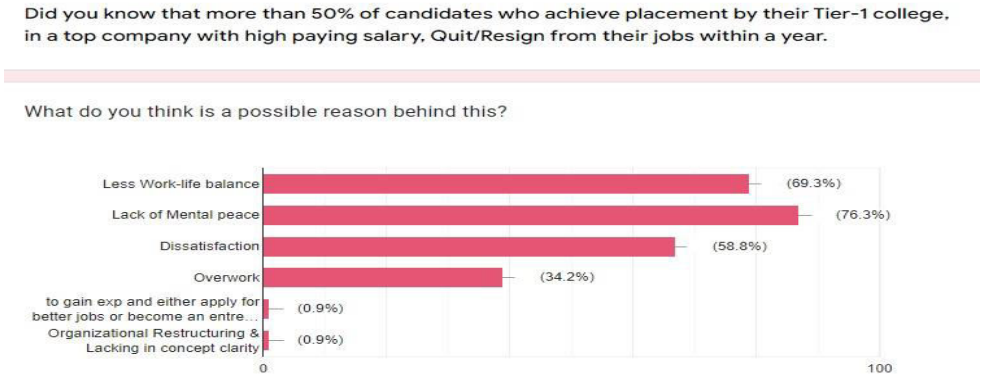
1. To highlight the current condition of the mental state of Indian people.
2. To accentuate the unaddressed mental trauma faced by Indian employees at workplaces.
3. To assess the legitimacy and effectiveness of mental wellness programs.
4. To create a sense of awareness in the employer and employee about the serious ramification of the stated problem.

RESEARCH METHODOLOGY

This research falls under the category of Descriptive research. The sampling method used is Convenience Sampling (Non-Probability Sampling). The aim of this research is to create a sense of awareness in the employer and employee about the serious ramification caused due to the poor mental health of the working professionals. A survey was conducted for the purpose of data collection among full-time working professionals and some full-time student interns in Mumbai. Total 115 response were collected. The respondents comprise of 96 working professionals and 19 interns. The research survey consisting of questions relating to the assessment of Mental well-being was circulated through Google forms to all the respondents. Following are the deductions and analysis of the data collected.

Data analysis and findings

Figure 1:



The aim of the above question was to know the views of the respondents on the stated fact. On analyzing, we noticed that 76.3% people have chosen lack of mental peace, while 69.3% chose less work-life balance, clearly indicating the problem of poor mental health, caused due to reasons like lack of flexibility, dissatisfaction and overwork. Thus, companies and individuals should take combined steps to overcome this problem due to which mental peace would be achieved.

Figure 2:

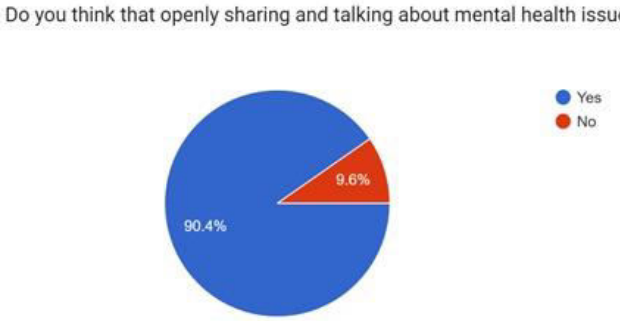


Figure 2 is again another question which aims to know the perspective of respondents in relation to the prevailing mental health taboo in India. As we can see, 90.4% respondents are talking about mental health issues still being a taboo in India. Till now, the mental health of an individual is not valued so much, due to which the person suffering from it is forced to take drastic steps like committing suicide and much more. Employers should take eager steps to create an environment where employees are able to express themselves freely, without any hesitation.

Figure 3:

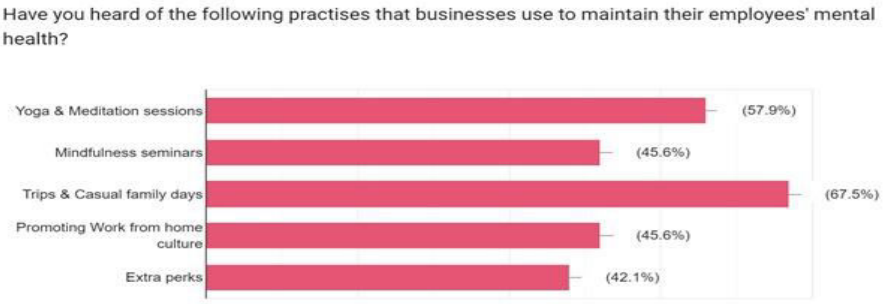
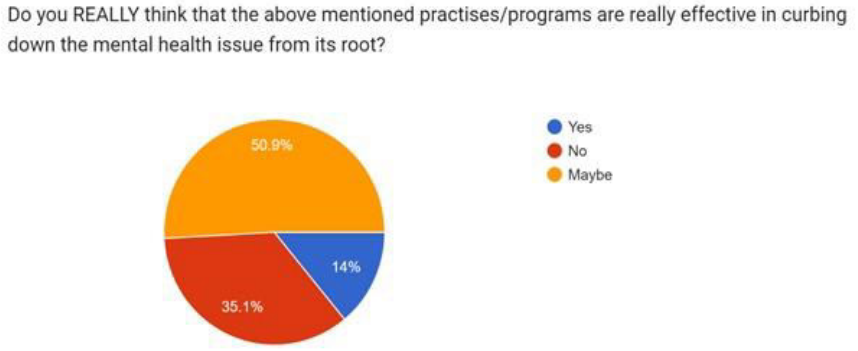


Figure 3 demonstrates how familiar the respondents are with the above mentioned employee mental health programs conducted by the employer organization. The goal of this question was to know the most widely used practice in the corporate world. From the responses, we understand that trips and casual family days (67.5%) are most widely offered by companies. We can also see that Yoga/Meditation sessions (57.9%) is the second highest/relevant practice done by companies. Then we have Mindfulness seminars and Promotion of Work from home culture (45.6% for both) following up. Even though these mental wellness practices done by corporations are preferentially the need of the hour, we also need to question the legitimacy and effectiveness of such practices; this can be seen in the next graph.

Figure 4:



The above question is a continuing question of the previous one. Here, we are outrightly asking respondents if the current practices are bringing any qualitative impact in the life of employees. With 86% of people answering "No" and "Maybe" clearly indicates that the effects of current futile practices are as good as nothing. The problem lies in the frequency of these sessions. Companies either don't conduct such mental wellness activities, and those who do, conduct it once or twice a year, bringing no relief to the struggling employees. Thus, the companies should not only increase the frequency but also increase the quality of these activities & undertake extra efforts for the same, thereby increasing the sustainability and the productivity of employees.

RECOMMENDATIONS

In the present situation, where 'Overwork' is considered the new normal, employees feel demotivated and depressed. Especially in a country like India where talking about poor mental health is a taboo, employees are left with no option but to accept their fate and continue struggling. This drastically affects productivity and health of employees in the long run. However, the problem remains unaddressed as we fail to recognize the current situation. Thus, the very first step is to accept that you are facing mental health issues. The solution to a certain problem can only be found when we treat the problem as a legitimate problem. Hence with utmost courage, one should then take steps to resolve this issue voluntarily, without being dependent on the employer or the government. As rightly said you are in the best position to help yourself.

Secondly, it is said that 'Elderly people are like a treasure to the society'. They are the goldmine storehouse of knowledge and experience. Hence, at the earliest convenience, one should express his/her feelings with seniors and elders, who can further devise prospective solutions for the same. However, if the above recommendation does not prove to be fruitive, one can also reach out to a psychiatrist, to seek professional help. In current days, Psychiatrists are in high demand because of the rise in depression & anxiety rates globally. However, due to high demand, not everyone can afford expensive consultation fees, in such a case, they can contact startups providing counseling at economical rates or NGOs who are working for a similar cause. Newly budding startups & NGOs like Minds foundation, Mindlab, MindPeers, YourDost, Sumaitri Voluntary Organization etc. can be a good option to go for.

But we should not forget that such activities form a part of temporary solutions only. In this fast paced world, nothing stays the same forever. Thus, there is a need to look for a permanent solution which can finish this mental wellbeing problem from its root.

Whenever we are in any problem, India's rich cultural heritage and scriptures come to the rescue. One has to simply dive deep into ancient times to get answers to all solutions. It is

astonishing how 500 years ago there were no complaints about mental health being disturbed. Well, if we scrutinizingly analyze the life of ancient people, we see that they have some kind of Yoga always attached to their timetable. Yoga is the ultimate means of establishing equanimity among the body and the mind. Additionally, people also used to read the ancient scriptures which ironically provide solutions to all our life problems. The Bhagavad Gita being the most renowned books among the Vedas. Some of the greatest minds in the world who have read and commented on this powerful scripture state: Albert Einstein- "When I read the Bhagavad-Gita and reflect about how God created this universe everything else seems so superfluous"; Robert Oppenheimer, an American physicist and Father of Atomic bomb, learned Sanskrit in 1933 and read the Bhagavad Gita in its original form. He later described it as one of his most influential books shaping his philosophy of life; Astronaut Sunita Williams said she took the Bhagavad Gita into space with her because she states that it gave her inspiration and a new purpose of life; Even Vikram Sarabhai, father of India's space program was seen reading the Gita many a times. Not only these but there are many great personalities such as Mahatma Gandhi, Dr. APJ Abdul Kalam etc who vouch for the greatness of Gita and declare it to be the ultimate refuge. Realizing the divine nature of Indian heritage, many companies have started holding Bhagavad Gita seminars. Some of the world's biggest universities have started compulsorily including the study of Bhagavad Gita in their curriculums. University of Cambridge, Oxford University, Seton Hall university and Bits Pilani in India are some of the renowned names who have started this revolution. In a recent experiment done at IIT Indore, 32 Students were told to practice Mantra chanting and scriptural reading for 2 weeks. The aim of this experiment was to test the effect of hymns/mantras on the tribulations of mental waves using Brain waves:EEG Tracing. In the end it was concluded that this 2 week practice had a drastic effect on almost all the 32 students thereby stabilizing their mental waves and bringing in a sense of equilibrium. Hence, we can say that even science has accepted the fact that practicing Yoga, Meditation, Mantra recitation and reading scriptures regularly is the key for long term peace, thereby improving mental health permanently.

CONCLUSIONS

Mental wellness is a major prerequisite for long life. Physical health and mental health both go hand in hand and act similarly as the 2 wheels of a motorcycle. It is said that 'You are in the best position to help yourself'. This quote conveys that unless we ourselves don't take steps for our well-being, there is no possibility that the problem would be solved externally and automatically. The solutions provided in the recommendations section of this paper will surely help individuals in building their pathway towards steady mental health. It will help readers to tackle the most dangerous undercover internal saboteur of the humankind - 'Perilous mental state' and facilitate them to take their steppingstones towards the settlement of this whole issue. Ultimately achieving Mental soundness. This mental soundness comes with a lot of unstated advantages. It helps individuals boost their confidence and self-esteem. Employees at workplace are guaranteed with a steady mind and enhanced productivity which helps them achieve their respective goals and ambitions without any hassle. These all things ultimately result into us being a more sustainable asset to the employer and on the individual level as well.

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A STUDY ON INNOVATIVE HIRING PRACTICES OF RESTAURANT & CAFE IN INDIA: MIRCHI AND MIME & BAMBAI NAZARIYA

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ABSTRACT
This research is to study about the innovative hiring practice of a restaurant & cafe in India. There are many upcoming startups in India which have a very unique employing method in their cafes and restaurants. We are going to study about one of such restaurants and café, Mirchi and mime & Bambai Nazariya. Mirchi and Mime only hires differently abled (hearing and speech impaired individuals) people as their staffs, and Bambai Nazariya a café that only hires transgenders as their staffs. As per 2011 census, 2.1% of India's population, about 2.68cr people have disabilities. It's certainly much higher in 2022, with 13.4 million in the 15-19 age group. And 4.88 lakh transgender as per 2011 census. When it comes to finding an appropriate job, differently abled people and transgenders are still heavily disadvantaged. This innovative idea of hiring differently abled people and transgender gives them the opportunity to work and lead a normal life and breaks the stereotypical thoughts of our society.

Keywords: differently abled people, transgender, innovative, hiring, unique

INTRODUCTION
Restaurant that hires only differently abled (hearing and speech impaired) people as their employees:

Mirchi and Mime is the first restaurant in India in which the entire service team comprising hearing and speech-impaired individuals. This place has a gesture glossary attached to the menu. By simply pointing at the food you want, you can indicate portion and place your order. They have a thoughtful quote on their uniforms, "Sign-language is my superpower, what's yours?" This shows how they are helping their employees build confidence. You assume that this communication is going to be difficult, but no it's quite simple. The founder of Mirchi and mime, Prashant Issar and Anuj Shah have two primary values:

- Integrity and commitment are more important than capability and skill.
- It is important for businesses to generate wealth for society in addition to generating wealth for the individual.

By giving job opportunities to differently abled people and helping them lead a normal life, these restaurants/cafes are also connecting to sustainable development goals with this

practice. They connect to the 8th goal i.e., to achieve full and productive employment and decent work for all, including people with disabilities, and equal pay for work and equal value. By giving a unique experience to their customers this restaurant has already become successful and profitable and is creating sustainability in the market with their innovative approach. Within a year, the owners of this restaurant opened a second restaurant, "Madeira and Mime" nearby with a similar concept. This proves their sustainability.

Bambai Nazariya is a cafe that hires only transgenders as their employees. The founder Diego Miranda addresses this as the dream of his father, to build a space where people can visit without the fear of being misread and where acceptance and non-judgment prevail. With this innovative practice they are providing a respectful and well-paid job for transgenders and a safe space for people of all genders to visit and interact. The motto of the café is "nazariya badlo, nazara badlega". It aims to break the stereotypical image of the transgender community. With

this innovative approach they are building their sustainability with connecting to sustainable development goals. The food at Bambai Nazariya is as much the talk of the town as its concept. With this innovative approach they will develop sustainability in society and in the business line. This hiring of transgenders also comes under the SDG 8th goal.

LITERATURE REVIEW

International Journal of Management Studies. A Study on Organisational Practices Towards Inclusion of Persons with Disabilities at Workplace by Devpriya Dey and Dr. Prakash Babu (oct 2018, case 5) this case study provides total information about the restaurants, their innovative hiring practice and how they recruit people. Their moral and objective behind this innovative idea everything is explained in this above study a case study (case no.5).

https://www.thebetterindia.com/283400/bambai-nazariya-cafe-run-by-trans-community-mumbai- diego-miranda/ this article explains about the objectives behind this innovative idea of Bambai and Nazariya.

OBJECTIVES

- To study the business benefit of this startups
- To study the social, economic and environmental benefits
- To study the pre-employment and post-employment experience of the employees
- To study the impact on society as well as differently abled community people after this innovative hiring practice

BUSINESS BENEFIT OF THIS STARTUPS

- The founders/owners of Mirchi and Mime started another restaurant “Madeira and Mime” nearby with a similar concept within a year from their startup. This shows their sustainability in the market.
- The owners are further aiming for 21 properties in the future in India, Singapore, Dubai and London, employing over 600 speech and hearing-impaired staffs.
- With the help of social media and internet Bambai Nazariya has also gained popularity and sustainability in the market.
- The sustainability and revenue of these startups are by 80% of their loyal customers and the remaining 20% are new customers.
- With their innovative approach they are attracting new customers regularly and their food and hospitality is bringing their loyal customers back
- For a restaurant customer to experience perfect hospitality, staff serving the food should be focused, intuitive and smiling is very rare. But in this both restaurant and café its happening.
- For Mirchi and Mime, with hearing and speech impaired staff it's easy to find the above 3 qualities in them. And in Bambai Nazariya the transgender make it work with their “mehman nawazi”.

TO STUDY THE SOCIAL, ECONOMICAL AND ENVIRONMENTAL BENEFIT

- Social benefit can be found in all the 40 staff of Mirchi and Mime, the young boys and girls working in different restaurants of the same owners. Initially, these young people were dependent on their family for their livelihood. But now they have a respectable job with stable and decent income, and they have become self-sufficient.

- With this innovative approach they have changed many people's lives from being considered as a liability to an asset to their family. In many cases they are the ones who are taking care of their family financially.
- In Bambai and Nazariya also the transgenders are now given an opportunity to do decent job among others in this society.
- With this innovative approach, employment and equal pay for all differently abled people and transgender this also gives the economy a boost. As an environment overall this is an example for future startups and entrepreneurs to do something for society and environment.

PRE-EMPLOYMENT AND POST EMPLOYMENT EXPERIENCE OF THE EMPLOYEES

- The pre-employment and post-employment experience of transgender can be understood without saying anything else with this one statement said by Mahi Poojari the staff of Bambai and Nazariya.
- 'The cafe has been receiving a lot of guests, giving us a chance to interact with people and show them that the transgender community is not limited to begging and sex work," said Mahi Poojari (she/her), Host, Bambai Nazariya.
- The pre-employment and post-employment experience of the staffs of Mirchi and Mime is that, before job they were dependent on their family for everything. But after this hiring they are now independent and financially stable.
- More importantly both of their staff have gained self-confidence and help in leading a normal life.

IMPACT ON SOCIETY AS WELL AS DIFFERENTY ABLED COMMUNITY PEOPLE AFTER THIS INNOVATIVE APPROACH

- In society a positive impact has been created, as there are plenty of customers going there to experience something unique and not with sympathy or empathy. Theses has created an opportunity to communicate with them in their sign language.
- And as for transgenders, people love to go there and spend some time without judging and being judged, as you can see the reach of the café within one year says it all.
- This approach has given a hope in differently abled community as we know finding a job for differently abled people is more difficult, as many companies don’t prefer even than 1 or 2 differently abled employees due to lack of communication, lack of knowledge, stereotyping, etc.
- This kind of startups gives them hope and confidence in leading a normal life.

RESEARCH METHODOLOGY

Research Design: Descriptive research method was used for this study which was based on the focused study.

Data Collection Method: In this research, data were collected in one method only

Secondary Data: The secondary data was collected by using the internet and from research articles in different journals.

FINDINGS

1. The study shows that innovative hiring practice has made a great change for SHI’s and transgenders.
2. The study shows this practice has had a social, economic and environmental benefit.

3. According to the study people are showing a positive approach towards this innovative idea.
4. They have created a new platform for people with SHI and transgenders.
5. The study also shows an overall good reach and rating in online buying also.

RECOMMENDATION

This study shows the sustainability and impact of innovative practice in hiring among the new restaurants and café startups.

These study shows how this innovative idea has created a platform for SHI and transgenders. And how it benefits society and environment with these innovative hiring practices.

The study shows how startups have broken the stereotypical thought of society and became profitable successful businesses.

CONCLUSION

Mirchi & mime and Bambai Nazariya innovative hiring practice is a great concept which has changed Lifes and have created a new platform for SHI and transgenders. There are many such startups that are encouraging this kind of innovative hiring practices for eg, Ishaara, Chai pe Charcha, Café Arpan and many more. We as a society, should support and encourage more such startups. There are even eco-friendly, vegan friendly, zero waste restaurants around us. We can and should encourage this kind of restaurant and café instead of going behind brands. In future we can build a better environment for differently abled people and transgenders. Finding a job, building a career is most important of all.

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- https://www.thebetterindia.com/283400/bambai-nazariya-cafe-run-by-trans-community-mumbai- diego-miranda/
- https://www.researchgate.net/publication/328287603_A_Study_on_Organisational_Practices_To wards_Inclusion_of_Persons_with_Disabilities_at_Workplace

FEAR OF FAILURE AMONG WANTREPRENEURS

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ABSTRACT
Fear of failure is stalking the world of entrepreneurs. Entrepreneurs have complicated relationships with fear. Nobody can escape from fear of fear. Some take failure as a motivating factor whereas some get inhibited. Fear does inhibit startup activity, but that does not mean that only the fearless actually become entrepreneurs. Fear of failure is a state rather than a trait. Rather than a characteristic that some people have, and others do not, fear of failure is an experience that is widely shared but dealt with in different ways .This research has been undertaken by researcher to understand the factors that derive fear of failure among wantrepreneurs .The research can highlight the importance of fear of failure in this business world for motivating people to strive harder and be successful or how this fear of failure can be one of the reasons for unsuccessful startups.This paper gives an in-depth view on how fear of failure hurts or helps wantrepreneurs and it will help increase awareness about how fear of failure holds the power to make a business successful or unsuccessful.

Keywords: Fear of Failure, Entrepreneur, Startups, Wantrepreneurs

1. INTRODUCTION
The fear of failure, also known as atychiphobia, is an irrational and persistent fear of failing. The fear of failure may also be related to being a perfectionist. Because perfectionists have such high expectations for how they expect things to turn out, they may experience a nagging fear that they won't live up to those often unrealistically high standards. And, this fear of failure is one of the greatest fear in any entrepreneurs or wantrepreneurs life. For wantrepreneurs, courage is not the absence of fear but the ability to persist in spite of it.Fear of failure also has other perspective where it can help entrepreneurs to work more hard and survive in this business world. Fear of failure helps to strive harder and improve with every failure they face. In short, fear of failure can inhibit and motivate. Rather than stopping people from entering the business world, fear of failure can also motivate greater striving for success. All fears are not equal but the source of the fear is important. Fear of failure can also change the goals which wantrepreneurs set for themselves. When wantrepreneurs feel greater fear of failure, they will try to achieve easier goals.

- **LITERATURE REVIEW**

Nabiha Nefzi in her research paper titled fear of failure and entrepreneurial perception in the journal of International Journal of Entrepreneurial knowledge provides an understanding of the role of fear of failure in entrepreneurial decision making by examining the mediating role of appraisal dimensions through the study of the impact of fear on entrepreneurial risk perception and using the cognitive - motivational process.

Gabriella Cacciotto and James C. Hayton (august 2014) in a research paper titled Fear of failure and Entrepreneurship published in Enterprise Research center explained that within the entrepreneurial world, fear of failure can be seen as a barrier to entrepreneurial action and also many different things - from the worst of enemies to best of friends.

Kasper Suomalainen (Fall 2017) in his thesis titled The relationship between fear of failure and entrepreneur's well - being examined through procrastination examined the relationship between the fear of failure and procrastination among entrepreneurs and how they interact with each other.

Fear of failure is especially viewed as a limiting factor in entrepreneurship, emphasizing fear of failure as a psychological factor that restrains, hinders or prevents entrepreneurial behavior by Hatala(2005); Bosma et al(2007).

Minniti (Arenius and Minniti, 2005; Minniti and Nardone, 2007; Langowitz and Minniti, 2007) has done extensive research and published several studies that confirm fear of failure's negative impact on entrepreneurship and entrepreneurial activity.

Andres Giazitzoglu and Gabriella Cacciotti (May 2016) in a research paper titled A reconceptualization of fear of failure in entrepreneurship published in the Journal of Business Venturing explained more precisely the nature of fear of failure within entrepreneurial setting . Fear of failure was originally conceptualized in the psychology literature as the motive to avoid failure as opposed the motive to achieve success by McClelland (1953)

James Hayton in a research paper titled How Fear Helps(and Hurts) Entrepreneurs in Harvard Business review (April 2018) suggested that fear of failure is widespread and has both negative and positive effects on motivation , decision making and behavior .

Leon Ng and Anna Saies Jenkins(June 2018) in paper titled Motivated but not starting: how fear of failure impacts entrepreneurial intentions investigated how dispositional fear of failure moderates the relationship between entrepreneurial self - efficacy and their intentions

HAO Xi-ling, LIU Yi-ran, DU Jing-jing1 and ZHENG Fang in a research paper titled The formation of fear of failure and its influence on entrepreneurial behavior focused on the inhibitory effect of fear of failure on entrepreneurial entry.

Helena Vieira(August 2016) in a paper titled Fear of failure may inhibit entrepreneurs , but may also drive them to work harder highlighted that Fear of failure is not a static construct that is simply experienced or not experienced, but rather changes as events unfold and as experience builds. The significance of any given threat for an entrepreneur is also strongly influenced by the entrepreneur's level of commitment to the venture

John Morgan and Dana Sisaky in their research paper titled The Power of Negative Thinking: A Model of Entrepreneurship,Aspirations, and Fear of Failure concluded that

Regardless of the yardstick used to measure success, fear of failure is negatively associated with entry into entrepreneurship. Their Findings highlight the importance of the interaction between the degree of fear of failure and the aspirations of the would-be entrepreneur.

Irene Timmermans (June 2020) in her thesis titled fear of failure as a positive force determined the structure of the relationship between fear of failure and

entrepreneurial action and which coping strategies best contribute to a positive effect of that relation. More specifically, this study examines how entrepreneurs can convert fear of failure into a positive effect on entrepreneurial action.

The idea that fear plays a role within the entrepreneurial process is consistent with the assumption that entrepreneurship is an emotional journey by Baron (2008).

Starting a business is an extreme experience that inevitably involves several emotional elements that "come into play within the entrepreneur as the venture takes form and evolves" by Schindehutte, Morris, and Allen in 2006.

➢ OBJECTIVES

- To understand the relationship between fear of failing and sustainability of entrepreneurs in business.

- To highlight the factors which drive fear among entrepreneurs.
- To analyze the positive and negative impact of fear of failure among entrepreneurs.
- To increase awareness about how fear of failure can inhibit or motivate entrepreneurs or wantrepreneurs.

HYPOTHESIS

- Null Hypothesis - There is no relationship between fear of failure and entrepreneurship .
- Alternative hypothesis - There is a relationship between fear of failure and entrepreneurship.

RESEARCH METHODOLOGY

This research aims at understanding the impact of fear of failure on entrepreneurs.The research methodology will discuss the techniques used to develop this research paper. It also explains the procedure by which the researcher collected the data.This research conducted includes college students who want to be entrepreneurs in future.

DATA COLLECTION

Data collection means collecting of data or information by different sources . There are two types of data: Primary data and Secondary data.

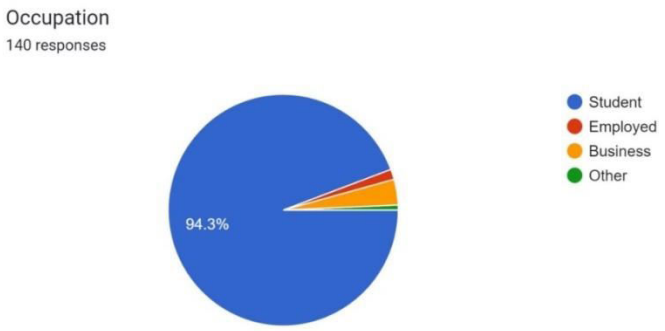
Collection of Primary Data

The primary data required for the research was collected by Questionnaire method with the help of google forms. Through google forms data was collected from 140 respondents.

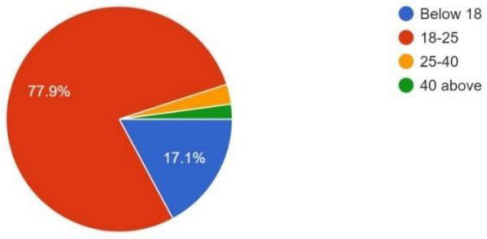
Collection of Secondary Data

The secondary data for the study was collected from books, journals, periodicals, newspapers, articles, Website of government publications, proceedings, annual report, and other published records.

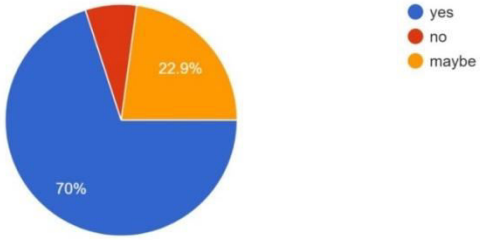
6. DATA ANALYSIS AND FINDINGS



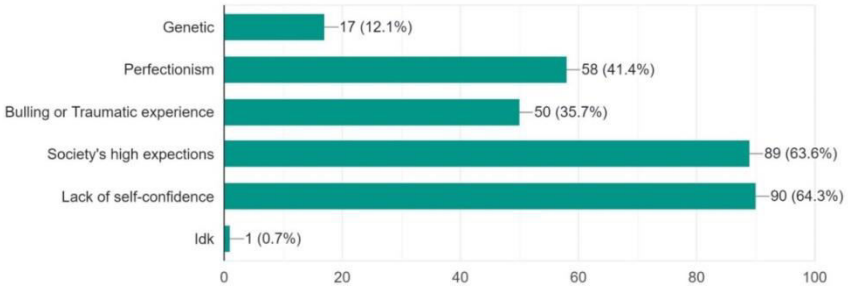
Age
140 responses



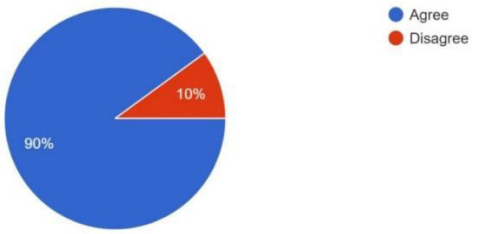
Do you think fear of failure can be one of the reasons for unsuccessful business?
140 responses



What do you think is the reason behind people having this fear?
140 responses

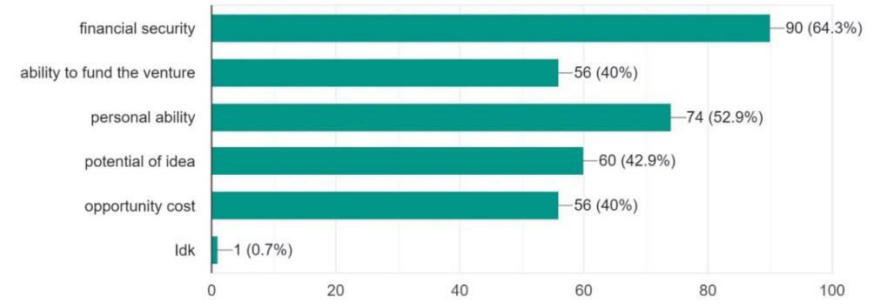


Many wantrepreneurs don't start a business because of fear of failure. Do you agree or disagree with the statement? (Wantrepreneurs - People who want to become an entrepreneurs)
140 responses



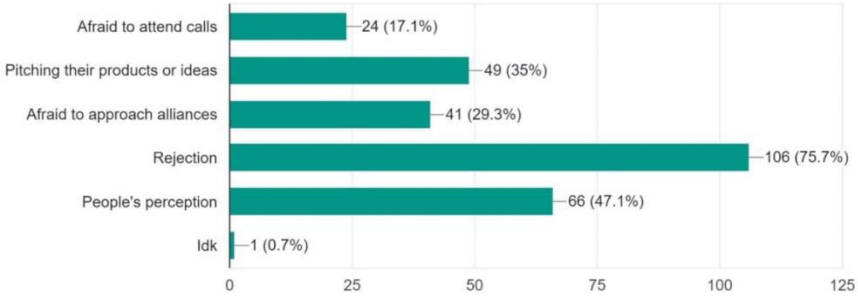
What can be sources of fear?

140 responses



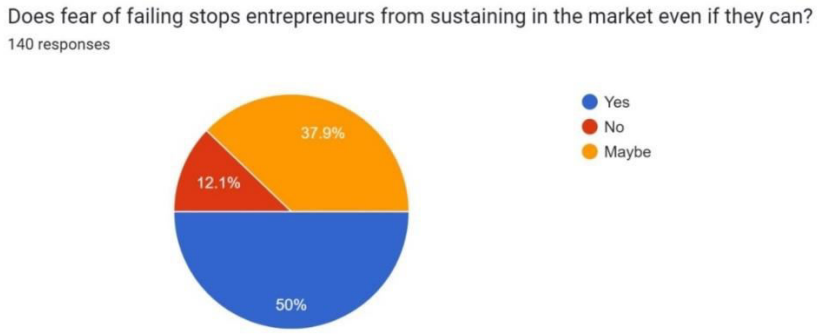
What do you think are entrepreneurs afraid of while doing business?

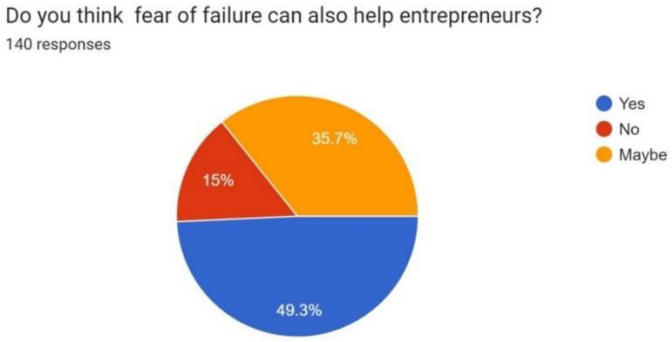
140 responses

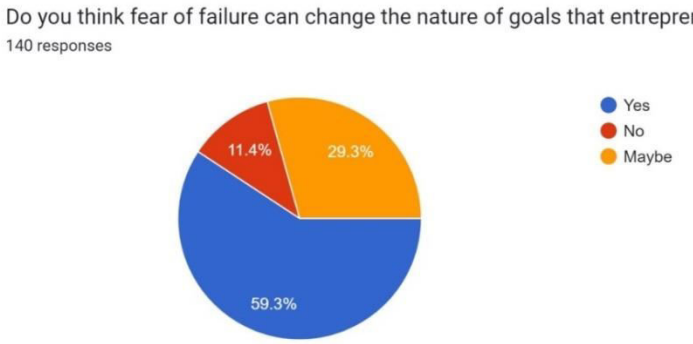


Everyone tends to create what if scenarios , creating unnecessary anxiety and stress. what can help people from that?

140 responses







- More than 94% of respondents are students between the age group of 18-25.
- Around 98 respondents think that fear of failure can be one of the reasons for unsuccessful business.
- The reasons behind people having the fear of failure are society's high expectations and perfectionism.
- Almost 75% of respondents think that entrepreneurs or wantrepreneurs are afraid of rejection while doing or starting business.
- The audience agreed that people avoid starting a business because of fear of failure.
- 50 % of the audience believe that being self-confident can help in decreasing stress and anxiety.

- The audience believes that fear of failing stops entrepreneurs from sustaining in the market even if they can start a business.
- Around 50% of the audience does believe that failure can also help entrepreneurs.
- 60% of the respondents think that fear of failure holds the power to change the nature of goals that entrepreneurs set.

8. RECOMMENDATIONS

- According to the study and the research, entrepreneurs or wantrepreneurs should overcome the negative voice and society's expectations and start their business.
- Being more self-confident will help wantrepreneurs gain more courage and determination to enter the business world.
- Failures can possibly motivate entrepreneurs because you learn from your own failures. It makes people unafraid to take risks and come back strong in the market with proper implementation.
- Entrepreneurs should not miss important opportunities and not play safe in the market to achieve success.

9. CONCLUSION

This research can conclude by saying that fear of failure is widespread and has both positive as well as negative effects among wantrepreneurs. Speaking of the impact of failure, it can fuel some people to learn more, make more contact and figure out mistakes that took place. It forces people to come up with better ideas and take failure in a positive way. Thus, Fear of failure cannot be escaped from but people can cope up by facing those fears.

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