NATIONAL EDUCATIONAL POLICY 2020

Industry-Academia Linkage

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National Educational Policy 2020
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First Impression: April 2023

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ISBN: 978-81-963113-0-8

Rs. 1000/- ($80)

PREFACE

We are happy to offer this book on National Education Policy 2020 Topic-Industry Academia National Education Policy 2020 (NEP 2020), outlines the vision of India's new education system. It replaces the 1986 educational policy. This policy is a comprehensive framework for elementary education to higher education as well as vocational training in both rural and urban India. It aims to transform India's education system very soon. The highlights of the NEP 2020 include 50% Increase In GER- gross enrolment ratio, Overall Multidisciplinary Education, Open and Distance Learning, Online education and digital education, 4- year under graduation program, Academic Bank of Credit.

Considering the NEP-2020 and its implementation this this book covers various study area with regard to implementation of National Education Policy 2020. All this research papers will definitely help and enable young researchers, industrialists, academicians, aspiring entrepreneurs, and students to understand practical strategy to promote the execution of the NEP 2020 at institutional level.

ACKNOWLEDGEMENT

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Dr. Riyasat Aminuddin Peerzade

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NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT

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ABSTRACT

Skills and knowledge are driving forces of economic growth and social development for any country. Countries with higher levels and better standards of skills adjust more effectively to the challenges and opportunities in domestic and international job markets. Today, India is one of the youngest nations in the world with more than 62% of its population in the working age group (15-59 years), and more than 54% of its total population below 25 years of age. To reap this demographic dividend which is expected to last for next 25 years, India needs to equip its workforce with employable skills and knowledge so that they can contribute substantively to the economic growth of the country. The concept of the National Educational Policy (NEP) 2020 has been a distinct policy that has changed the education system in the country. It is expected to upgrade the educational quality for students both in schools as well as in higher education institutions. The transformation of the education system to a skill-based approach from a learning-based model has been attributed to the policy. The proposal to introduction of vocational education from sixth standard onwards and the formation of a National Committee for the integration of vocational education (NCIVE) is viewed as a transformation that will certainly take the Indian educational system to the new lines of standard. This paper investigates the role of NEP in Skill development.

Keywords: Skill Development, Workforce, Employment.

INTRODUCTION

The Prime Minister launched Skill India Mission on July 15, 2015, on the occasion of the first ever World Youth Skills Day (Shah, 2016), it includes four important and complementary initiatives of the Ministry of Skill Development and Entrepreneurship. National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 33 Sector Skill Councils (SSCs) as well as 187 training partners registered with NSDC (Das, 2015). The Ministry of skill development is also intending to work with the existing network of skill development centers, universities and other alliances in the field. Further, collaborations with relevant Central Ministries, State governments, international organizations, industry and NGOs have been initiated for multi-level engagement and more impactful implementation of skill development efforts (Majumdar 2016). The National Skill Development Fund was

set up in 2009 by the Government of India for raising funds both from Government and Non-Government sectors for skill development in the country (Bhattacharyya, & Mukherjee, 2019). The Fund is contributed by various Government sources, and other donors/ contributors to enhance, stimulate and develop the skills of Indian youth by various sector specific programs. Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation (Kedar, 2015). The objective of New Education Policy (NEP) is to enable a large number of Indian youths to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning(RPL).

NEP AND EDUCATION SYSTEM

NEP 2020, proves a game changer for the Indian Education System (Raj, & Khare, 2020)**.** It is predicted that the National Education Policy, 2020 will not only bring down the social belief associated with vocational courses as a good career opportunity but will also provide learners a number of other bright career opportunities (Kalyani, 2020). This policy will play a crucial role in building the manpower of the India to create a change, especially in educational methods, along with putting an emphasis on inculcating technical and soft skills among all the students (Idnani, 2021). NEP 2020 focuses on employability skill and consider education as an important input in providing students proper skillsets to make them for available for employment (Aithal, & Aithal, 2020). The goal of the government with this policy is to meet the 2030 Agenda for Sustainable Development, which focuses on to ensure inclusive and equitable education for all students as well as promote lifelong learning opportunities for all (Nataraju, & Warrier, 2022).

National Education Policy 2020: Re-Imagining Vocational Education

Initiatives/Targets

- At least 50 percent of school learners to get exposure to vocational education by 2025.

- Considering students in vocational education while arriving at the Gross Enrolment Ratio (GER) targets.

- Secondary schools to collaborate with ITIs, polytechnics, local industry.

- Setting up of Skill labs and creating hub & spoke model in the schools to allow other schools to use the facility.

- To offer vocational education by higher education institutions or in partnership with industry and NGOs.

- Offering vocational courses to students enrolled in all other Bachelor's degree programs, including the 4-year multidisciplinary Bachelor 's programs.

- Higher educational institutions to conduct short- term certificate courses in various skills including soft skills.

- Making vocational knowledge developed - 'Lok Vidya' to students through integration into vocational education courses.

- Vocational courses through Open Distance Learning (ODL) mode.

- Integrating vocational education into all school and higher education institutions in a phased manner over the next decade.

- Ministry of Education to constitute a National Committee for the Integration of Vocational Education (NCIVE), consisting of experts in vocational education and representatives from across Ministries, in collaboration with industry, to oversee this effort.

- Setting up incubation centers in higher education institutions in partnership with industries.

- National Skills Qualifications Framework for each discipline vocation and profession.

- Aligning Indian standards to the International Standard Classification of Occupations maintained by the International Labour   Organization.

National Policy on Skill Development and Entrepreneurship

Ministry is an integral part of the government policy on "Sabka Saath, Sabka Vikaas" and its commitment to overall human resource development to take advantage of the demographic profile of our country's population in the coming years (Tandon, et. al., 2022). Developing a comprehensive and holistic policy document is an integral part of the process (Saxena, 2020). This requires a fresh look at the already existing National Policy on Skill Development (NPSD), 2009. The objective of the National Policy on Skill Development and Entrepreneurship, 2015 will be to meet the challenge of skilling at scale with speed and standard (quality). It will aim to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centers. In addition to laying down the objectives and expected outcomes, the effort will also be to identify the various institutional frameworks which can act as the vehicle to reach the expected outcomes. The national policy will also provide clarity and coherence on how skill development efforts across the country can be aligned within the existing institutional arrangements. This policy will link skills development to improved employability and productivity. Andhra Pradesh will face an incremental Human resources requirement of

approximately 10 million skilled workers between 2012 till 2022, across the high-priority and emerging sectors.

The performance of DDU-GKY implementation from 2015-2019				
Item	**2015-16**	**2016-17**	**2017-18**	**2018-2019**
Target(2022)	2814195	2814195	2814195	2814195
Trained	236471	358931	137059	240980
Placed	109512	187042	60974	138327
Assessed	NA	188835	78964	217485
Certified	NA	117258	52197	178197
Centers	-	654	726	1196
Trades	-	329	381	433

Table 1: Source: http://kaushalpragati.nic.in

VARIOUS SKILL DEVELOPMENT PROGRAME IN INDIA

Deen Dayal Upadhyaya Grameen Kaushal Yojana(DDU-GKY)

The Ministry of Rural Development (MoRD) announced the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) Antyodaya Diwas on 25th September 2014. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth. DDU-GKY is uniquely focused on rural youth between the ages of 15 and 35 years from poor families. As a part of the Skill India campaign, it plays an instrumental role in supporting the social and economic programs of the government. The performance of DDU-GKY implementation from 2015 to 2019 is presented in table – 1.

Gram Tarang

Gram Tarang Employability Training Services Pvt. Ltd. is a social entrepreneurial initiative in skill training working in largely underdeveloped regions of the country and is committed towards providing young people with high quality vocational education & skill training, relevant & recognized certifications resulting in meaningful employment & successful careers in the organized sector. Gram Tarang currently operates in Orissa and Andhra Pradesh in East India. It has a wide field network across villages and semi-urban centres in a hub and spoke model (a small number of mother centres with a number of satellite centres.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) implemented by National Skill Development Corporation. The objective of this skill certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills

will also be assessed and certified under Recognition of Prior Learning (RPL). PMKVY has two training components, viz., Short Term Training (STT) and Recognition of Prior Learning (RPL). Between 2016-17 and 2021-22 (as on 15 January 2022), under PMKVY 2.0 about 1.10 crore persons were trained (inclusive of the placement- linked and non-placement-linked components of the PMKVY): 83 percent certified and about 21 lakhs placed. In 2021-22, under PMKVY 3.0, 3.48 lakh persons have been trained: 50 percent certified and 16,321 placed.

Pradhan Mantri Kaushal Kendras (PMKKs)
From 2016- 17 to 2021-22, 16.35 lakh persons were trained and over 78 percent of them were certified. PMKVY also provided training to Shramiks (migrant labourers) affected by COVID-19. This component covered 116 districts of 6 States, viz., Assam, Bihar, Madhya Pradesh, Odisha, Rajasthan and Uttar Pradesh. As on 15.01.2022, 1.26 lakh migrants have been trained / oriented (0.88 lakh in STT and 0.38 lakh in RPL). Several micro-programmes under PMKVY have also been formulated for targeting artisans' clusters in partnership with private sector, also to ensure employment to all artisans. Special project has been launched to revive the traditional Namda craft of Jammu & Kashmir and upskilling of Weavers & Artisans of traditional crafts of Nagaland and Jammu and Kashmir.

Skill Strengthening for Industrial Value Enhancement (STRIVE)
Skills Strengthening for Industrial Value Enhancement (STRIVE) is a new World Bank funded project that has been approved by Expenditure Finance Committee (EFC) in November 2016 for a total cost of Rs. 2200 crore (US $ 318 million). The project falls under the Programme for Results (P4R) based category of World Bank that ensures outcome based funding. The project aims at creating awareness through industry clusters/ geographical chambers that would address the challenge of involvement of micro, Small and Medium-sized Enterprises (MSMEs). The Project would also aim at integrating and enhancing delivery quality of ITIs. In order to ensure achievement of outcome these ITI would be competitively selected for upgradation under the scheme.

Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP):
This project aims to implement the mandate of the National Skill Development Mission (NSDM), which was launched on 15th July by Ministry of Skill Development & Entrepreneurship, through its core sub-missions. The project will be implemented in mission mode through World Bank support and is aligned with the overall objectives of the NSDM. The main objectives of the project include strengthening institutional mechanisms at both national and state levels, building a pool of quality trainers and assessors, creating convergence among all skill training activities at the state level, establishing robust monitoring and evaluation system for skill training programs, providing access to skill training opportunities to the disadvantaged sections and most

importantly supplement the Make in India initiative by catering to the skill requirements in relevant manufacturing sectors.

National Apprenticeship Promotion Scheme (NAPS)

The National Apprenticeship Scheme is a new scheme of Government of India to promote apprenticeship. It was launched on 19th August 2016. Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. It is a sharing of 25% of the prescribed stipend, subject to a maximum of INR 1,500 per month per apprentice per month to the employer. The aim of this programme is to increase the engagements of apprentices from present 2.4 lakh to 50 lakh cumulatively by 2020.

Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS)

Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS) is a central government scheme for providing industry apprenticeship opportunities to the general graduates exiting in April 2019 through the National Apprenticeship Promotional Scheme (NAPS). The program aims to enhance the employability of Indian youth by providing 'on the job work exposure' and earning of stipend. SHREYAS is a programme basket comprising the initiatives of three Central Ministries, namely the Ministry of Human Resource Development, Ministry of Skill Development & Entrepreneurship and the Ministry of Labour & Employment viz the National Apprenticeship Promotion Scheme (NAPS), the National Career Service (NCS) and introduction of BA/BSc/BCom (Professional) courses in the higher educational institutions.

Jan Shikshan Sansthan (JSS)

Scheme JSS aims to provide vocational skills to non-literate, neo-literates, persons with rudimentary level of education up to 8th and school dropouts up to 12th standard in the age group of 15-45 years. The priority groups are women, SC, ST, minorities, divyangjan and other backward sections of the society. The Jan Shikshan Sansthans work at the doorstep of the beneficiaries with minimum infrastructure and resources. Under the scheme grant is released to Jan Shikshan Sansthans (NGOs) for Skill Development.

National Apprenticeship Promotion Scheme (NAPS)

This Scheme promotes apprenticeship training and the engagement of apprentices by providing financial support to industrial establishments undertaking apprenticeship program under The Apprentices Act, 1961. As on 31 October 2021, 4.3 lakh apprentices engaged under the scheme

Aatmanirbhar Skilled Employees Employer Mapping (ASEEM) portal

ASEEM, a digital platform, created to match supply of skilled workforce with the market demand, acts as a directory of skilled workforce. As on 31.12.2021, 1.38 crore candidates

have been registered on the portal including candidates registered on Skill India Portal (SIP). As on 31.12.2021, around 26.7 lakh migrant's data/profile are also available on the portal. The Portal consists of three IT based AI (artificial intelligence) driven interfaces for stakeholder interactions:

❖ A job application for individuals with access to hyper local jobs using machine learning and automated match based on persona.

❖ A demand and campaign management system for employers to forecast the current and future demand.

❖ A management dashboard for analytics and insights. This could also be used for future decision making.

CONCLUSION

NEP provides the multi exit and entry opportunity to the students and this can make them more equipped with skills. These skills might help them in getting good employment opportunity. NEP focuses on skill based learning that again come as a significant tool for the development of a country. Skilled workforce could be able to find more chance to get recruit by some good companies or industries. After all, the progression of a country can be determined only by its workforce, especially if they are equipped with the best possible technical, industrial and soft skills. Skill development efforts of the Government aim at the removal of disconnect between. Demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills and innovative thinking not only for existing jobs but also jobs that are to be created. Governments might boost investment in life-long learning to retrain, retool, and de-skill.

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A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM

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ABSTRACT

The Indian education system is in the process of revamping, but there is still a long way to go. This article explores recent trends in the Indian education system as it revamps.

As a result of the Covid-19 pandemic, the educational scenario has changed unpredictably. To remain and adapt to the crisis, there are new things that take place in the world of educational trends. While some global trends keep their value, some are new trends and future trends. So, today's post will give you an overview of popular educational trends from 2023 to 2025, based on reliable resources. Understanding them benefits both teachers and learners. Since they can create suitable learning environments to convey and absorb knowledge along with skills in the most effective way.

Keywords: Learning, Education system, Education, Trends.

INTRODUCTION

An education system is an arrangement that consists of at least one teacher and one student in a context, such as in a tutorial or via Skype. Education systems must be intentional, where a teacher actively attempts to guide student learning. Education systems encompass all institutions that are concerned with educating students who are in K-12 and higher education. For students, the education system encompasses elementary school, middle school, high school and then college or university.

An education system refers to the economic and social factors that typically make up public schools at the federal, state or community levels. Such factors include public funding, school facilities, staffing, compensation, employee benefits, teaching resources and more. Education systems refer to the coordination of individuals (among teachers, administrators and students), infrastructure (including safe facilities and transportation) and functioning institutions and processes

DEFINITION

1. Mahatma Gandhi
"By education I mean an all-round drawing of the best in a child and man in body, mind, and spirit."

2. According to Socrates
"Education means the bring out of the ideas of universal validity which are latent in the mind of every man."

OBJECTIVES OF STUDY

1. To study recent trend in Indian education system

2. To study popular trends emerged in education system from 2023 to 2025

RESEARCH METHODOLOGY

The data required for this paper is mainly collected from Secondary data sources i.e. Book, Internet, Articles and Research papers.

RECENT TRENDS IN INDIAN EDUCATION SYSTEM

1. Rise of Virtual Learning

Technology and the internet have long made their presence felt. The pandemic only accelerated the need for technology. The educational sector was not left untouched as well. One can sit at home and earn an MBA in business analytics now. There are plenty of online programs ranging from an MBA in health care management to opportunities to pursue a master's in data analytics from prestigious institutions. Google classrooms and massive open online courses (MOOCs) are here to stay.

According to KPMG and Google, the online education industry was set to be a $1.96 billion industry by 2021. Recently, the union budget for the financial year 2023 has allocated approximately Rs 1043 billion for the education sector, paving the way for the much-needed digital push. So there is a rise in digital learning resources and the blending of conventional teaching with new technologies.

2. Emphasis on Concept-Based Learning

Even the "National Education Policy 2020" lays emphasis on "how to learn" to help students prepare for a world where Big Data rules the roost. Hence, it is important to navigate tricky waters by encouraging analysis, honing investigative skills, and developing apt solutions with the help of technology.

No longer is there an emphasis on marks, or rote learning. Presently, there is a focus on students' holistic development in both academic and non-academic spheres. Moreover, teachers encourage students to "learn by doing" things. This is a huge shift as the armchair theorist approach is no longer in vogue. Students are encouraged to do coding and accounting, and they no longer need to adhere to the "do what's told" method. Students have the agency to discover where their passion lies. Courses like banking, financial services, business management, and hospital administration have emerged to solve real-life problems.

3. Gamification of Learning

There is a rising trend for trying out game elements in the learning environment. The Indian education system is systematically being tailored to capture the interest of students.

Gamification will make learning more effective and enjoyable, and inspire pupils to continue learning. Gamification is the only way that will capture the interest of Gen Z to succeed in a digitally powered application-based economy. Recently courses like MBA in hospital

administration offer gamification techniques for healthcare training. Not only is this increasing engagement, but it is also preparing students to trust their intuition.

4. Demand for Non-Conventional Courses

The biggest trend so far is the demand for vocational courses such as marketing, banking, financial services, healthcare management, data analytics, advertisement, PR, etc. An MBA is one of the most sought-after degrees today! Apart from this, there are You Tubers, social media influencers, and those generating passive incomes by following their passion at home. The rise in creativity and critical thinking is likely to encourage logical decision-making and innovation.

5. Role of Artificial Intelligence (AI)

AI in education is making its presence felt. It is personalizing the learning journey, and students' assessments, to provide valuable insights. This is all set to assist today's Gen Z to become the innovators and entrepreneurs of tomorrow.

Popular Trends in Education System from 2023 to 2025

1. Online Learning

To begin with, kicking off the popular trends in education list today is online learning. Due to Covid-19 effects, over 1.2 billion children are out of school, globally. The lockdown status occurred and extended in nearly almost the entire map. During the tough time, it is not possible for teachers and learners to attend face-to-face classes. Many traditional classes transform into online classes. And online learning seems to be the most productive way to remain and ensure educational quality.

2. Distance Learning

Among many global educational trends, distance learning cannot be missed out. At first glance, some people may think that distance learning is similar to online learning. However, these modern trends are not exactly the same. Each trend has its own specialist. With remote learning, learners can get a course in the absence of in-person interactions. This proves that education can be carried on from distances, no matter where we are.

3. Blended Learning

Since the growth of technology, blended learning is never out of the popular educational trends list. With this method, you can make use of both face-to-face and eLearning training methods. Thanks to that, learners become the center of learning. Meanwhile, teachers play the role of mentors to orient learners. This modern trend not only boosts learners' learning experiences but also wakes their learning motivation up.

4. Social-Emotional Learning (SEL)

Happy schools, happy teachers, happy learners… That's all things we achieve now! The more learners are happy, the more prosperous society becomes. However, the fact indicates many mental health issues that learners have to deal with in modern life. So, what can we do to

improve this situation? Now, give SEL a go. Then, you will see learners' social interaction, healthy relationships, and well-informed decisions promoted.

5. Homeschooling

Have you ever heard about homeschooling? Yes, it tends to become one of the popular trends in recent years. Generally, homeschooling means home education. In other words, parents educate their children at home rather than sending them to a public or private school. In this education style, parents now also become teachers. They can create unique curricula as well as suitable methods for their children.

6. Mobile Learning (m-Learning)

Mobile devices now are essential parts of our day-to-day lives, obviously. We could not agree more that mobile devices such as smartphones, tablets, laptops, etc., benefit us a lot. In many ways, m-learning can simplify our lives. Hence, m-learning is an ideal way to help people keep up with the ever-changing world. That's why it always has a good position at the top trends in education.

7. Personalized Learning

In fact, personalized learning is not new but it's always been a notable trend in education. As the name suggests, this is a student-centered education. Personalized learning gives learners chances to raise their voices and choices. That is, they can enjoy learning at their own pace. If you pay attention to the popular trends in education periods, you'll see the name of it surely. People love this learning style since it respects individual differences.

8. Project-based Learning (PBL)

When discussing trends in education, it will be a gap if we don't refer to PBL. This is also known as experiential learning. "Knowledge is a consequence of experience". People cannot grow up if they just follow the grasp in textbooks, indeed. Global citizens have to experience real things in real life. Thanks to that process, they sharpen their skills better in integrating with society.

9. Gamification

If you are looking for ways to engage learners, why don't you apply gamification? Some confuse the current trend with playing games. But they're not the same! Basically, gamification refers to applying the mechanics and theory of games to non-game contexts. When combining gamification in teaching and learning, learners will be

inspired and motivated to complete their tasks. This is not a new educational trend. But it always gets a spotlight in education.

10. Bite-sized Learning (Micro Learning)

Last but not least, bite-sized learning becomes a nice ending for the list of popular trends in education today. This learning style answers the concern of short-term attention. It is said that the average student's attention span is between 10 and 15 minutes. But it seems to shorten for small children. So, bite-sized learning was born to offer clear and concise content to learners. Thanks to that, learners may remain 100% attentive during every learning session.

CONCLUSIONS

The new education policy will strive to make the country of india a global knowledge superpower, similarly, it also aims to make all universities and colleges multidisciplinary by next few years. Finally, the policy aims to grow employment in india and also bring fundamental changes to the present educational system.

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MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER

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The NEP 2020 which was released on 29th July, 2020, is a historic and ambitious document which conceives a broad-based multi-disciplinary under graduate education which has a flexible curricula and is holistic. Other features include creative combinations of subjects, integration of vocational education and multiple entry and exit points with appropriate certification.

IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION

In order to successfully implement the policy certain modus operandi at the institutional level needs to be followed:

Although an empowered teacher has the potential to move mountains, the ground reality is quite different. Justice J. S .Verma Committee Report, 2012 stated, "a broken teacher education sector is putting over 370 million children at risk … upon inspection scores of private Teacher Education Institutes were found to have only a foundation stone in the name of infrastructure and 99% passing rate." The report also revealed that on average 85% teachers failed to qualify the Central Teacher Eligibility Test (C-TET). This could be attributed to exploitative employment conditions, characterized by ad hoc appointments and poor salaries, outdated teacher knowledge, lack of commitment and professionalism on the part of the teacher.

Only teachers who have qualified through aptitude tests conducted by the National Testing Agency (NTA) and completed the 4-year integrated B.Ed. course should be absorbed in the institution. These courses should be conducted in collaboration with departments such as psychology, philosophy, sociology, neuroscience, languages, arts, music, history, literature, physical education, science, and mathematics. The teacher will thus have multifarious knowledge which will include training in teaching children with disabilities or with special interests and talents, use of educational technology, learner-centered and collaborative learning which be beneficial to meet the standards set by NEP 2020. 50 hours of CPD opportunities should be given every year to the teachers to attend workshops or on-line teacher development programmes. The Principal should also undergo CPD in modules related to leadership, management and implementing competency-based learning.

According to NEP 2020, the poor learning outcomes in Indian classrooms, is attributed to dismal conditions of teacher recruitment, deployment, and service conditions responsible for the lack of teacher quality and motivation. As institution of higher learning cognizance needs to be taken of systemic reforms introduced by NEP 2020

which will help 'teaching' emerge as an attractive profession and empower teachers, thereby restoring the high respect and status of this profession. This should comprise merit-based structure of tenure, salary, and promotion that incentivizes and recognizes outstanding teachers**.** Cognizance should also be taken by the institution of the National Curriculum Framework for Teacher Education (NCFTE) 2021, which will guide teachers working in academic, vocational and special education streams.

Competent Teachers should be recruited in case of shortage of teachers particularly for music, dance, art, craft, counseling, vocational education trainers, classical language social work or any technical subject. Local eminent persons or experts should be hired as master instructors for traditional local arts, vocational crafts, entrepreneurship, agriculture etc. to meet the need of teachers to teach the newly introduced classical languages and vocational and skill subjects. Value education courses like those offered by the Art of Living Foundation should be made compulsory.

Teachers engaged in the reform process need a certain amount of freedom which will make them feel empowered and motivate them to work harder thus enhancing their commitment to their learners. Knowing the contribution teachers can make in reforming pedagogy to improve the learning outcomes, the NEP 2020 gives Teachers autonomy in selecting appropriate pedagogy and encourages them to ensure socio-emotional learning of their students, which is an important aspect of holistic development. Justifiable freedom should thus be given to the teachers by the institution. The teacher in turn will give children opportunities to explore and find their interests and develop their minds in multiple dimensions which is the essence of true education as rightly stated by A.P.J. Abdul Kalam, "Learning needs freedom to think and freedom to imagine, and both have to be facilitated by the teacher."

Adequate and safe infrastructure, basic amenities and hygiene, computing devices, internet, libraries, and sports and recreational resources needs to be provided to all teachers and students, so that the institution harbors vibrant, caring, and inclusive community of teachers, students, parents and principal.

Research related to policy implementation gaps has repeatedly demonstrated that avoiding policy failures is about having robust means, methods and implementation mechanisms. The establishment of an institutional mechanism for implementation of the policy is thus necessary. The institution thus needs to set up a task force which will work with micro planning to ensure reform with sound principles of management and time bound implementation with fixed accountability .It will also ensure coordination and cooperation amidst all stakeholders, build reliable information repositories and develop credibility through transparent actions.

Contemporary subjects such as Artificial Intelligence, Holistic Health, Design Thinking, Environmental Education, Organic Living and Global Citizenship Education need to be taught by the institute at middle and secondary stages. Multidisciplinary study should be

introduced in the institution which means that if the student wishes to learn Mathematics with Music, Physics with Economics, Chemistry with Geography, Biology with History he/she will be able to make choices. There will be no concrete separations leading to a holistic educational approach between Arts and Sciences, curricular and extra-curricular activities, vocational and academic streams thereby integrating the subjects and learning areas. The institutions need to offer flexible permutations and combinations for students to choose as per their interests, choices and career aspirations .There should be a reduction in the syllabus with a thrust on experiential learning and critical thinking .The key thrust behind the curricular and pedagogical restructuring across all stages is to move away from the traditional rote-learning method. Innovative teaching methods adopted by teachers to improve the learning outcomes should be recognized and one bagless day should be introduced for hands on learning of vocational subjects.

A multidimensional report card needs to be introduced by the institution which should include self-assessment, peer assessment and teacher assessment. Such a progress card will reflect the progress and uniqueness of each learner in cognitive, affective and psychomotor domains.

Through NEP's strong thrust on vocational education it aims to give learners opportunities to build their repertoire of skills through innovative vocational courses, industry-integrated and entrepreneurial skills in order to prepare themselves for the job-opportunities in 21st century by developing in them the 4Cs viz. Critical thinking, Communication, Collaboration and Creativity. In order to gain mastery over these skills the students will need to work with tools, instruments, materials and equipment which will require investment. The institution should thus have a budgetary framework and augmentation of financial resources for this purpose. Hiring professionals as part-time contractual faculties to help learners be trained by working professionals in the field should also be considered.

Dropouts should be identified and motivated to come back into the mainstream by creating awareness regarding the transformed and advantageous multifaceted system offering them education of choice. Induction programmes for older students rejoining the school after a gap of a year or two should be held which will alter the learning environment of the classes to more open, flexible, hybrid and professional models to learning.

In conclusion the NEP 2020 is visionary, practical, progressive and comprehensive which needs to be elaborately explained to all stakeholders. Every institution should organize FDP programmes, seminars/webinars, and workshops and use social media to communicate the advantages of NEP 2020 to all its stakeholders.

IMPLEMENTATION OF NEP 2020 BY THE TEACHER

Despite the demographic size and variables there is one common factor that can turn the tide and lead the Indian education system out of its current quagmire of aimlessness and inflexibility to become a progressive, flexible, multidisciplinary, technology and skill based education system with the capability of producing creative, competent, skilled, employable and ethical learners. This common factor is **'the Teacher'.** In 1966 the Kothari Commission declared "Of all the different factors which influence the quality of education and its contribution to national development, the quality, competence and character of teachers are undoubtedly the most significant." The NEP 2020 too exhorts, "Teachers truly shape the future of our children – and, therefore, the future of our nation'. This implies that teachers play the most important role in nation-building by creating high quality of human resource within their classrooms.

The teacher first needs to orient the students about the welcome change in the curriculum, teaching learning models and the revolution in assessment methods. Considering the emphasis laid on 21st century skills and teaching techniques promoted by the NEP 2020 the teacher needs to use a holistic and multi-disciplinary approach to impart knowledge to the students, thereby paving the way to developing multifaceted personalities. Hybrid Classrooms, Interactive Classrooms and Technology based learning inclusive of Blended learning and Flipped classroom should be extensively used to make the learning experience stimulating for the students. Different online tools particularly AI-based learning tools and apps should be integrated with classroom learning. Emphasis should be laid on training students to use platforms such as Zoom Google meet, MS Teams, WebEx, etc.so as to enable them to gain access to online lectures, webinars and workshops.

The New Education Policy (2020) emphasizes on problem-solving and critical thinking skills which will in the long run help the students to prepare for life. NEP 2020 is based on the ground reality of the country's education scenario that puts more emphasis on innovation, creativity and personality development of the students rather than expecting them to score high and memorize without conceptual understanding. Keeping this in mind all teaching-learning methodology, assigning activities and assessment should be based on stimulating the critical thinking of the students and motivating them to think 'out of the box' in an innovative manner .

The slow and fast learners, the weak and strong learners need to be identified by the teacher and the curriculum delivery and activity should comprise graded assignments so that learning takes place according to the students .Learning paths will thus be created which will be unique to each student .The strong learners need to be motivated to help the weak learners thereby stimulating peer learning as advocated by NEP 2020.Similarly on completion of assignments there should be peer assessment followed by teacher assessment.

Besides using an integrated and multi-disciplinary approach the teacher should also use multi lingual approach so that the students gain mastery over more than one language which will enable them to communicate effectively with a variety of people and with different people in different regions. Separate language learning courses should also be organized by the teacher. This will be in keeping with the three language formula advocated by the NEP.

Emphasis has been laid on Value Education in NEP 2020.The teacher's endeavor should be to merge inculcating of values in day to day teaching as well as organizing activities such as Elocution ,Poster making, Essay Writing, Short Story Writing, One Act Play Writing Competition, etc.to promote values. Besides this counseling of students should also be done to ensure a healthy mind in a healthy body. Values can also be inculcated by inspiring students to read good books .The National Book Promotion Policy promoted by MHRD envisages a multi-pronged approach to promoting books and inculcating reading habit in all segments of society. The vision is of a society empowered by knowledge and awareness created through positive ideas embedded in the books imparting knowledge. In order to motivate students to develop the habit of reading the teacher can start a 'Reader's Club' under the aegis of which he/she can organize activities such as 'Book Review Competitions' and have Discussion Forums. A Special section of books related to Self Development and Best Sellers should be made available in the General as well as Department Library by the teacher.

In accordance with Gender Equity promoted in NEP 2020, a 'Women's Forum' needs to be formed under the aegis of which the teacher can invite prominent women from varied fields who could create gender awareness and motivate the students through their success stories .The teacher should organize seminars, organize Debates, declare Collage making competition, organize Rallies and encourage students to write blogs related to gender equality and Women Empowerment.

Teachers have a major role to play in creating an environment that fosters a mindset of lifelong learning .In order to discourage rote learning and increase participation in the classroom the teacher should promote inquiry-based and discussion-based methods envisaged by NEP2020 and engage the students with hands on activities and assignments which will harness their creative talents provoking them to use Higher Order Thinking as per Blooms Taxonomy that will relate to the Cognitive, Affective and Psychomotor domains.

Giving children opportunities to explore, to find their interests, and to develop their minds in multiple dimensions is the essence of true education. With NEP 2020 prescribing the play-way approach, the educational institutions would be in a better position to rationalize the curriculum and introduce age-appropriate pedagogy to remove the pressure, stress and anxiety on the early learners that were caused due to unreasonable expectations to perform beyond their normal capacity. With the child-

centered approach at the heart of the learning experience the teachers will be able to allocate equal time for social-emotional development, creativity through arts and aesthetics and also focus on physical growth of the child. This process will be further facilitated by the use of mother-tongue and local language as the medium of instruction in the foundational years. All these factors will go a long way in strengthening the literacy and numeracy of the young learners thereby fulfilling the promise the NEP 2020 holds for our nation.

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INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Education is the leading field which can form the future of the country. India is moving towards digital education. This will help in budding the innovative minds of students and the youth of the country. In 21st century education is about giving students the skills they need to succeed in this new world, and helping them grow the confidence to practice those skills. Using innovative methods and tools help teachers realize a number of important goals, including better involving students in an active learning environment. This article gives an insight into the recent innovative trends in the Indian education system, challenges faced by it, opportunities and suggestion to improve it.

Keywords: Innovative trends, Indian Education System, Significance, Challenges, Opportunities.

INTRODUCTION

The Education system in India is designed to enhance an individual's knowledge, techniques, skills and vision concerning various worldly topics. Education is a valuable tool for empowering one's ability in every sphere of life. Educational innovations are emerging in India in order to increase economic growth and to strengthen and protect democratic values of life and also to achieve equality, human rights, women rights, etc. Innovation is usually defined as the introduction of new uses and techniques that are useful for the society. Different developments are enhanced through education, like cognitive, intellectual, social or personal development. In the system of education, higher education incorporates management, engineering, medicine, technology, science etc. these fields contribute a major role in the impartment of knowledge, information, values and skills amongst the individuals. It also plays an important part in increasing the nation's growth and productivity. New technologies will continue to create exciting and interactive learning environment. Most importantly, a great sense of accessibility and inclusion will ensure more people can take advantage of life changing educational opportunities.

Innovative Trends in Education

To innovate means to make changes or do something a new way. Innovation in education means solving a real problem in a new, simple way to promote equitable learning.

According to Oxford Learners' Dictionary, the direction of change or development of a situation is called a trend. Thus, trends in education are teaching and learning methods being highly applicable and bringing great value to people.

IMPORTANCE OF INNOVATION IN EDUCATION

Innovation in education can lead to better overall outcomes in the education environment. Education is one of the important factors in the economic development of any country. India since the early days of independence has always focused on improving the literacy rate in our country. NEP 2020 is the first education policy of the 21st century and aims to bring about the much-required changes. Its major objective is to universalize education while

keeping it equitable and inclusive. Innovation brings a transformation in the Indian education system and the authorities and Government must encourage and boost the young minds to focus on overall development rather than just the book-learning.

REVIEW OF LITERATURE

Shruthi Devi. R, Keerthi Sasanka. L, Karthik Ganesh Mohanraj, Nabeel Ahmed. (2020) studied 'EMERGING TRENDS IN INDIAN EDUCATION SYSTEM - A REVIEW' study focus emerging trends in the Indian education system, challenges faced by it. The study setting is a review and the information is obtained through search engines like PubMed and google.

Younis Ahmad Sheikh (2017) 'Higher Education in India: Challenges and Opportunities' was study main to highlight the challenges and to point out the opportunities in higher education system in India. The study reviews field survey, websites, internet, magazines etc.

K C Chakrabarty (2011)' Indian education system – issues and challenges' this paper attempt to identify need and importance of education, issues challenges in education system. The study reviews secondary date, websites, internet, magazines etc.

Dr. Radhika Kapur, 'Problems in the Indian Education System' The main purpose of this research paper is to understand the problems in the Indian education system, the main areas that have been highlighted are, need and significance of education, issues in the Indian education system, challenges in the Indian education system.

Rakesh Kumar (2017) 'Different Aspects of Emerging Trends of Indian Education' This paper is an attempt to give a study in emerging trends in education from its different aspects. It also mentions Change in Traditional Teaching Learning Process.

OBJECTIVES OF THE STUDY

1) To understand the concept of Innovative Trends in Education.

2) To know various Innovative Trends in Indian Education System.

3) To identify challenges and opportunities in Indian Education System.

RESEARCH METHODOLOGY

The study is based on secondary data for fulfil the objective of the study. These data are collected by different published papers, articles and various central and government websites and reports.

SIGNIFICANCE OF THE STUDY

Innovation in education promotes critical thinking, a sense of adventure, and an openness to adapt that will serve our students in the classroom. It will provide them necessary tools to tackle the challenges of their future workplace and give them the confidence and skill to continue to adopt. New technologies and innovative trends will continue to create exciting and interactive learning environment.

INNOVATIVE TRENDS IN EDUCATION

Modern education significantly differs from the traditional methods of teaching. As evolution in education take place, the education providers look forward to most trending and attractive way of teaching.

1. **Online Learning:** Online learning refers to instruction that is delivered electronically through various multimedia and internet platform and application it also known as web-based learning, e-learning, internet- based learning, distance learning.

2. **Blended Learning:** Since the growth of technology, blended learning is never out of the popular educational trends list. It is a method of teaching that integrates technology and digital media with traditional instructor-led classroom activities.

3. **Social- Emotional Learning:** SEL is the process of developing the self-awareness, self-control, and interpersonal skills that are vital in school, colleges, work and life success. People with SEL are better able to cope with everyday challenges.

4. **Mobile Learning:** Mobile devices now are essential parts of our day-to-day lives. Access anywhere and anytime. M learning is a new way to access learning content using mobile devices. It supports continuous access to the learning process,

5. **Concept-Based/Experiential Learning:** It is the process of learning by doing. By engaging students in hands -on experience and reflection they are better able to connect theories and knowledge learned in the classroom to real-world situation.

6. **Introduction of Gamification:** The gamification theory in education is that learners learn best when they are also having fun. Gamification in learning involves using game-based elements such as point scoring, peer competition, teamwork etc.

7. **Student Assessment using Artificial Intelligence (AI):** For students using online test systems powered by AI, they experience personalised evaluations. AI-based

programs offer valuable insights into the performance of students and the group for each topic/subject.

Opportunitise in Indian Education System

The growing education sector of the country has witnessed a high demand for the digitization of education. India has the largest population in the world in the age of 5-24 years with 580 million people, presenting huge opportunity in the education sector. The government implemented policies like NEP, which fully implemented over the course of this decade starting from 2021-22. The education sector in India was estimated to be worth US$ 117 billion in FY20 and is expected to reach US$ 225 billion by FY25. Number of colleges in India reached 42,343 in FY20. As of November 25, 2022, the number of universities in India stood at 1,072. In 2022-23 there are 8,902 total AICTE approved institutes in India. In February 2022, the Central Government approved the 'New India Literacy Programme' for the period FY22-27 to cover all the aspect of adult's education to align with the NEP 2020 and budget announcements 2022-23. Higher education sector in India is set for major change and development in the years to come.
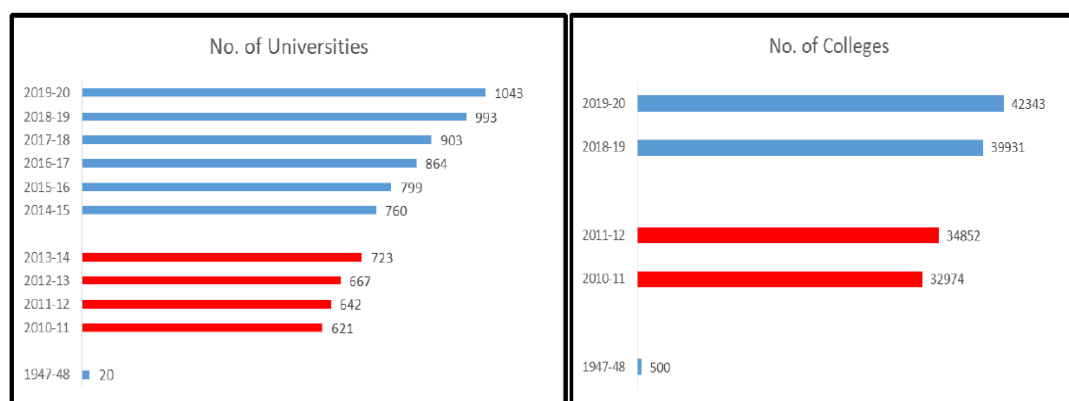
(Figure 1: No. of Universities & Colleges in India)

CHALLENGES IN INDIAN EDUCATION SYSTEM

Expensive Higher Education/ Digital Learning is Expensive: The latest digital education trends is expensive to use for learning but it will be a great opportunity if it is provided free of cost.

Lack of social interaction: Increased technology-based education it affected social interaction among students a lot. They feel less motivated and lack peer interaction and motivation.

Over Dependent on Technology Reduces Intellectual Skills: If students more dependent on technology will ruin their intellectual skills like innovative ideas, problem solving, critical thinking etc.

Lack of Computer Literacy: Computer literacy enables students to make use of the online learning platforms. Students who do not learn age-appropriate computer skill such as typing, online research, use of internet.

Lack of parental involvement: Parents are often too busy to be actively involved in the education of their children.

Neglect of Indian Languages: The medium of instruction particularly in science subjects is English. So rural students who are not well versed in English, cannot study science properly in English.
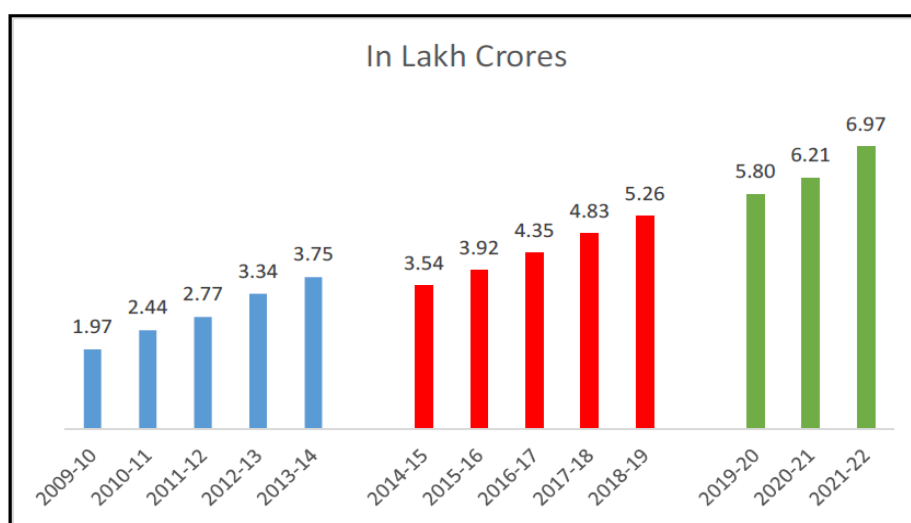
(Figure 2 : Combined expenditure on Education by Central and state Governments)

LIMITATIONS OF THE STUDY

The study is based on Secondary data collected from articles of newspapers, books, and websites. In the study the focus is given mainly on innovative trends in Indian education system.

CONCLUSION

The curriculum of the 21st century guides teachers and learners on how to navigate their future. In changing times, only traditional education will not be useful for all-round development of students and facilitate their future life. That is why skill-based education has gained unique importance. If the rising unemployment rate is to be reduced, students will definitely benefit if they acquire different skills along with the curriculum. In the current era of competition, students should not only focus on engineering and medical fields but also look at other options. For example, many opportunities have arisen in various fields such as nanotechnology, hotel management, and forensic accounting. There is a lot of scope for innovation with the talents of the students in this field. Teachers have to update, enhance and develop in order to catch up with the 21st century skills.

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OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020

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ABSTRACT

Well defined and revolutionary education policy is essential for a nation at school level. Education plays pivotal role in our life. For the overall development of the human being education is must. Education leads to economic and social progress of each individual. Education system in the different countries are totally different, some of them have adopted the tradition and culture in the in different stages during their life cycle at school and college education levels to create it in effect. Newly Indian Government has proclaimed its (NEP) New Education policy is rely on the recommendations by an expert committee headed by Dr. Kasturirangan, former chairman of the Indian Space Research Organization (ISRO). Researcher has focusing on the different aspect on the several policies proclaimed in the Indian education system. Researcher has done a detailed analysis of changing facets of the Indian Education system and how National Education policy 2020 has contributed to it.

Keywords: National Education Policy 2020, NEP-2020, Overview & Necessity, Prominence of National Education Policy, 2020.

1. INTRODUCTION

India is a developing country, education plays important role for overall development of the individual as well as nation. In the globe only educated persons are become an example for the next generation. The educated person will get more respect .Will the todays education can be the education for tomorrow? Now a day's competition is increasing so as per changing society need to make changes in the education because other countries are making changes in their education system so it is the need of the time to make changes in the current education system. As per this need our government has made New Education Policy in the 2020, we have to know that policy properly. We have to accept the changes to take place that support dynamic ways to design and deliver quality teaching and learning. Right to Education is a fundamental right of individual. This article gives an insight into the recent trends in the Indian education system, challenges faced by it, and methods to improve it. At present presented National Education Policy 2020 predicts an India centered education scheme which gives directly to transforming our nation sustainably into a reasonable and vivacious knowledge society, through high quality education to all.

2. GOALS OF THE STUDY

As we know, Education is a basic human right as well as fundamental right. The National Education policy 2020 has many advantages to progress the excellence of the education system in India. The main purposes of this article on National Education Policy 2020 are: To overview the policies of the NEP 2020. To discuss the merits of New Education Policies of (NEP) 2020.

3. NECESSITY FOR CHANGE IN EDUCATION POLICY

• To cater to the needs of a knowledge-based economy in the changing Global Scenario changes were needed in the Current Education System.

• New education to enhance and promote the quality of education.

• In education policy to ensure global access to Indian educational system.

5. JUDICIAL PRONOUNCEMENT TOWARDS RIGHT TO EDUCATION

By the 86th Constitutional Amendment, 2002 'Right to Education' become a fundamental right. Previously it was under the Part IV of the Directive Principles of State Policy (DPSP) of the Indian Constitution. Now it is under Part III of the Indian Constitution as a basic right as well as Fundamental Right. There are two landmark judgments related to right to education because of that right to education become fundamental right. As per Article 21 A of the Indian Constitution.

Case Law: Mohini Jain V State of Karnataka

In this case Supreme Court held that Right to education is a Fundamental Right guaranteed under Article 21 of the Indian Constitution.

Case law: Unni Krishnan V State of Andhra Pradesh

In this case the court held that Right to education is free and compulsory up to the age of 6-14 years age of the child. It is a fundamental right under Article 21A of the Indian Constitution.

4. PHASES OF NEW EDUCATION POLICY 2020

There are four phase of the New Education Policy. Previous old education policy is totally eradicated and new education policy is organized. The old education policy was organized on a 10 + 2 formula, but the new education policy is based on the 5 + 3 + 3 + 4 formula. The new pattern comprises 3 years of schooling and 12 years of schooling. It has been made mandatory for government and non-government institutions to follow the New Education Policy.

5. PROMINENCE OF NATIONAL EDUCATION POLICY 2020

The National Education Policy 2020 envisages an India centered education system by considering its tradition, culture, values and spirit to give directly to transform the country into a reasonable, justifiable, and vibrant knowledge society. By drawing inputs from its vast and long historic heritage and considering the contributions from many scholars to the world in diverse fields such as mathematics, astronomy, metallurgy,

medical science and surgery, civil engineering and architecture, shipbuilding and navigation, yoga, fine arts, chess, etc., the entire Indian education system is founded and built. The objective of the currently announced NEP 2020 is to provide a multidisciplinary and interdisciplinary liberal education to everyone.

6. SALIENT FEATURES OF NEP 2020

The salient features of NEP 2020 were formulated based on the foundational pillars of Access, Quality, Equity, Affordability and Accountability. The revised policy is aligned with the 2030 Agenda for Sustainable Development. It focuses on remolding India into a global knowledge superpower by making school education more holistic, multidisciplinary, flexible, and suited to 21st century requirements and aimed at bringing out the individual capabilities of each student. Some of the salient features of NEP 2020 are:

1. Ensuring universal access at all levels of school education

2. National Education Policy 2020 focuses on ensuring universal access to school education at all levels. Some of the ways to achieve this are:

1. Infrastructure support

2. Tracking the progress of students and their learning levels

3. Facilitating different modes of learning, including both formal and in-formal education modes

4. Introduction of counsellors and well-trained social workers into the schooling system.

5. Open and Distance Learning (ODL) programmes for classes 3, 5 and 8 through the National Institute of Open Schooling (NIOS) and State Open Schools.

6. Secondary education programmes equivalent to classes 10 and 12.

7. Vocational education courses/programmes from preschool to Grade 12; promotion of adult literacy and life-enrichment programmes.

7. FOCUS ON EARLY CHILDHOOD CARE AND EDUCATION (ECCE)

With the focus on Early Childhood Care and Education, the old 10+2 structure is replaced by a new 5+3+3+4 model to be in tune with the ages 3-8, 8-11, 11-14, and 14-18 years. This is one of the main salient features of NEP 2020, which will bring the formerly uncovered age group of three-six years under formal school curriculum guidelines. This is because the age group of 3-8 years has been recognized globally as a critical time for the development of the mental abilities of a child.

7. CONCLUSION

The New Education Policy has retired the traditional ways of learning and rejuvenating the education sector. Since the government's outlook has changed towards the country's education system, school management and parents now realize the need to align their children's education with the new education system. To cope with the changes, the

education sector needs a new-age integrated academic management solution like lead that perfectly aligns with the salient features of National Education Policy, 2020.

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THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE

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ABSTRACT

The industry on what exactly they expect from students studying in professional courses and how these expectations can be fulfilled. Although the expectations are discussed several times but there is always a mismatch in the actual v/s expectation. Moreover, this gap results in the students not getting good jobs and the industry having to adjust with half baked management trainees. The overall lack of quality seems to have resulted into not only a downward plunge in the salaries and CTCs but also a huge dive in students opting for these professional courses. This paper tries to explore the factors which cause this mismatch and the probable strategies to breach this expectation gap and the role of entrepreneurship with the help of industry and academia linkage.

Keywords: Industry, Academia, Entrepreneurship.

INTRODUCTION

A lot of entrepreneurs today are contributing to this cause by regularly interacting with the institutes in the form of seminars, guest lectures, and mentoring programs. etc. The Institute for MSME (Ministry of Micro, small & Medium Enterprises) conduct the National and International Executive Development Programs namely with the workshops and trainings on Project preparation skills for credit linkages of Micro Enterprises Development, Promotion of Micro Enterprises, Capacity Building, EDPs etc. NIMSME has a Enterprise Development, National Resource Center for Cluster Development, Enterprise Management, and Intellectual Property Facilitation Center for MSMEs, Entrepreneurship and Extension School of Enterprise Information and Communication etc. Which conduct specialized programs targeting specific requirements of Entrepreneurs? Institute Initiatives A lot of feedbacks are being received by the institutes today on the lacunas of the inputs provided by them. The industry feels that there is a lack of seriousness from the students' part and a lack of targeted & quality research from the academicians. The curriculum might be designed by industry experts or keeping in mind the needs of industry but the delivery of the same is dependent on a vast pool of experienced and inexperienced faculties; which again is a dicey job. A commendable effort on part of the institutes is the increase in involvement for imbibing certain techniques in teaching pedagogies like case study methods, research involvement of students, focused internships in industry etc. The institutes are also looking at internships for faculties in industry to give them a exposure in multiple sectors. This paper Towards An Integrated Model for Academia Industry

Interface in India puts up an integrated model of Academia – Industry Interface which list out strategies like Chair creation, Incentive provision for Industry for their contribution to Academics; diffusion of knowledge through peer interactions etc.

OBJECTIVES OF STUDY

- The linkage of academia and industry has a strategic role in developing critical skills required by industry generation, acquisition, and adoption of knowledge, and in promoting entrepreneurship (start-ups and spin-offs).

- Academia - industry linkages are planned based on long term and short term. Collaborations. Beyond the teaching, research, entrepreneurial taxonomy, the. Broader purpose is to contribute towards the social and economic development. Capacity building of students is done as per the demand and dynamic changes.

RESEARCH METHODOLOGY

In this research paper use of Descriptive and Exploratory research method.

DATA ANALYSIS

The industry feels that there is a lack of seriousness from the students' part and a lack of targeted & quality research from the academicians. The curriculum might be designed by industry experts or keeping in mind the needs of industry but the delivery of the same is dependent on a vast pool of experienced and un experienced faculties; which again is a dicey job. A commendable effort on part of the institutes is the increase in involvement for imbibing certain techniques in teaching pedagogies like case study methods, research involvement of students, focused internships in industry etc. The institutes are also looking at internships for faculties in industry to give them a exposure in multiple sectors. Interface which list out strategies like Chair creation, Incentive provision for Industry for their contribution to Academics; diffusion of knowledge through peer interactions etc.

From an overall study of existing infrastructure and facilities; the authors of this paper have deduced the following strategies that could be effective in forming productive linkages of Industry and Institute.

1) Focused Internships: - An internship which is more than the usually stipulated 2 months would help the student to figure out what exactly is the nature of business and how it is run. The usual 2 months of the student are spent in a daze trying to understand what is happening around them and thus by the end of it the outcomes are not measurable. Internships need to have measurable targets; a traceability of industry contribution towards the program; a control on the tasks given to students and their completion status. The faculty needs to act more like a contributor to Internships than like a monitoring agency.

2) Industry Mentorship Programmed:-If the industrialists and experts spend quality time with students and mentor them personally; it would result in motivating the students and will also give a direction to their thought process.

3) Inclusion of Industry experts in Syllabi formation and delivery: Inclusion of industry experts in not only creating the syllabi but also ensuring training of the educators from the industry experts needs to be inculcated in the educational machinery. A lot of educators do not have an industry experience and thus fail in relating to real life situations of industry. Educators need to be exposed to Train the Trainers program to ensure quality delivery of relevant content.

4) Focus on applications of theory:-The education system focuses on the delivery of content and not on applicability of the theory. This results in failure of students when they are actually working in organizations. So the educators need to use application oriented pedagogies to ensure that students learn how to apply technical and management theories on job.

5) Creating Awareness about the Government Initiatives:-The government might put forth a lot of support systems but the awareness level for these initiatives is very less. An awareness mechanism needs to be put in place; otherwise students will not know about the vast pool of resources available to them.

Academic entrepreneurship is defined here as the leadership process of creating economic value through acts of organizational creation, renewal or innovation that occurs within or outside the academic institution that results in research and technology commercialization. It occurs at the level of individuals or groups of individuals acting independently or as part of faculty or university systems, who create new organizations or instigate renewal or innovation within or outside the academic institutions. These individuals can be referred to as academic entrepreneurs or entrepreneurial academics (academic entrepreneurs). Value from academic entrepreneurship is achieved through the integration of organizational and commercialization activities. Secondly, the value creation process occurs through acts of organizational creation, renewal or innovation. The table above provides the mechanisms that can be undertaken when pursuing these entrepreneurial actions. And thirdly, academic entrepreneurship results in research and technology commercialization. This is because it facilitates and encourages university technology transfer between the university and industry. Thus, a higher degree of academic entrepreneurship orientation will result in a greater number of technology transfer and commercialization activities. In an entrepreneurial university, academic entrepreneurship processes and activities are embedded in the university system, uncultured in its academic faculties, embodied in its community of practice and "embroiled" in each individual academic. By indulging in academic entrepreneurship, university agents – that is, academic inventors and entrepreneurs – use available

organizational resources and state resources and organize their entrepreneurial activities towards exploiting perceived opportunities in the knowledge-based economy.

CONCLUSION

Industry-academia collaboration has enhanced knowledge, innovation and played an integral part in the economic growth of developed countries. The linkage of academia and industry has a strategic role in developing critical skills required by industry (both production and service sector), generation, acquisition, and adoption of knowledge, and in promoting entrepreneurship (start-ups and spin-offs).Similarly, the expansion of market driven research and innovation at university level can be utilized at industrial level to foster commercialization.

The objectives of such linkages can vary on the basis of its scope and agreement between Institute and industry. In developed countries, these linkages have been mutually beneficial for industry and academia. The interaction between industry and academia has been a key for economic growth in developed world. The focus of academia has to be on the current needs and market trends. Unless industry and academia is not on the same page, there will always be a mismatch between the skills and knowledge required at industry and the graduates produced by universities.

There are mainly three facets of university i.e. teaching, research and entrepreneurship. Teaching universities requires support of industries in designing their curriculum and support in students/graduates placement. Research based universities requires support of industry to channelize their research activities with respect to local needs and to take advantage from technological advancement. Furthermore, the entrepreneurial universities require support of industry in developing business incubation services and in promoting entrepreneurship education. However, university cannot achieve these objectives without support of industry. Institute creates knowledge and unless that knowledge is not based on the industrial need, it is of no use. Similarly, the research and area of research needs to be associated with the current market problems and needs.

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A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT

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ABSTRACT

Education provides invaluable benefits to an individual. It equips individuals and empowers them to earn more. It helps one to make more informed decisions in life, it gives knowledge to comprehend and make use of the changes happening in a society; it also stimulates modernization.

Employee turnover is one of the most expensive challenges faced by all major companies. Policies aim at addressing the various needs of employees to enhance their job satisfaction and reduce the substantial costs involved in hiring and training new staff. From the employer's point of view, the presence of educated employees help facilitate organization to adopt to new technologies and bring in new innovative practices that leads to organizational development as a whole.

Financing higher education is a question imposed to an individual after working full time, shouldering family commitments and responsibilities. Employer sponsored educational programs are the need of the hour. Higher educational institutions and employers can come together to create innovative solutions that produce tangible results. Economists and educationalists alike have placed great emphasis on broadening educational opportunities (general, technical and other kinds) in the country, as it speeds up the development process. The Department of Higher Education's mission is also to maximize India's human resource potential.

Keywords: mployee welfare, employee education, training, human resource practices, organizational development, employee benefits, higher education, education investment, National Education Policy (NEP), SWOT analysis.

INTRODUCTION

Success of an organization mainly depends on the employees of the organization. Employee welfare is the key to keep employees motivated to achieve the goals of an organization, leading to organizational development. The success of schemes are the most important way by which an organization can influence and shape the skills, attitudes and behavior of employees. Welfare amenities are intended towards prosperity, joy, fulfillment, contentment, preservation and improvement of human resources.

The development of any organization depends largely on the performance, satisfaction, motivation, security, commitment, loyalty and performance of its employees. Successful organizations are increasingly recognizing that there are a number of welfare systems that contribute to employee happiness, motivation, effectiveness, safety, productivity and loyalty. One of the main goals of organizations is to provide welfare facilities in a competitive environment, to keep up with modern times.

A recent national poll by Strada Education Network found that there is growing interest in post secondary education or training among adult learners aged 25 to 44 without a college degree.

Higher education and business coming together can bridge many gaps. It can positively benefit the adult learners. The key to a successful partnership is to prioritize the needs of employee-students, which are very different from those of traditional four-year college students.

OBJECTIVES OF THE STUDY

- To study the effect of human resource practices and employee education on organizational development by analyzing its pro's and cons

- To recommend employers to include higher education for employees in their welfare policies

- To make suggestions to the National Education Policy and the Department of Higher Education

RESEARCH METHODOLOGY

The research has been done based on secondary data using newspapers, journals, published research papers, internet and books.

Introduction: Employee Education

In addition to the perks and monetary compensation paid by companies, today's top talent looks for employers that enable them to learn and grow academically and professionally. On the organizational level, employee education helps grow the number of talented people in a company. This results into more skilled and educated employees that better your business performance in terms of revenue and profitability.

A recent LinkedIn report noted that 94 percent of workers would stay at a company longer if they had more access to employee education and learning opportunities. If the objective of the organization is to drive business growth, enable professional development and equip employees with the skills they need to succeed in the future, it is critical to consider education as more than just a benefit that checks the box.

National Education Policy (NEP - 2020)

For an economy to grow and remain strong, for society to advance, and for a country to be inspired to new heights, knowledge creation and research are crucial. In this regard,

the National Education Policy for 2020 has been developed by the Ministry of Human Resource Development of the Government of India. (NEP-2020). In the NEP-2020, Quality Academic Research promotes lifelong learning and research, in order to stop people from losing the information, expertise, and experience required to live happily in society. At any stage of life, education and research are believed to promote greater maturity and contentment.

Department of Higher Education: Mission and Objective

One of the mission statements of the Department of Higher Education is to initiate policies and programs for strengthening research and innovations and encourage institutions - public or private to engage in stretching the frontiers of knowledge.

One of the objectives of the Department of Higher Education is to expand institutional base of Higher Education (including technical, professional and vocational education) by creating additional capacity in existing institutions, establishing new institutions and incentivizing State Governments and Non-Governmental Organizations/civil society.

Difference between employee education and training

Employee education and training are terms that are related but the two are not synonymous. Education is a broader initiative designed to upskill and advance employee expertise, while training is just one tool that falls under the educational umbrella.

Employee education is the concept of providing employees with access to learning opportunities that develop skills, grow their knowledge and advance their careers. It benefits the personal growth of the individuals while supporting greater organizational goals. Education can include both long and short-term learning initiatives, such as completing a certification or earning a degree.

Training, on the other hand, is typically a short-term initiative that is focused on developing a specific skill or set of skills. For example, an employee taking a one-time online course to learn how to use a new software tool.

Employee Education and Organizational Development

According to a research carried out by the U.S. Chamber of Commerce Foundation, "Learners and workers will compete on skills and credentials and the ability to be agile in a dynamic labor market and economy. Communities, too, will compete on their ability to attract, develop, and retain a competitive workforce that will drive economic growth, opportunity, and prosperity." Higher education and the employment space need to create employee education programs that are attractive and relevant for the employee, in order that an organization can build and retain a skilled workforce for the employer, which would favor the organization to develop and flourish.

Human Resource Development Practices and Organizational Development

Human resource development programs are typically initiatives like employee training, education, career development, coaching, tution assistance, performance management, etc that focus on employees over an extended period of time leading to organizational development. Human resource development practices help employees to be more motivated and productive. It gives the employees a sense of feeling of belonging, which helps them to stay longer in the organization. This further helps in reducing employee turnover, thereby helping to maintain standard performance, which leads to organizational development.

WHAT IS SWOT ANALYSIS?

SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

SWOT analysis is often used either at the start of, or as part of, a strategic planning process. The framework is considered a powerful support for decision-making because it enables an organization to uncover opportunities for success that were previously unarticulated. It also highlights threats before they become overly burdensome.

How is SWOT useful?

- Understanding where an organization is most effective

- Identifying areas of improvement

- Establishing strategic planning and goals

- Assessing feasibility of the new initiative

- Understanding how to implement the new technology

- Examination of strengths, weaknesses, opportunities and threats can be applied when an in-depth evaluation is needed to make changes or improvements.

SWOT Analysis of Educational Programs as part of Human Resource Development Practise: Employee's perspective

STRENGTHS	WEAKNESSES	THREATS	OPPORTUNITIES
Improved sense of self -worth	Managing time between work and education	Organisational pressure	Scope for higher earning
Increased growth personal and professional	Meeting work targets while studying	Peer/ family pressure	Contribution of new ideas
More confident to face the dynamic business		Managing work life balance	Opportunity for internal growth in the organisation

environment			
Internally motivated employee		Course left incomplete	
Increased employee satisfaction			
Happy Employee			

SWOT Analysis of Educational Programs as part of Human Resource Development Practise: Organizations perspective

STRENGTHS	WEAKNESSES	THREATS	OPPORTUNITIES
Competitive advantage	Increased cost/ investment	Course not being completed	Improved market image
Internal strength to the organizations	Time management/ changing work schedule/ rota	Absenteeism at work place due to ineffective time management	Reduced employee turnover
Opportunities for growth in the market	Low number of employees may be interested	Reduced quality of work during course completion	Opportunities for growth
Organizational Development		Employee change of mind	Helps identify core competencies of employees
Motivated Employees			Increased Innovation
Increased employee loyalty			Higher Creativity
Educated Employees			Helps hire fresh talent that can become a useful resource
Improved employee retention			Skilled workforce
Reduced acquisition cost for specialized roles			Increased customer satisfaction
Elevated business agility			Scope for higher profits

SUGGESTIONS AND RECOMMENDATIONS

A 2016-17 survey administered by the Graduate Network found that from an employer's perspective, education programs were influential in their ability to achieve organizational goals, including decreased turnover and increased customer satisfaction, employee engagement and productivity, and profit.

Employees if given a chance would like to take the benefit of higher education. Some of the educational benefits that employers can offer its employees could be:

- Tuition fee assistance or reimbursement programs

- Certified programs and specialized trainings

- Assistance or reimbursement for licensing and exams

- Student loan repayment plans

- Higher education and employers can come together to create innovative solutions that produce tangible results.

- Further tie ups of companies with educational institutions to provide higher education at affordable fees

CONCLUSION

Employee welfare schemes increases employee effectiveness and commitment, and if the employee is more effective and committed then it will help in the development of the organization. This will help to reduce employee turnover, which is a major challenge to most organizations.

Higher education to employees will lead to higher earnings, increased social mobility and stronger health outcomes for employees. It can be seen through the SWOT analysis that providing employee's with higher education has an overall advantage to both the employee and organization.

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A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY

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1. INTRODUCTION

Processed Product means any fruit, vegetable, or other food product covered under the regulations in this part which has been preserved by any recognized commercial process, including, but not limited to canning, freezing, dehydrating, drying, the addition of chemical substances, or by fermentation.

Nowadays demand for processed products is increasing at the same time, India's processed food business has grown manifold, and it is estimated to grow to $50 billion by 2017 from

$32 billion at present, a survey said. "There has been a major shift in food habits in metropolitan cities. About 79 percent of households prefer to have instant food due to steep rise in double incomes, standard of living and convenience," said an Associated Chamber of Commerce and Industry of India (Assocham) survey. It found that 76 percent of parents in big cities, mostly both working and with children under the age of five, are serving easy-to-make meals at least 10-12 times every month in some form or the other.

The term "processed food" can cause some confusion because most foods are processed in some way.

Mechanical processing — such as grinding beef, heating vegetables, or pasteurizing foods — does not necessarily make foods unhealthful. If the processing does not add chemicals or ingredients, it does not tend to lessen the healthfulness of the food.

However, there is a difference between mechanical processing and chemical processing.

Chemically processed foods often only contain refined ingredients and artificial substances, with little nutritional value. They tend to have added chemical flavoring agents, colors, and sweeteners.

These ultra-processed foods are sometimes called "cosmetic" foods, as compared with whole foods.

Some examples of ultra-processed foods include:

● Frozen or ready meals

● Baked goods, including pizza, cakes, and pastries

- Packaged breads

- Processed cheese products

- Breakfast cereals

- Crackers and chips

- Candy and ice cream

- Instant noodles and soups

- Reconstituted meats, such as sausages, nuggets, fish fingers, and processed ham

- Sodas and other sweetened drinks

Eating highly processed foods can lead to weight gain.

2. NEED OF THE STUDY

- The U.S. Department of Agriculture (USDA) defines a processed food as one that has undergone any changes to its natural state—that is, any raw agricultural commodity subjected to washing, cleaning, milling, cutting, chopping, heating, pasteurising, blanching, cooking, canning, freezing, drying, dehydrating, mixing, packaging, or other procedures that alter the food from its natural state. The food may include the addition of other ingredients such as preservatives, flavours, nutrients and other food additives or substances approved for use in food products, such as salt, sugars, and fats.

- The Institute of Food Technologists includes additional processing terms like storing, filtering, fermenting, extracting, concentrating, microwaving, and packaging. According to these standards, virtually all foods sold in the supermarket would be classified as "processed" to some degree. Because food begins to deteriorate and lose nutrients as soon as it is harvested, even the apples in the produce aisle undergo four or more processing steps before being sold to the consumer. That's why in practice, it's helpful to differentiate between the various degrees of food processing.

3. REVIEW OF LITERATURE

- Ergonomics in Action- A guide to best practices for the food processing industry (2003): This booklet is intended to provide employers with information to help reduce workplace injuries: It tells about the challenges in the food processing industry. The booklet uses a - approach with examples that illustrate how actual food processing facilities have reduced work-related musculoskeletal disorders. It includes ideas for making practical ergonomic improvements in the particular industry.

● Implementing and planning best management practices for utility efficiency in food processing establishments; An utility management guide (2003) by Phil Dick, Ron MacDonald and Kenneth Boyd Alexander Keen , Henry van Rensburg, Bob Griffin, Peter Golding Kevin Jones & Arnold

● The food processing industry, globalisation and developing countries an article by John Wilkinson- e JADE electronic Journal of Agricultural and Development Economics Agricultural and Development Economics Division (ESA)- Vol. 1, No. 2, (2004), discusses the importance of exports of processed food products and the role of foreign direct investment (FDI) in this sector. The article also relates to the importance of the food processing industry in developing countries in the category of small and medium enterprises

● Food Processing in India- A report on Indian Food Processing Industry, Corporate Catalyst India (2005) : explains the growth prospects of the food processing industries in India by using the diamond porter analysis. It also gives the classification of food processing industries. The report includes the various policies, laws and regulations framed, executed by the Government to ensure food safety and speaks about the vision strategy and action plan in order to achieve growth in the food processing industry in India.

● Guidelines for the validation of food safety control of the Working Principles for Risk Analysis for Application in the Framework of Codex Alimentarius, Principles and Guidelines for the Conduct of Microbiological Risk Management (CAC/GL 63- 2007): throws light on the validation of the food safety and food quality measures. This guideline relates to the importance of conformity towards food safety measures and makes a distinction between the role of the industry and the Government as to how the validated control measures are implemented. It Ushus J B Mgt 13, 1 (2014) ISSN 0975-3311 also relates to the studies conducted in risk management decisions. These guidelines also discuss the differences between validation, monitoring and execution of the measures intended to provide food safety.

● The annual report (2008-09) of the Ministry of Food Processing Industry, Government of India states the vision to develop the food industry. The report includes the objectives of the Ministry of Food Processing Industry which aims at setting up various food processing units and food parks in the country. It also stresses on the development of the state of art of technology and infrastructure required to maintain post harvest technology, provision of cold storage and warehousing facilities ensuring better supply chain management of the processed food products. This report also elaborates the various schemes introduced by the Ministry of Food Processing in order to develop this industry in various parts of the country.

- Food Processing & Agribusiness-Emerging opportunities and strategic thrust areas for the industry- The Associated Chambers of Commerce and Industry of India (ASSOCHAM) which organised an international summit and exhibition on food processing on 28th and 29th July, 2009 in Delhi stressed on the importance of the development of the food processing industry, the main objective of the summit was to make India an international hub for agriculture and food processing industries. The summit stressed, suggested and recommended that food processing industry should be considered as one of the hi-tech industries emphasizing on post-harvest technology, re- engineering food parks models, establishing agro and food processing training centers, introduction of new innovative processed food products ensuring food quality, food safety and sustainable food production. This summit also recommended that to build necessary infrastructure and encourage public private participation in the respective industry.

- Food Processing Ingredients an article by Shubhi Mishra, USDA Foreign Agricultural Service, Global Agricultural Information Network(GAIN Report)1N1214-(2011) highlights that the food processing sector continues to expand in response to changing demographics, strong local & international brands and growing consumer acceptance of processed foods.Current Food Industry - Good Manufacturing Practices, Scope of Principles and Practices to Supplement Existing Regulatory Requirements (2011) : This is a document that speaks about the current good manufacturing practices (CGMP) which was formed in the year 2004 and started working with the Food and Drug Administration(FDA). It relates to 60 companies in the food industry that worked as a coalition to promote safety assurance programmes in the food processing industry. This paper addresses the good management practices towards maintaining food safety and quality control. It suggesting about training programmes and the provision to impart training by conducting workshops, seminars, conferences highlighting on the control of food safety hazards in food production and processing.

- A report on the food processing industry in India in August, 2012 by the Corporate Catalyst India discusses the classification of food processing industries in India. It elaborates the various policies and regulations by the Government to promote this industry in the country. It also speaks about the various Indian food brands that are popular in the United States of America and Europe. This report also analyses the potentials and challenges of the food processing industry and by setting up the food Uma C Swadimath Best Management Practices processing units, its contribution towards the development of the Indian economy.

- A Review of Definitions of Community Food Systems by Carrie Edgar and Laura Brown (2013): This article explains the nature of food system resulting in obesity and

also tells about food security. It focuses on local production, processing and sale of processed food products on the basis of equity and social justice and also keeping in mind about the future generations.

4. RESEARCH METHODOLOGY

In this study qualitative/quantitative will be used. The study is based on primary and secondary data collected from various sources like journals, conference papers and internet sources.

5. OBJECTIVES OF THE STUDY

- To understand how people define "processed food".

- View the level of processing as a continuum or a dichotomy

- To know about processing methods.

- Benefits/downsides of food processing

This research is based on primary data. For collection of primary data a well-structured questionnaire was prepared, a pilot survey was conducted to know the feasibility of the questionnaire, suggestions from this pilot survey were included in the questionnaire and final draft of questionnaire was prepared. The questionnaire was formed by two parts. The first part is consisted of questions covering the products consumption and purchase attributes and the second part is about the socio-economic and demographic situation of the respondents. To determine the consumption and purchase preference the participant evaluation was designed with 4-point type scale to express how much they agree or disagree with the statements. All the data collected from the survey were tabulated in well-structured statistical tables, and results have been derived from these tables. Both quantitative and descriptive analyses were taken to answer research problems. Various statistical tools and techniques were used to analyze the data. Differences in the frequency of consumption of processed products were measured by graphical method

Processed vs. Healthful

In order to assess whether the level of processing was perceived as related to its healthfulness, participants were asked to assess a range of foods based on how "processed" and "healthful" they considered them to be. The foods were selected from: grain-based, meat and fish, fruit and vegetables, and dairy categories (Figure 1). In each category, four food types were presented. Participants were asked to rate the foods on a scale of 1 to 4, where 1 indicated the lowest and 4 the highest level of processing or healthfulness. In each of the categories, the difference between all three food types that were rated as more processed was significant when compared to the foods that were rated as least processed. In general, foods rated as more processed were perceived as less healthful, and vice versa.
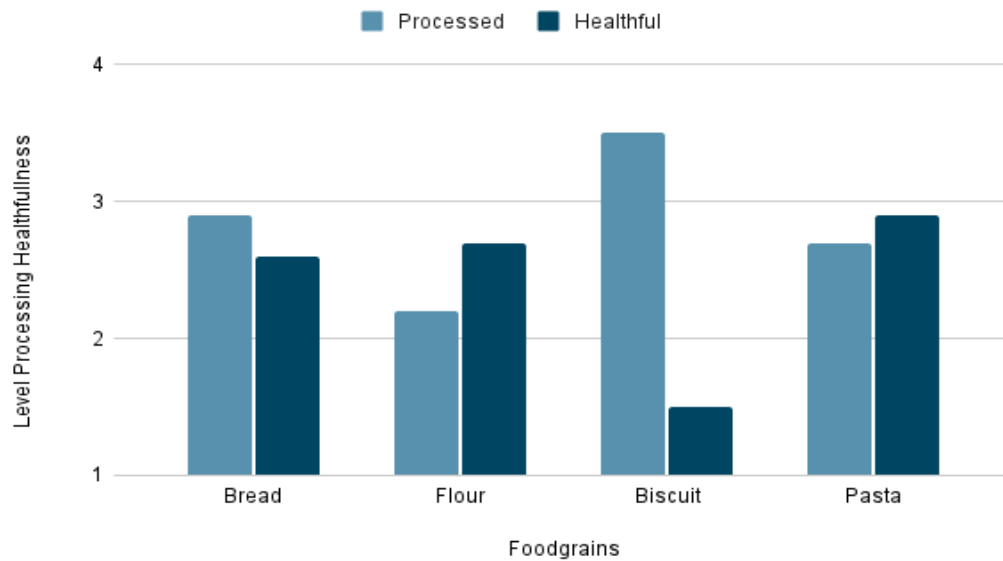
Average rates of levels of food processing and healthfulness for different food groups. In each graph, the light colour represents the level of processing and darker the level of healthfulness.
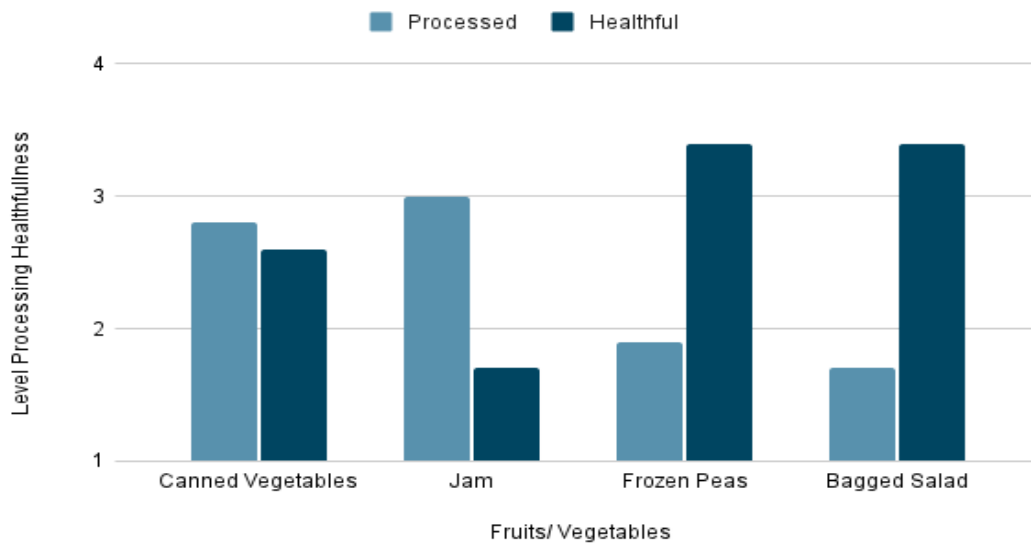
6. STATEMENT OF HYPOTHESIS

Hypothesis 1

- H0- Level of food processing not influence perception of healthfulness

- H1- Level of food processing influence perception of healthfulness

Hypothesis 2

- Ho- Level of food processing does not influence perception of food safety

- H1- Level of food processing influences perception of food safety.

7. SCOPE OF THE STUDY

1. The present study is to be restricted to Pune city only.

2. The study covers businesses from Baner and Shivajinagar.

8 . RESEARCH DESIGN

In this study a descriptive research design has been used which will be concerned with describing the characteristics and components of Processed Products business practices in the Pune city.

9. ANALYSIS OF DATA

Benefits of processing
The main benefits or processing indicated by participants were "preservation" and "extended duration", closely followed by "convenience" "lasts longer, cheaper than fresh stuff, ready faster to eat/ no or little preparation for the end user." Other perceived benefits were "reduced cost", "sensory enhancement", and "increased variety". "Increasing safety" was also seen as a benefit, but was usually listed together with other benefits.

Content Tester: Benefits of Processed foods
In addition to the initial questionnaire, participants were presented with information about specific benefits associated with food processing, such as convenience and increased nutrition. When prompted for feedback to the content tester (prompts were open-ended and undirected), the participant's questions and comments demonstrated a demand for further information. Some questioned the value of such benefits e.g. "why make food last longer", "Does adding vitamins really help in terms of health?" Participants stressed the use of "fresh" foods, and indicated a preference towards use of fresh ingredients and cooking from fresh, but did not give explanations. Concerns regarding the food industry were also raised: "maybe if people understood what's going on with the food industry, we could get things changed for the best". Some participants found the content informative: "after reading the above information, it makes sense why a lot of foods have to be processed and that processing a food isn't necessarily a bad thing".

Upon being exposed to the content tester on the benefits of processed food, participants were asked to rate each of the presented benefits based on how much confidence they had. On average, participants had the most confidence in "making foods edible" and "making foods last longer". However, they lacked confidence in improved nutrition as a benefit of food processing. Generally, participants considered processed foods to have a negative impact and result in reduced nutritional value. Practical attributes, including increased shelf life and quick preparation time, were seen as the key positives and benefits of processed foods.

Downsides of Processing

A large proportion of participants pointed at fat, sugar or salt content as downsides of food processing, usually mentioning them together, and associating them with the term "unhealthy". The term "unhealthy" was generally frequently linked with processed foods. Many of the participants mentioned "additives", suggesting that they were unfamiliar or unknown, and that "too many" were added. Participants considered processing to result in a loss in nutritional value of foods, in some cases mentioning specific nutrients: "I am not sure if it loses any of its natural minerals or vitamins". Uncertainty was also common among answers, mainly mentioning unknown ingredients or content: "The end buyer has no real way of knowing exactly what they are eating".

Other less common but apparent downsides associated with processed foods included reduced taste, reduced quality, and reduced goodness. Another was the use or introduction of "chemicals". Some participants also considered processed foods as "not fresh". Two participants believed that there were no downsides to processed foods, with one suggesting a need for acceptance of processing: "I personally don't see any; if you want foods all the time from anywhere then accept some processing…"

Reasons for buying and not buying processed foods

A range of themes became apparent when participants were asked for their reasons for (not) buying processed foods. In some cases, participant answers included both reasons "for" and "for not" buying processed foods. Reasons for buying processed foods included convenience (in terms of speed of preparation and extended storage), taste, and price. Reasons for not buying most often included reduced healthfulness, and altered or unknown content (including the mention of nutrients, additives, preservatives, and salt). A proportion of participants mentioned their preference towards "fresh" foods, with some also commenting that they prefer to cook "from scratch". Miscellaneous answers included the environment, ethics, and food waste, but it was not stated whether these were reasons "for" or "for not" buying processed foods.

Avoiding Processed Foods

While some participants stated that they do not make a conscious effort to avoid processed foods, among those who did, several avoidance strategies were apparent. Buying "fresh" and "cooking", specifically cooking "from scratch", were the most popular answers. Many commented that avoiding processed foods was "healthier". Two participants also specifically mentioned eating "natural" alternatives in order to avoid processed foods. Reading the food label was suggested as a useful technique to avoid highly processed foods. "Limitation" or "moderation" of processed foods was another apparent theme.

Processing methods Known methods of food processing

When asked to provide examples of food processing, participants listed a wide array of methods. The addition of ingredients was commonly listed, with the term "additives" appearing frequently. Various methods of packaging were also commonly noted, most specifically "canning" and "bottling". "Freezing" was another dominant answer. Processes such as "salting", "smoking", "curing", "drying", and "cooking" were also popularly mentioned. Other, less frequently mentioned methods, included "pasteurisation" and "pickling". Some miscellaneous responses, like "irradiation" were also noted.

Content tester: methods of processing

Participants were provided with information about eight specific methods of processing, including traditional and novel technologies. When prompted for feedback (prompts were open-ended and undirected), participants questioned methods that they were unfamiliar with, and often sought more information on those. In some instances, participants found methods so familiar that they had not previously considered them as processing: "I'm shocked that freezing is classed as food processing…" A number of participants questioned the healthfulness of certain processes, specifically, how much "goodness" processing removes. Participants were also concerned about the safety of some of the methods. In particular, the safety of smoking and the perceived carcinogenic nature of this method: "I understand that smoke is carcinogenic. Am I wrong?"

Content Tester: Olive Oil Infographic

A final content tester displayed information on the production of olive oil in the form of an info graphic. As before, they were prompted for questions and comments. A large proportion of participants showed an appreciation and understanding of the process, with some gaining a new perspective or new knowledge. A number of responses deemed the process "natural" and/or "healthy". Some participants questioned specific steps of the process, eager for more information.

Media Attention

When asked for a rationale for the vast amount of media coverage of processed foods, four main themes became apparent. The most common one was linked to health, including health concerns and health promotion. "Public concern about food safety, health and provenance". "They are trying to get you eating healthy". Increased levels of obesity were seen as another reason for the media stir surrounding processed foods: "Due to the fact that Britain is becoming obese". Participants also identified debatable processing methods and ingredients as a reason for coverage. Participants also suggested marketing, the need for eye-catching stories, and the press's love for a "good scare story" or scandal as reasons behind the headlines. Some miscellaneous answers were noted, with one participant stating the increased attention was due to

increased accessibility and use of processed foods among consumers: "as they see the nation has become used to being able to get processed food quick".

Changes in views

Comparing respondents' definitions of processed food in three questionnaires throughout the study, most respondents expanded their definition to include any food that has been treated/altered. For example, one respondent defined processed foods, at the beginning of the study: "Food not in its natural state i.e. cheese spread that contains no bread with added ingredients". Their definition expanded, after participating in the study: "foods that have been "adapted" by different methods to make them last longer, be more easily consumed, as well as changing flavor or making cheaper products. For example, pasta, bread, biscuits, ready meals".

Respondents became aware of more processing methods, listing more examples. They also listed additional benefits, such as "cheaper", "flavor", "variety", and "safe". Many participants were already aware of benefit of increasing shelf-life.

There was some surprise that processing includes methods not previously considered as processing. When asked if they were surprised by anything that they saw or read in the provided materials, one responded replied: "Yes, definitely, the number of processes that are classed as processed. I don't classify freezing as a processed food but guess it is". Throughout the study, additives and chemicals were consistently noted as a "downside" of processed foods. A loss of nutrients/goodness was also a mentioned concern.

Materials were found to be very good and informative; respondents commented that they had learnt more: "I feel like I learned some new things about the processing of products and that some have benefits that far outweigh the risk". A majority highly rated the importance of learning about food production and processing.

10. CONCLUSIONS

This exploratory study offers a first qualitative insight into consumer perceptions in Pune towards processed foods. It suggests that consumers may have a limited understanding of the reasons, methods and consequences of food processing.

Participants viewed processed foods as food altered from its original state, and demonstrated partial understanding of the array of processes that were involved. They showed preference towards foods that were considered non-processed, with traditional techniques being so common they were hardly seen as processing. Processed foods were initially associated with negative opinions and attitudes among participants, mostly in relation to the perceived loss of nutritional content and health benefits. Foods considered as none or less processed were thought to be more healthful. Anxiety and negative opinions on additives and chemicals prevailed, suggesting the public may benefit from further information about the safety and regulation of additives.

The lack of awareness of the important benefits that some processing methods offer, including improvements in food safety, highlights the importance of providing consumers with more information in order to reassure and build trust in the processed food chain.

Processed food is a topic that frequently hits media headlines. Despite being cautious about the motives behind the headlines, participants were prone to allowing these stories to influence their opinions and attitudes.

Participants appeared to be receptive to information, requesting to receive further clarity, specifically in relation to novel processes.

Inherent to a qualitative study, with the sample size limited and focused on the Pune, the findings may not be applicable generally. The study design comprised mainly open-ended questions that result in free expression, with varying degrees of detail provided allowing for possible misinterpretation of opinions. But, this method of qualitative consumer research has the benefit of identifying unprovoked opinions and thoughts, exploring consumer understanding and perceptions towards the topic.

Further research is required to identify the main source of the negative perceptions, and more information and education is needed to help consumers better understand processing methods used in food production.

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A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA

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ABSTRACT

Maharashtra state in India is moderately potential for fish culture among 28 districts of this state and fish culture in this state is a promising socket which is still far from exhaustion. Thi study identified that fish farming in the district was traditional to extensive type and the management activities during culture system. Sangali of Maharashtra State had maximum number of Government ponds. Overstocking with varied size of fish seed with lower manure and feeding were found to be a general practice in fish farming in the district. High price of fish seed, its low quality and involvement of middle men in fish marketing were three major problems faced by fish farmers besides Seasonality effects i.e. flooding in rainy season and shortage of water during pre-monsoon season. Opportunities exist for improvement and development of fish farming practices in the district. Majority of the people in the State are non-vegetarians, non-vegetarian food contains high percentage of proteins. Besides, pulses production is not sufficient to meet requirement of the State, therefore, as alternative to pulses fish production is important. State has 720 Km long coast line from it about 3.45 lakh tonnes of fish production is available every year. There are some limitations to provide fresh fish to the people who stay away from the sea shore. Therefore, people staying in internal part of the State have to use inland fish as alternative, in this sense inland water fish production is important.

1. INTRODUCTION

Fisheries sector in India has recorded a faster growth than that of crop and livestock sector and it occupies a very important place in the socio economic development besides adding to the nutritional security. Fish contributes substantially to the domestic food security of India and freshwater aquaculture being a homestead activity in several parts of the country, it also helps in bringing additional income to rural households. This sector contributes to the livelihood of a large section of economically underprivileged population in our country. In India about 20 million people are employed in fisheries sector either directly or indirectly. India is one of the largest fish producing countries in the world and shares 7.58% to the global production. Contributing 1.24% to India"s Gross Value Added (GVA) and 7.28% (2018-19) to the agricultural GVA, fisheries and aquaculture continue to be an important source of food, nutrition, income and livelihood to millions of people. Fisheries sector in India has shown impressive growth with an average annual growth rate of 10.88% during the year from 2014-15 to 2018-19.

2. IMPLEMENTING PROGRAMME

In the State inland fish seeds were obtained from induced Breeding method. Fish seeds were imported from Calcutta and distributed among the fisherman's societies. In order to become self-sufficient in production of fish seeds, the State Govt. decided to build Hatcheries in the State to increase fish seed production and completely stopped import from the Calcutta in 1991-92.

3. OBJECTIVE OF THE STUDY

With the intention to know the progress of the Inland fish seed project from inception Following are the objects of the evaluation study.

➤ To study the working of the scheme and to find out discrepancies, if any and make recommendations to study financial and physical target and achievements.

➤ To study as to whether fish seeds produced in the State are sufficient to make the State self sufficient and up to what extent objects are achieved.

➤ To achieve targets of the scheme, whether scheme is implemented technically and correctly.

➤ Whether sufficient water is available for the centres to function properly. If water is available whether arrangements to supply the same to the centres has been made and to study independently the functioning of the centre regarding the fish seed production, fish rearing and even though water is available find out the reasons for arrangements not made to supply it to the centres and feasibility of arrangement.

➤ Whether water spread areas of the centres are useful for fish farming, if not what are the difficulties.

➤ Whether centre's income is sufficient to meet its incurring expenditure (including wages& salaries) and after construction of circular hatcheries, whether there is a favourable change in the situation.

4. RESEARCH METHODOLOGY

The observe is a submit facto studies primarily based totally on secondary records reasserts at the issue and primarily based totally on his bibliography. The data used in this study were collected from both primary and secondary sources. The main focus of this investigation was to know the fish culture management practices and different constraints faced by farmers. An unbiased, concise, clear, compressive and pretested questionnaire has been developed. The reliability of the questionnaire was checked by split half method and was found to be acceptable. The necessary care was taken to collect the most reliable, relevant and exact ground level information from the farmers' level. They have answered all the questions by personal interview. The review of existing literature provided an important source of information for the research. The relevant secondary sources of data were collected from various journals, magazines,

reports of the state fisheries departments, perspective plan and strategies for fisheries development in Maharashtra conducted by CIFE.

5. SAMPLE SELECTION
Fish seed centres and districts has been selected for evaluation study as follows.

A) **Selection of the districts**
Pune Region 04 districts were selected on basis of seed production during the year 2018-19 by probability proportional to size (production) using linear systematic sampling method considering seed production of the 2018-19. Selected districts were 1) Pune 2) Kolhapur 3) Sangali 4) Satara 5)Solapur

B) **Selection of fish seed Production Centres**
One fish seed production centre producing maximum fish seeds in the year 2018-19 was selected from each selected district. Selected centres were 1) Pune_i) Junnar ii) Veer

iii)Hadpasar 2) Kolhapur _i) Tilari ii) Rankala 3) Sangali_ i)Dudhebhavi ii) Chnadoli iii) Birnal iv) Shindhewadi v)Aatpadi vi) Siddhnath 4) Satara_i) Dhom ii) Yeralwadi iii) Rajewadi 5)Solapur_i) Ujani

C) **Selection of Beneficiaries Societies**
From each selected fish seed centre all Government pond institutes were selected by Random method from those who has purchased fish seeds from the centres in 2018-19. If selection of required number of co-operative societies and private institutes was not possible additional fishing societies were selected to fulfill required quota.

D) **Selection of Zilla Parishad and Municipalities**
Two Z.P. and Municipalities who has purchased seed from centres in the year 2018-19 were selected by Random Method from each selected centres. If selection, required number of Z.P.and municipalities from the centres was not possible the gap was filled in by selecting additional Z.P./Muncipalities. As mentioned above, 14 beneficiary institutes were selected according to type of institutes for evaluation study.

6. PERIOD OF FIELD WORK
Fieldwork of this evaluation study was completed during the period from April 2018 to May 2018.

7. FINDINGS
i   It is observed that out of total area available for Inland fish farming in the State for the year 2017-18, actually 78 per cent of area was used for fish production.

ii   Out of 36 districts in the State, the project is being implemented in 28 districts.

iii Pradhan Mantri Matsya Sampada has been approved at a total estimated investment of Rs. 20,050 crores comprising of Central share of Rs. 9407 crores, State share of Rs 4880 crores and Beneficiaries contribution of Rs. 5763 crores

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iv PMMSY will be implemented in all the States and Union Territories for a period of 5(five) years from FY 2020-21 to FY 2024-25.

v Out of total 12,902 ponds used for inland fish, there were 428 (3.3 per cent) ponds having waterspread area more than 60 hectares and 12,474 (96.7 per cent) ponds having waterspread area less than 60 hectares. Ponds having waterspread area more than 60 hectares had total waterspread area 2,29,112 H. (70.6 per cent) and ponds had waterspread area less than 60 hectares, has 95,297 H (29.4 per cent) total waterspread area. This indicate that ponds having less waterspread area were more in numbers than the number of ponds having more waterspread area. While big ponds are less in number but their total waterspread area more.

a. Even though optimum fish seed stocking capacity of ponds used for fish production was 1642 lakh seeds annually sale 706 lakh, annually actually 571 lakh fish seeds were stocked.

b. The three divisions namely Mumbai -unnagar, Pune and Nashik 165 , 329.15, and 107.50 lakh seeds actually stored respectively.

vi In the State 327, 1642 and 63.03 lakh spawns were produced in the year

8. CAPACITY OF HATCHERIES AND SPAWN PRODUCTION

i It is expected that in a year one hatchery should produce 500 lakh spawns. Considering this norm in 2018-19, 1642 lakh spawn could have been produced by 15 working hatcheries but actually 513.15 lakh (31.25 per cent) spawns was produced. It is observed that hatcheries in Pune Division has produced spawn as per expected capacity but in the remaining divisions, hatcheries were not able to produce spawns as expected. Rearing of spawn and seed yield:

ii Out of total spawns produced by centres, 43 per cent spawns were sold and remaining 57 per cent spawn were used for nursery in the centres to obtain fish seeds.This ratio was highest in the Pune and Mumbai Division. In total seed production share   of cyprincus seeds was very low while that of major carp was higher. It can be concluded that centres prefer to produce seeds of major carp than cyprincus seeds.

iii Fish seed production in 2020-21 was 1154 lakhs. In 2019-20 it was 1067 lakhs and in 2018-19 it was 1642 lakhs. In comparison with seed production in 2018-19, production in 2019-20 and in 2020-21 Decreased by 35.01 per cent and increased by 8.20 per cent respectively.

9. PROVISION AND EXPENDITURE

From observation of Provision and Expenditure for three years (2019-20 to 2020-21) it was seen that expenditure was more than provision but in expenditure was less than

provision. In 2018-19 expenditure was 31.1 lakh of provision and in 2019-20 it was 11.55 lakh   and in 2020-21it was 20.02 lakh.

10. INCOME OF CENTRES

Considering income of the centres from sale of spawns semi fingerlings, fingerling, in the years 2018-19, 2019-20 and 2021-21 the State received income of Rs.28.72 lakh, Rs.25.962 lakh and Rs.18.8605 lakh respectively. The income received by the State from the sale of centre's product was increasing, considering income and expenditure of the centres. The State received net income of Rs.23.37 lakh in 2018-19, in 2019-20 Rs.15.922 lakh and in 2020-21 Rs.11.8815 lakh. It can be said positively that the State Governments seed producing centres are becoming more efficient day-by-day.

11. RESULTS OF THE SURVEY OF FISH PRODUCING CENTRES

For inspection of working capability of Government fish seed producing centres, 15 seed producing centres were selected from total working fish seed centres in the State. Out of 15 selected seed centres, 10 centres has hatcheries and remaining two have only fish rearing and nursery facilities The eight hatcheries were working properly and one hatchery was having technical fault in construction and other was in incomplete stage of construction.

12. INCUBATION TANKS/PONDS

The four tanks are necessary to produce spawns by incubating hatchlings. It was observed that out of 12 selected hatcheries.

13. SPAWNS OBTAINED

It was expected that one hatchery should produce 400 lakh spawns in a year. Out of 12 hatcheries selected it was observed that only 24 (24.36 percent) were producing expected number of spawns.

14. STOCKING TANKS

i   Out of 42 stocking ponds/tanks of 12 selected hatcheries in 2018-19 only 88 percent tanks were in use and out of the total 5.04 hectare water spread area, 98 percent water spread area was used.

ii Of the stocking capacity of the stocking ponds/ tanks in use capacity reproducing fish were stocked.

15. SUMMARY

Domestic fish seed production has increased appreciably after decision has been taken by the State in 2018-19 to build modern hatcheries in the State. Considering the capacity of water spread area used for fish production, domestic seed production is not sufficient. The fish seed centres in the State have seed producing capacity to produce fish seeds requirement of the State but ratio of spawns obtained from hatchlings is very low. Production of fish seeds as per capacity is not possible. Following are the recommendations to improve the situation.

16. RECOMMENDATION

a   Considering the production process of Jire and fish seed should be treated as independent unit and Asst. Fish Office should be appointed for each unit.

b   To provide water supply for all the 12 months to all the centres, there may be well water facility for each centre.

c   Centre's ponds may be renovated every year.

d   Help of CIFRI type institutions should be taken to find out scientific reasons of mortality of Jire and to increase fish seed production

e   Each centre may have well equipped lab and trained staff may be appointed.

f   One small freezer, telephone and transport facility may be provided to each centre.

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INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION

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ABSTRACT

The mobile computing is a system in which a computer and all necessary accessories like files and software are taken out to the field. It is a system through which one can able to use a computing device even when someone being mobile and therefore changing location. The portability is one of the important aspects of the system. The mobile phones are being used to gather scientific data from remote and isolated places which is not possible to retrieve by other means. The scientists are initiating to use mobile devices and web-based applications to systematically explore interesting scientific aspects of their surroundings, ranging from climate change, environmental pollution to earthquake monitoring. This mobile revolution enables new ideas and innovations to spread out more quickly and efficiently. In this paper we will discuss about innovation of mobile computing, android system and its applications.

INTRODUCTION

Mobile application developers is in (but not limited to) the following areas; Developing cloud enabled applications, developing customised Indian applications, working on innovations based on global acceptability through multi-language apps., synchronising data with backend systems and addressing security threats, reducing costs through prudent locations and newer API's (Application Programming Interface), beta testing applications and appropriate keyword tagging for marketing and making applications oriented towards customer delight so that in the process of diffusion of the innovation, the application becomes an integral part of the customer's life. Methodical content analysis brings out the scope for Indian application developers and offers them valuable insights on monetization tactics. Since the findings are based on published data from Indian Mass Media, it makes the paper very contemporary and the recommendations very implementable for the industry. Academicians working in this area too, will also find an avenue for further exploration. This research work is distinctive because of the lack of scholarly studies in this area, especially in the Indian context. Data from mass media and use of content analysis – a widely used qualitative analytic method for a scholarly study, increases its value by making the work recent, contemporary and worthy of further scholarly explorations.

OBJECTIVES

why innovation and development is important in mobile computing and android application. Does innovation practices in mobile computing and android applications

help the developer   and end user with best results on grounds of following points in near future:

Convenient: easy access & easy to use, Cost-Efficient : targeted budget & less investment, Easy development & customization., Freedom: an open-source platform. Integration with Socia Media, Greater ROI and profit, Porting to another Operating System, Activities, Services, Broadcast receivers, Content providers.

RESEARCH METHODOLOGY USED
Surveys (online and physical surveys) Observations.

Case study

MOBILE COMPUTING TECHNOLOGY
The Mobile Computing Technology Mobile computing is described as an itinerant computing, which is any transferable related devices which support the mobile communication technologies. This device should be able to transfer the data, voice and video wirelessly. There are a few methods to connect to the network such as Internet, intranet, extranet WLAN, LAN, WAN, etc. This technology was introduced in 1894, by Guglielmo Marconi well known as the father of radio, which was the first technology that could be able to transfer the radio waves over long voids. In 1958, the very first wireless network established in Germany and this technology introduced via Motorola company as the first personal cellular telephone (David, 2013). January 2007 was the exponential growth in the telecommunication system which Apple company was the reason for this evolution by introducing the iPhone and iOS.

PROS AND CONS OF MOBILE CLOUD COMPUTING
This technology like other technology have some pros and cons, and the positive aspects of this technology are the ability of users to connect to the internet wherever they are and whenever they want to. Also, the ability to control the area without physical presentation at a very low cost. There are some significant disadvantages about this technology such as the range of bandwidth issues, security issues, broadcast interventions, power. Bandwidth issues which have a direct impact of the commercial cell phone towers. Majority of the issues is related to the security problems. Cloud computing provide solution for mobile cloud due to many reasons like portability, scalability and communication etc. There are many uses of mobile cloud computing. MCC provide solution to problems that were big challenges and some challenges are still under consideration. Some advantages are as follows.

1) **Battery Consumption:** Increasing smartphones features and heavy applications consume battery fast. Computation on the cloud saves your battery life as well as time.

2) **Memory Requirement:** Using cloud resources to store and save applications can solve this problem. User can access the resources any time and save time and energy.

3) **Privacy:** Privacy is an important issue. Trusting the cloud is a problem. Encryption and decryption mechanism is used in the cloud or through communication channel. Virtual private network can be used to enable secure communication.

4) **Scalability:** For MCC, application models development must include support for the scalability to add features and modules for application enhancement. Scalability depends on application domain and MCC model.

ADVANTAGE AND DISADVANTAGE OF ANDROID APPLICATION

The advantages of mobile apps include convenience, easy communication with end-to-end users, and online usage.

The disadvantages of mobile apps include difficulty to create, the cost to create them, the cost to make them available to people, and the need for updates and support**.**

FUTURE INNOVATIONS IN MOBILE APP DEVELOPMENT

As time goes on, mobile technologies will only become smarter and more advanced. Mobile app development is a market that is highly responsive to innovation. Consumers crave new, useful, and accessible technologies. This is why advancing AI, beacons, IoT, NFC, blockchain, and other technologies integrate into mobile app development easily. Because of this, it's critical for business leaders to follow trends of innovation. Having conversations with experts is also extremely important, as this can lead to solutions that can help lead your product to success.

MAJOR FINDINGS

Mobile computing is not a single technology, but a combination of three components (handheld computing device, connecting technology, and a centralized information system), each with different performance considerations, costs, and risks.

Android app developers will provide a more enhanced personalized experience to users. Future applications may integrate different AI features such as text, image classification, voice recognition, predictive maintenance, face detection.

ACKNOWLEDGEMENT

I hereby thank Google and all the books I consulted can be found in the reference section for this paper entirely.

DISCUSSION & CONCLUSION

After all the limitation of mobile environment and mobile application, the uses and popularity of mobile application are increasing day by day. Most of the people are trying to use mobile device and mobile application instead of desktop for easy task. Gradually

the uses of mobile applications are increasing corresponding to the use of desktop applications. All of the mobile manufactured companies and mobile application Developer companies are increasing the capacity, quality and functionality. So the modern mobile applications are more capable and more usable for the user. And the global impacts of mobile applications are going high

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INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES

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ABSTRACT

The tourism industry is one of the fastest growing economic sectors globally. The Indian tourism industry has developed as one of the vital sectors of growth among the other services sector in India. Tourism is an employment creator industry, a major source of foreign exchange for the country that contributes the locals and host populations. Changing lifestyles, rising income levels, policy and regulatory support by the government plays a crucial role in forming the travel and tourism sector in India. However, there are challenges with these potentials and opportunities such as lack of infrastructure, health and safety of tourists, tax systems and unskilled manpower. The country's travel and tourism industry need the combined efforts of all stakeholders, including the central and state governments, the commercial sector, and the general public, to continue to grow and thrive.

INTRODUCTION

The tourism industry is one of the largest profitable sectors of the world. According to WTO, Tourism direct GDP amounted to USD 3.5 trillion in 2019, or 4% of world GDP. (Economic & Of, 2021). Tourism saw continued expansion and diversification to become one of the largest and fastest-growing economic sectors worldwide. Growth was driven by a relatively global economy, expanding middle classes, increased market openness and rapid urbanization in emerging economies, affordable air travel and visa facilitation. Technological advances and new business models, through the Internet, contributed to this expansion in travel.

According to WTTC, (Pre-Covid-19), Travel & Tourism (including its direct, indirect, and induced impacts) was one of the world's largest sectors, accounting for 1 in 4 of all new jobs created in the world, 10.3% of all jobs (333 million), and 10.3% of global GDP (USD 9.6 trillion). Meanwhile, international visitor spending amounted to USD 1.8 trillion in 2019 (6.8% of total exports). Travel & Tourism enables socio-economic development, job creation and poverty reduction. This in turn drives prosperity and significant positive social impact, providing unique opportunities to women, minorities, and young people. The benefits of Travel & Tourism spread far beyond its direct impacts in terms of GDP and employment, with indirect gains extending through the entire travel ecosystem as well as the supply chain linkages to other sectors.(WTTC, 2022)

In 2019, international tourist arrivals (overnight visitors) reached 1.5 billion worldwide, following a decade of uninterrupted growth. Arrivals increased an average 5% per year

between 2009 and 2019, or as much as 63% on aggregate. Tourism also became one of the world's major trade categories, with export revenues from tourism reaching USD 1.7 trillion in 2019, equivalent to 28% of the world's trade in services and 7% of overall exports of goods and services. (Tourism & Unwto, 2021)

INDIAN TOURISM INDUSTRY

India has a long history of tourism. The travel and tourism sector already existed in India's informal economy since the beginning, and all social classes were traveling is involved. In the past, travelers claimed that India was a nation of boundless wealth. a few were some were drawn to its spirituality while others were drawn to its natural beauty. In 1982, the government of India implemented the first tourist policy, and that same year, tourism became a recognized business. Ten years later, in 1992, the National Action Plan was unveiled by including all potential upgrades to the 1982 strategy. The Indian government began an international marketing effort in 2002. The name of the campaign was "Incredible India", and its major goal was to encourage Indian tourism worldwide. The travel industry is important to the Indian economy as it offers various socioeconomic advantages. Some of them are job creation, foreign exchange and development of other businesses like agriculture, construction, handicrafts, etc. Additionally, investments in infrastructure facilities like hotels, travel facilities, and other tourism-related services result in an overall development.(Subash, 2015)

The travel and tourism sector directly contributed INR 1920 billion to India's GDP in 2012 reflecting a growth CAGR of 14 per cent since 2007. This is forecasted to grow at a CAGR of 12 percent from the estimated INR 2222 billion in the year 2013 to INR 6818 billion by 2023. The travel and tourism sector supported 25 million jobs in 2012 directly related to the tourism sector. Constituting 4.9 per cent of the total employment in the country in 2012, this is expected to amount to 31 million jobs by 2023. Capital investment in the travel and tourism sector in 2012 was estimated at INR 1761.4 billion amounting to approximately 6.2 per cent of total investment in the Indian economy. It is expected to increase by 14.2 per cent in 2013, and witness further annual growth rate of 10.5 per cent by 2023 amounting to INR 5459 billion.(Subash, 2015)

NEED FOR AND SIGNIFICANCE OF THE STUDY

Need for making thorough study arises from certain broader and specific objectives. The Department of commerce, Poona college, Sabitribai Phule University and the scholars associated with the university has responsibility to identify the potential of tourism, which can contribute to the country's economy.

OBJECTIVES OF THE STUDY

- To identify the major potential, prospects and challenges associated with the tourism and hospitality industry of India.
- To explore the key issues and develop the appropriate solutions to the issues associated

with the successful development of the tourism and hospitality industry in India.

SCOPE OF THE STUDY

Various definitions, concepts and descriptions of tourism arise from the multidisciplinary nature of the topic.

RESEARCH METHODOLOGY

The researcher adopted a positive approach regarding the scope of the current study. A substantial foundation for validating the study's scope has also been created through this method, and the researcher has considered secondary data to uphold the study's suitability. By understanding the causal linkages between theories and phenomena and directly comparing these to the observations, the researcher has constructed a substantial architecture based on challenges and answers for the development of the tourist and hospitality business in India.

LITERATURE REVIEW

There is a massive literature on the effects of the expansion of the tourism industry on the host nation, but there is little empirical study and little evidence to support the claim that it truly leads to considerable economic growth in developing nations like India.

According to experts and analysts, the tourism industry's rapid growth raises household incomes   and government revenues through its multiplier effects, improvements to the balance of payments,   and growth on its own. Consequently, the increase of tourism has typically been viewed as making a beneficial contribution to economic growth (**Khan et al, 1995; Lee and Kwon, 1995; Lim, 1997 and Oh, 2005).**

According to **Dritsakis** (2004), tourism contributes to Greece's long-term economic growth. In his study of Korean tourism, **Oh** (2005) came to the conclusion that rising tourism revenues had an impact on economic expansion. In their investigation into the causes of Taiwan's economic growth and tourism development, **Kim et al.** (2006) discovered a positive feedback link between the two.

The impact of the tourism industry on the Jordanian economy was explored by **Razaq** and **Masarwah** in 2006. The study's aspects outlined the causal links between tourism earnings, economic expansion, employment in the industry, and domestic private consumption. While the results of the short-run analysis indicated that tourism revenues had a fundamental role in the most significant economic variables, the Johansen Co-Integration Approach clarified that there is a balanced relationship in the long-run among the variables of the study.

Using annual data spanning the years 1970–2009, **Kreishan (2010)** investigates the causal links between Jordan's tourism revenue and country's economic growth. Long-term tourism development and economic development are positively correlated, according to the study's conclusions. Furthermore, the Granger causality

test results showed that there was a unidirectional causal relationship between tourism profits and economic growth.

In order to preserve this rating, travelers must interact with business suppliers, host governments, and host communities. **Goeldner** and **Brent Ritchie (2009)** acknowledged that tourism is the total of these phenomena and connections. According to **Goeldner** and **Brent Ritchie (2009)**, tourism may be thought of as the quantity of trades produced by interactions between tourists and various national industries. Through the tourism industry they have developed through the interplay of business and government supplier hosts, SIDS like Grenada, Barbados, and Tobago have profited from the financial exchanges that have resulted.

Wang Liqin claims that in 2013, he examined the stakeholders in the tourism industry, including business travelers, tourists, residents, and the government, and he illustrated the value and necessity of responsible travel. Because ancient civilizations could last a very long time, the authors advise raising awareness of "Responsible Tourism" among people. The World Travel Market originally made the assertion in 2007 for World Responsible Tourism Day.

GROWING FACTORS OF TOURISM IN INDIA
Healthy economic growth and rising income levels: Studies shows that middle class income is increasing

Shifting consumer standard of living: young population started earning and their spending power increased.

Distinct products on offer: different types and forms of tourism such as rural, medical, pilgrimage, adventure etc.

Easy financial Support: credit cards and EMI facilities available **various resources:** cultural features and traditional activities **Geographical diversity:** a lot of natural resources are on offer

Low-cost carries: Low-cost airlines covers most of the destinations.

Government initiatives and policy support: Increase in FDI in the tourism businesses.

Host nation for major international events: India is fast growing hosting country of major international events

Common Problems faced by Tourists in India
- Inadequate rail and road infrastructure for assistance in tourist areas
- Room availability in hotels is appalling.
- Poorly trained personnel
- Inappropriate hygienic conditions in restaurants

- Public restrooms in tourist areas that are improper and messy

- Lack of effective conservation system for heritage sites

- Crowded Tourist destination with dirty and messy surroundings

- Inadequate administration of national parks

- ineffective approach for managing garbage

- museums with poor management

- Lack of safety measurement for tourists

- Inadequacy of certified guides

- Poor advertisement and publicity of tourism

- Poor advertisement and publicity of tourism

- Lack of tourist reception centers

- Poor health care facilities(Singh, 2017)

KEY ISSUES IN TOURISM SECTOR IN INDIA

According to a study done by Goyal (2010), there are ten main factors that cause serious difficulties for the Indian tourist and hospitality industries. According to the study, the main problems threatening the viability of India's tourism and hospitality sectors include global unpredictability, branding issues, human resources, financial viability, customer issues, operating cost creep, supply, safety and security, as well as distribution channel management.

Competence of human resources: Because society will interact directly with tourists, both from international and domestic, society is a crucial factor in the growth of tourism in a region. Although human resources are competent, the service side is still unable to satisfy the travelers. The community needs to be socialized to preserve the environment, culture, and other assets. (DTW).(Yunus & Indrasari, 2017)

Skill Development training: adequate training and skill development programs required to full the human resource requirements of various sectors of tourism.

Safety and Security of Tourists: Authority concerted efforts are appreciated but fast handling enquiries and complaints mechanism and special trained tourist policing system required to assure the safety of the tourist. There should be special provision to protect women foreign tourist.

The Ministry of Tourism campaign, **'I respect women',** is highly appreciated.

Some appropriate regulations and practices should be applied to minimize the risk. Developing online travel registration tools and emergency helpline should provide quick response.

Healthcare for Tourists: Health and hygiene standards should not be compromised. Clean drinking water facilities, 24x7 road ambulance, air ambulance well equipped hospitals are required especially in rural based tourist destinations.

The Ministry of Tourism initiatives are highly appreciated to improve the infrastructure and delivery system in cooperation with the state level authorities through National Rural Health Mission. In addition, they should improvise information of vaccinations, water, food, cleaning, infections, health and hygiene awareness.

Infrastructure: World Economic Forum's Travel and Tourism Competitiveness Reported that India's air transport infrastructure, ground transport infrastructure and tourism infrastructure have been ranked 39, 42 and 95 respectively indicating considerable scope for improvement. Other infrastructure requirements such as availability of good quality and reasonably priced hotel rooms, parking spaces, tourist cars etc. are also a cause of concern. It includes air, road and rail Transport Infrastructure in India.

RECOMMENDATIONS

Showcasing India's Image as a Safe and Secure Tourist Destination: Special sensitization campaigns may be implemented for women tourists.

Inviting Private Investment

Private sector players may be encouraged to participate in development of tourism infrastructure.

Infrastructure Development

Investments in tourism infrastructure may include development of both tourism as well as civic infrastructure. This may also involve provision of way side amenities, tourist information bureaus and websites for providing requisite tourist information.

Development of an Integrated Regional Potential

The potential of this area should continue to be developed and managed using good managerial principles so that the potential of this area Do not just potential but really gives a real benefit for the community, government, and environment. Thirty-eight cities/regencies in East Java still hold the potential of natural resources that is very great and remarkable, especially the potential of its natural beautiful and unique. For local leaders to instantly handle their potentials in a smart and wise manner to offer welfare for the people, regional autonomy is mandated.(Yunus & Indrasari, 2017)

Tourist Destination Development

In addition to the existing tourist destinations preservation, identify new tourist destination through market research and evaluation and developing them jointly by state government and private sectors entities.

Expansion of Tourist Circuits

Identification of tourist circuits across the country and developed by state governments, local travel trade stakeholders.

Manpower Development

Professional training center, short term course design to inculcate specific skills directed at travel a, tourism and hospitality sector. Rural youth may be provided vocational training through special institutes to provide them employment opportunities.

Inclusive Growth

The need to spread awareness on the importance of tourism activities and participation concerning the government, private sector and the community at large.

CONCLUSION

One of the largest and fastest expanding economic sectors on the planet is the travel and tourism sector. It now contributes much more to the employment and GDP of the entire world.

One of the major forces behind the expansion of India's services sector has revealed to be the Indian tourist industry. In India, tourism is a fast-growing business that creates jobs, contributes significantly to the nation's foreign exchange earnings, and benefits both the local and host populations. India, a tourism destination unmatched in beauty, originality, rich culture, and history, has been actively pursuing the development of tourism on a global and domestic scale.

It is a substantial contribution to the Indian economy as well, with rising visitor arrivals in recent years. The growth of different tourism products, changing lifestyles and rising income levels, as well as government policy and regulatory assistance, are all major factors influencing the travel and tourism industry in India. However, the industry is confronted with issues such a lack of high- quality tourism infrastructure, widespread worries about the health and safety of tourists, inconsistent passenger/road tax arrangements throughout different regions, and a shortage of appropriately qualified and skilled workforce.

Growing profit margins and altering standards of living, improvements in various tourism services, and regulatory and legislative support from the government are all important factors in shaping the tour and travel industry in the nation. However, the industry faces challenging issues like a lack of first-rate infrastructure for the tourism industry, global concerns over the health and safety of travelers, inconsistent tax systems across many states, and underperformance of properly qualified and accomplished human resource.

Although many programs and strategies have already been developed for handling those difficult situations, a successful implementation may be necessary to spur growth.

According to journal assessments and literature reviews, the development of the tourist and hospitality industries in India has significant obstacles that demand immediate attention, making appropriate laws and standards that would help businesses in the tourism and hospitality sectors expand and better understand the need for sustainability is one of the key solutions in this situation.

Ultimately, the government and businesses in this sector must coordinate their goals for the effective growth of India's tourist and hospitality sector.

While numerous strategies and programs have previously been developed to address these issues, effective implementation is essential to spurring growth. The country's travel and tourism industry need the combined efforts of all stakeholders, including the federal and state governments, the commercial sector, and the general public, to continue to grow and thrive.

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EMERGING TRENDS IN AGRICULTURE BUSINESS

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ABSTRACT

Purpose: *Over the past few years the Agriculture Sector has shown tremendous changes, resulting in higher agricultural production. The country's total food grain output would reach a new high. All of this is occurring as a result of agricultural trends. Recent agricultural trends in India refer to new technology and advances in the field in recent years. Study is intended to understand the trend and reason causing it.*

Design/Methods/Approach: *The current study was purely based on secondary data collected from various sources.*

Findings: *Major shift is seen in Agritech business models that have started due to available technology and awareness among the farmers.*

Limitation: *This study was made based on secondary data at present. There could be various challenges faced by farmers and entrepreneurs . Which needs to be studied.*

Keywords: Agribusiness, Agritech Startups Agriculture

INTRODUCTION

Indian agriculture has come a long way from traditional production to agribusiness industry to Agritech startups, from pure cultivation to businesses including input supply, farm machinery, production, food-processing, marketing and distribution of farm products and other services. In Spite of the low growth rate in agriculture, the majority of the population is dependent on agriculture, there is an opportunity for the agribusiness industry to flourish as there is enough demand in the market. The FDI equity inflow is expanding over the years leading to more investment in technology and human capital. The agriculture export is also increasing thus creating hope for a bright future of the industry.

In the coming years, agriculture producers have a grave responsibility of feeding the planet sustainably, due to rising demand for farm produce such as green vegetables and meat. The real challenges the world might face in feeding a population close to 10 billion by 2050. (Forbes, 2020)

Over a relatively short time period, innovations in farms' production practices, risk management, and business arrangements have allowed farmers to greatly increase their output without raising total input use.

Increases in productivity from the adoption of new technologies, more intensive use of manufactured inputs, such as fertilizers, and the efficiencies gained as farm production shifted to larger, more specialized operations.

In developing countries, agricultural apps and platforms are available to farmers or consumers with access to a smart device (nearly 60% of people in the developing world have cellphones, and over half the globe has access to the internet) and are making market pricing and information widely available, disrupting inefficiencies and resulting in more affordable food.

Technology and tech startups need to focus on these opportunities and be a force for good. There is a high demand for farm automation, digitalization, and sustainability, technological advancements in the agriculture sector shall be one of the reasons. Which leads to smart farming and efficient utilization of resources. Smart farming includes Internet of Things (IoT), artificial intelligence (AI) for farming, crop intelligence and monitoring, climate monitoring, input management and procurement, revamping the supply chain to reduce wastage, access to advanced hardware and machinery, production-linked agri-financing, farming-as-a-service (FaaS), urban farming and even Robots and drones are very helpful and cost effective in farm operations. (Dayalani, 2021)

Farmers have been even facing challenges over a long period of time such as small and fragmented landholdings, low farm income, unorganized supply chains, land saturation, groundwater depletion and climate change, inefficient transport and storage as well as limited access to finance. Stepping into these challenges, India's agri business and agritech startups are enabling more efficient market linkages for farmers, distributors and consumers. (Dayalani, 2021)

Further due to changing consumer food preferences, the agribusiness industry is having a changing and dynamic trend.

Sector is also witnessing growth in precision agriculture and indoor farming. (stratus-insights 2020).

Design/Methods/Approach: The current study was purely based on secondary data collected from various sources. Information is based on the current scenario.

RESULTS & DISCUSSION

There are over 10,000 registered agri startups in the country at present including tech-startups that are successful in creating value in the sector. These startups have played a key role in promoting innovation in a society. Through innovation these startups are providing simpler solutions to the problems. Tech-startups have transformed agriculture practices with the use of technology. Some of them are tremendous path breaking changes in the farming and agribusiness industry. (IBEF, 2021)

Reducing environmental impact, increasing productivity, changing preferences of Consumers could be the major reasons for embracing new farming methods.

And of course, there is a need to feed the growing global population, estimates suggest we'll have to increase food production by as much as 68 percent by 2050.

While previous evolutions in farming have largely been driven by mechanical improvements (namely, bigger, better machinery) or genetic advances (better seed, more effective fertilizers, etc.), the next big transformation is being driven by digital tools. (Agritech,tnau)

For Example, we have

Smart farming is an upcoming concept that deploys technologies like the Internet of Things (IoT), computer vision, and artificial intelligence (AI) for farming, even Automation – including the use of robots, drones, and autonomous tractors to make farming more efficient.

Precision farming – which involves applying irrigation, fertilizers, and pesticides at variable rates, depending on the needs of crops, rather than uniformly applying them at set times, quantities, and frequencies.(Forbes, 2020)

More localized, urban farming – i.e., producing food closer to the people who need it, thereby reducing food miles.

Vertical farming (the practice of growing crops in vertical layers) and hydroponics (growing plants in nutrient-rich water) – are both methods that generally use less water, soil, and space than traditional field farming methods. It doesn't remain niche anymore, a vertical farm is 390 times more productive per square foot than a field farm.(Garg and Balodi 2014) .

Cultured (lab-grown) and plant-based meats are innovative new ways to create meat commercially.

The most interesting trend caught the attention, when non-farmers including IITians & IIMs are taking up agriculture or agribusiness directly or indirectly in their startup.

Number of agritech startups in India, 2020	1000+
Funding raised by Indian agritech startups during 2014 to H1 2020	$467 Mn
Contribution of farming towards agriculture GVA in FY20	56%
Agritech Market Potential In India, 2020	$24.1 Bn
Estimated GVA By Agriculture In FY20	$276.3 Bn
foreign investments, invested in the Indian agriculture sector from 2000-2019	over $9.1 Bn

Source: Inc42

Rise in digital infrastructure, increasing rural internet penetration, soaring farmers interest in agritech, rise in investors' confidence and support from the central as well as the state government are the growth attributes of agritech.

Hydroponic farming, B2B platforms and marketplaces, adoption of precision agriculture are the major new trends and opportunities in the agriculture business. It may be due to the rise in farmers' tech awareness, diversified agritech models, advancements in technology, and the growing number of agritech startups. (Das and Ray, 2020).

In the field of Farm Inputs, Digital marketplaces and subscription models improving access to high-quality farm inputs such as seeds, fertilizers and pesticides. Resulting in 5-7% lesser cost of inputs compared to the traditional model of farm inputs.

Biotechnology, Startups driving research into plant and animal sciences.

FaaS based businesses, bringing farm equipment, machinery and inputs on a pay-per-use or contract basis.

Precision Agriculture is the use of geospatial and weather data, IoT, sensors, robotics, drones and more to improve productivity, create data-driven farm management solutions and improve resource management.

Farm Automation Startups bringing industrial automation to farms through machinery, tools and robots in seeding, material handling, harvesting and more.

Farm Infrastructure is providing access to farming technologies such as greenhouse systems, indoor farming, drip irrigation, environmental control systems and more.

Post-harvest produce handling, quality check and analysis, produce monitoring and traceability in storage and transportation

Digital platform and physical infrastructure to handle post-harvest supply chain and connect farm output with the customers. It results in better realization to farmers and lesser cost to the retailer and even lesser wastage of harvest.

Financial Services are improving financial inclusion for farmers through access to credit, insurance services and digital transactions.

Online platforms and apps for agritech education, fair pricing, weather information, market research and more. (Dayalani, 2021)

CONCLUSION

Agriculture sector in India has tremendous opportunities. It is now shifting from pure production to other sectors. Agribusiness includes processing industry and agriculture service sector industry including finance, marketing, farm machinery, transportation and storage sector of farm outputs. Agri tech business models are helping both farmers and consumers to get better prices for their produce and fresh produce to the market.

Although there is a growth in new businesses, startups are seen with funding from various sources, it is still having challenges and constraints and a long way to go.

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STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS

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ABSTRACT

For sustainable development to be accomplished, it is essential to empower women entrepreneurs, and any barriers to their growth must be removed to allow for full involvement in the firm. In addition to training courses, other resources for entrepreneurship growth include newsletters, mentorship, trade shows, and exhibits. Therefore, encouraging female entrepreneurs in India is undoubtedly a short-cut to accelerating economic progress. All forms of gender prejudice must be eliminated in order to elevate "women" entrepreneurs to the same level as men. Due to their education, women will be socially, politically, and economically concerned. Overall, this study demonstrates how Indian culture is evolving and changing in the twenty-first century due to the empowerment of women.

INTRODUCTION

The efficiency and efficacy of a nation's financial, human, and physical resources determine that nation's economic growth and development. As a result, the government's goal is to maximise resource production, which is accomplished by providing the various sectors with the tools and resources they need. Due to the appalling conditions of women in India, the government implements many programmes to assure their wellbeing. These many initiatives and plans seek to free society from the bonds of the raging strife that accelerates the development of any unanticipated societal catastrophe. The government has created several programmes and laws to combat violence against women and boost their spirits as a result of social pressure to confront and identify the issue and uplift their spirit and greater opportunity for contribution to the country's economy and development.

OBJECTIVES OF THE STUDY

1. To know the need of Women's Empowerment.

2. To know the forms of Empowerment of Women

3. To analyze Women Rights, Legal Protection of Women in Indian Constitution

4. To know the role of NGOs in Women Empowerment.

5. To know the Government Schemes and Programmes for Women Empowerment.

6. To find out how Education has helped Women Empowerment.

7. To overview how Indian society is changing by Women Empowerment in the21st century.

STUDY METHODOLOGY

The present study is a qualitative study. The researchers here collected data from different secondary sources like books, magazines, journals, various government organizations, website etc.

GOVERNMENT INITIATIVES

Because women's participation is essential to the development of the entrepreneurial sector, women's growth and development must be hastened. In order to encourage women to actively engage in entrepreneurial activities, a friendly environment must be established. Government, non-Government, promotional, and regulatory organisations must step up and take an encouraging role in fostering women entrepreneurs in India. For women to launch their own businesses, the Indian government has also developed a number of training and development as well as employment generating initiatives.

1. Bharathiya Mahila Bank Business Loan

For women who have huge dreams while having few means, Bharathiya Mahila Bank was founded. It provides loans of up to 20 crores to female company owners who want to launch manufacturing ventures. There is no need for collateral if the requested loan amount is less than Rs. 1 crore. This banking programme for female entrepreneurs was established in order to help women and their enterprises on a big scale. Women have dabbled in a variety of commercial sectors and relentlessly strive for success.

The lending scheme that started in 2017 is still in effect even though the Bharatiya Mahila Bank and the State Bank of India merged. Visit your local bank office or contact a bank representative at 011- 47472100 to submit an application for a loan.

2. Mudra Yojana Scheme

A program called Mudra Yojana may help women who want to launch or grow their small businesses. Despite not being a program specifically for women, it is nonetheless quite advantageous. Women business owners are eligible to apply for loans between $5,000 and $10 lakh. It is perfect for opening up beauty salons, small businesses, or home-based operations. No collateral or guarantor is required to apply for this loan.

The scheme is divided into three categories

- Shishu: loans up to ₹50,000/-

- Kishor: loans above ₹50,000/- and up to ₹5 lakh

- Tarun: loans above ₹5 lakh and up to₹10 lakh

This programme has helped a lot of female-owned companies since it is simple to use. The application form for this loan is available at this website. You may also go to any reputable bank to apply for a loan through this programme.

3. Dena Shakti Scheme

Dena Shakti Scheme is a scheme that provides loans for women entrepreneurs in the following sectors:

- **Partnership firm** business

- Retail stores

- Manufacturing sector

- Microcredit organisations

- Housing

- Education

You can employ this strategy if you want to launch a firm in one of the aforementioned sectors. Depending on the industry you are applying under, the loan you can apply for has a maximum ceiling of 20 lakhs. At 0.25% less than the base rate, the interest rate is determined. Visit the neighbourhood Dena Bank branch to submit an application for this loan. The bank employees will provide you the application form and instruct you on how to complete it and submit it with the necessary supporting documentation to apply for the loan.

4. Udyogini Scheme

Want to launch a business but lack the necessary resources to do so? Do not fret. The Udyogini Scheme is designed exclusively for women from families with an annual income of less than 1.5 lakh rupees. A loan up to three lakh rupees is available to you at a very cheap interest rate. Women who are widowed, in need, or disabled may qualify for a loan under this programme.

This programme aims to assist women from economically disadvantaged families in becoming independent. The Udyogini Scheme was created by the Karnataka State Women Development Corporation, but several banks have adopted it with certain modifications. You can visit the website or the nearby branch of one of the many banks that offer this programme to submit an application. The Punjab and Sind Bank, Saraswat Bank, and Bajaj Finserv are some of the banks that are promoting this programme.

5. Cent Kalyani Scheme

Want to launch or grow your SME? The Central Bank of India has a programme called Cent Kaylani for ladies just like you. Loans up to 100 lakhs are authorised under the programme without requiring any collateral or processing charges. Every other sort of business, aside from self-help organisations, retail commerce, and educational and training institutions, is eligible for this programme. You can call the Women Entrepreneur Cell at 022 66387777 for further information and directions on how to apply for this programme. Additionally, you can go to the nearby Central Bank branch

6. Mahila Udyam Nidhi Scheme

The Punjab National Bank introduced the Mahila Udyam Nidhi Scheme, which is intended to help Small Scale Industries (SSI). By offering hassle-free loans, the programme seeks to encourage modernization and technical growth in these small-scale enterprises. Under this programme, a loan may only be for a maximum of Rs. 10 lakh, and the borrower has ten years to pay it back. That also includes a five-year moratorium. The application for this programme is available here. You can fill out the application and deliver it to the closest branch of the Punjab National Bank to apply for the loan. Like SBI, several other banks also offer comparable programmes.

7. Women Entrepreneurship Platform (Wep)

The Women Entrepreneurship Platform is a project launched by the Indian government's NITI Aayog, which brings together female entrepreneurs and sponsors who are eager to help them in one location. You can join this group if you're a female entrepreneur just starting out.

At WEP the following benefits can be availed –

- Incubation and acceleration program for businesses in their initial stages

- Skill training and mentorship programs to learn about entrepreneurship and leadership

- Assistance in marketing

- Support for ensuring compliance with laws and regulations

- Funding and financial assistance

- A community and network of like-minded women.

These are just a handful of the best schemes now in place to help ambitious female entrepreneurs take the first step toward financial empowerment.

MAJOR FINDINGS

1. There are several ways that women can be empowered, according to the current study. This study demonstrates that women are able to play an equal role in society alongside males when they are active in social, economic, and political decision-making. Promoting the role of women in all social, political, and economic development activities should be possible for the nation in order to achieve sustainable development.

2. This study demonstrates that there are several government initiatives promoting women's empowerment in our nation, both at the federal and state levels. In its preamble, basic rights, and obligations, the Indian constitution makes a strong call for equality and the rights of women and includes explicit affirmative action guidelines. The government has introduced the Mahila Shakti Kendra, Mahila E-

Haat, and Beti Bachao, Beti Padhao schemes, all of which seek to make females autonomous in both social and economic spheres.

3. This study demonstrates how, in the twenty-first century, women's roles in India have changed as women's empowerment has increased. The empowerment of women has the potential to transform many aspects of society and the nation.

4. Only 10.11% of India's Micro and Small Firms are owned by women, while 9.46% of MSE enterprises are managed by women, according to the Third All India Census of Small Scale Industries, which was performed in 2001-2002. As of FY 2021–2022, the percentage has only grown to 20.37%.

SUGGESTIONS

1. It is necessary to create awareness campaigns to inform women, particularly those from disadvantaged groups, about their legal rights.

2. Since women's education is the source of the issue, it should be given the highest priority. As a result, women's education needs to get special attention.

3. Programmes and Acts should be strictly enforced in order to reduce the social injustices that exist.

4. Women should be able to work and be given the necessary protection and assistance to do so. They should be paid fairly and given equal employment opportunities with males so that their social standing can be raised.

5. To raise the degree of women's empowerment, the government should place more focus on female education.

6. The government and NGOs should set up several programmes to raise awareness of women's empowerment.

7. Additionally, governments must spend more money on creating a supportive and sensitive environment for females.

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INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The issues of global warming, climate change, pollution, and garbage disposal are all crucial. Our daily lives and the environment are both negatively impacted by the repercussions. By producing and consuming clean, useful, and high-quality products that don't harm the environment or our day-to-day lives, "green marketing" helps ensure the long-term health of customers and society. Most of the article focused on the significance of green marketing and the opportunities and threats it presents to firms. Also discussed are recent developments in green marketing in India, as well as the reasons for its adoption by businesses there. The article also discusses the future of green marketing, concluding that both its application and demand will increase.

Keywords: Green Marketing; ecological, environmental marketing, technology; Importance of green marketing

INTRODUCTION

Green advertising was first proposed in the late twentieth century. Developed nations ushered in the era of industrialization, modernization, and globalisation following world war II, and the rest of the globe quickly caught up. The negative influence of these products and services on society was reflected in increased production in many countries through the use of chemicals and other potentially dangerous materials. Finally, in the latter part of the twentieth century, when people started worrying about the environment, they made the connection. The use of chemical products and other unclean services has had a devastating effect on the ecosystem. Most businesses in India that have made the switch to eco-friendly offerings are seeing increased profits and satisfied clients as a result. WIPRO, Infosys, Tata Metelik Limited, Maruti, Delhi CNG, and Suzlon Energy are just a few of the organisations cited in the article that have found success in lowering production costs and increasing profits through the implementation of green marketing strategies. In this context, "environment" refers to the Earth, and "green" refers to the practise of promoting products and services with the intention of helping the planet. This process includes everything from creating the product to distributing it in the market. Examples include the product's raw materials, technologies, packaging, and distribution.

"Green marketing" is the promotion of goods that are thought to be safe for the environment, as defined by the American Marketing Association. Thus, green marketing encompasses a wide range of actions, including but not limited to production

process modifications, packaging process adjustments, and even a shift in the marketing message. With increasing awareness of the effects of global warming, non-biodegradable solid waste, the harmful impact of pollutants, etc., "green marketing" refers to the overarching marketing concept that encompasses all stages of product development, promotion, consumption, and disposal in an environmentally friendly manner. The goal of "green marketing" is to minimise negative impacts on the environment and the well-being of consumers at every stage of the product life cycle. Therefore, both manufacturers and buyers need to be well versed in eco-friendly advertising.

OBJECTIVES OF THE STUDY

The paper titled: Green marketing in India: opportunities and challenges are aimed to cover the following objectives:

1. To know the concept of green marketing.

2. To identify the importance and need of green marketing.

3. To study the challenges and opportunities of green marketing in India.

RESEARCH METHODOLOGY

The research is exploratory in nature, with a primary emphasis on a survey of the relevant literature (including dictionaries, encyclopaedias, textbooks, academic journals, online journals, and other scholarly publications).

Green marketing involves three factors:

1. Promotion of production and consummation of pure/quality products,

2. Fair and impartial dealing with customers and society, and

3. Safeguard of ecological environment.

Global ecological imbalance and global warming (as well as global cooling) have prompted environmentalists, scientists, social organisations, and the observant common man to undertake tangible efforts to prevent further environmental degradation. The World Bank, the SAARC, the United Nations, the World Health Organization, and other globally powerful organisations have begun promoting and implementing green marketing. The 2009 world environment conference in Copenhagen is a huge event that demonstrates the gravity of ecological imbalance.

To raise awareness, the 5th of June has been designated as World Environment Day. Green marketing emphasises the protection of customers' and society's long-term welfare through the manufacture and use of pure, useful, and high-quality products that have no negative impact on the environment. The mass media have launched a campaign to prevent future environmental degradation. There are global attempts to safeguard natural water supplies.

Thus, "green marketing" is a marketing strategy that encourages the manufacture and sale of pure (eco-friendly) products while preserving ecological equilibrium. Green marketing entails numerous actions. Green marketing advocates the manufacture of pure products using pure technology, the saving of energy, the protection of the environment, the use of natural resources sparingly, and the consumption of more natural foods as opposed to processed meals. People's, social organizations', businesses', and governments' activities in this direction are referred to as "green marketing."

To protect customers, communities, and the environment from items that are harmful in some way, green marketing campaigns vigorously against their manufacture, sale, and disposal. It's imperative that manufacturers and consumers alike avoid selling and using dangerous goods.

Impacts or Importance of Green Marketing

Green marketing is good for both people's health and the health of the environment. People know what pure products are and how to make, use, and get rid of them in a clean way. It encourages people to work together for clean production and consumption.

We can witness following impacts of green marketing

People now want pure products, such as food, fruits, and vegetables that come from organic farming. People who want vegetarian food are getting more and more.

Evolution of Green Marketing

In the 1980s, the first wave of green marketing came on the scene. The ice cream company Ben & Jerry's pioneered Corporate Social Responsibility (CSR) Reports by including more information about how the company affected the environment in its financial report.

In 1987, the World Commission on Environment and Development put together a report called the Brundtland Report that defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own needs." This was another step toward getting more people to think about sustainability in everyday life.

Two important steps in the wave of green marketing were reached when two books, both called Green Marketing, came out. In the UK, they were written by Kinnear, and in the US, they were written by Jacquelyn Ottman.

In the years after the year 2000, there was a second wave of green marketing. CSR and the Triple Bottom Line (TBL) were well known by this time. The United Nations Report from 2005, Al Gore's book from 2006, and the UK Stern Report all made scientific and environmental arguments clear to a wide audience.

Importance of Green Marketing

Businesses that come up with new eco-friendly products and services have an edge over their competitors, get access to new markets, and make sure that their profits will last for a long time.

Some of the advantages of green marketing are as follows

1. It ensures long-term growth and makes a profit at the same time.

2. It saves money over the long term, but it costs more at first.

3. It helps companies market their goods and services while thinking about the environment. It makes it easier to get into new markets and gives you a competitive edge.

4. Most of the people who work for an environmentally responsible company also feel proud and responsible.

5. It encourages companies to be socially responsible.

Why you should use green marketing

1. Opportunities available and competitive advantage.

2. The responsibility of companies to help society.

3. Rules from the government.

4. Competing with other companies that do the right thing.

5. The company's reputation.

6. Environment conscious consumers.

7. For keeping natural resources that are hard to find.

Challenges of Green Marketing Ahead

A growing number of consumers are looking to align themselves with brands that are conscious of their impact on the environment, and as a result, a growing number of companies are debating whether or not to shift their operations toward more sustainable practices. Simultaneously, one observes a significant amount of doubt on the part of the clients with regard to the products. In particular, one regularly runs into scepticism regarding the legitimacy of products that are friendly to the environment. Therefore, in order to win back the trust of customers, businesses that sell environmentally friendly goods need to be much more open and honest, and they must avoid breaking any laws or regulations that concern the products or the way that they conduct business. This is necessary in order for these businesses to be successful in regaining the trust of their customers.

CONCLUSION

The economic facet of marketing should not be ignored by green marketers at any point. The ramifications of green marketing are something that marketers need to comprehend. We are mistaken if we believe that consumers are not worried about environmental issues or that they will not pay a higher price for things that have a lower impact on the environment. We need to identify a way to improve the performance of our product, increase the loyalty of our customers, and charge a higher price.

In the modern era, green marketing has emerged as an indispensable tool in the fight against environmental degradation. From the perspective of marketing, a competent marketer is someone who not only satisfies the demands of their customers but also produces and supplies items that are tailored to the preferences of their customers. But the company should know the benefits of offering green items. Consumers are also willing to pay a greater fee in order to preserve an environment that is greener and cleaner. Because consumers are aware of the initiatives taken by corporations about the qualities and applications of products, they have an increased desire for environmentally friendly goods. Creating environmentally friendly goods requires attention to detail throughout the entirety of the supply chain. Businesses need to make a concerted effort to identify environmentally friendly components and production processes that can result in green goods that can be sold successfully.

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INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY

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ABSTRACT

Globalization or international business refers to economic integration among the countries across the world. When business activities cross national boundaries, international business is said to have happen. Globalization is a process of internationalization of products, markets, technologies, capital, human resource, information and culture. Due to reduction in trade barriers factors of production can be easily arranged from other countries and subsidiaries can be located in low cost countries. Improvement in communication, information processing including internet and transportations has eliminated physical barrier thus facilitating globalization.

INTRODUCTION

This paper try to study the conceptual part of the International HRM in 21st Century. When business activities cross national boundaries, international business is said to have happen. Globalization is a process of internationalization of products, markets, technologies, capital, human resource, information and culture.

Globalization in the 21st Century

Twenty-first century has shown significant growth in globalization. After the II world war there has been continuous, unexpected and rapid growth in world trade. The factors are discussed below:

1) Huge Market Potential

Developing countries especially BRIC countries are offering huge market potential for the unutilized capacity of developed countries. The developed countries can easily scale up the production and achieve advantage of economies of scale by offering their products in international market.

2) Demographic Characteristics

The availability of manpower in developing countries not only in terms of number but also in quality has lead to establishment of subsidiaries in developing countries.

3) Rise in Competition

As the competition is rising the companies have started cutting cost by outsourcing Ter mediate goods and purchasing raw material and manpower from the low cost countries in order to become competitive.

4) Technology Advancement

Firms want to increase the demand for their product they have to adopt the new techniques of production in their business. Products are planned and developed according to the requirement of world market.

5) Growth in Entrepreneurship

Entrepreneurs are also affecting the growth of globalization in the past years.. In recent past information technology and telecommunication are the fastest growing industry triggering globalization.

6) Liberalization of Government Policy

Restrictions in trade imposed by Government make the movement of goods and services difficult. Such restrictions make the trade more expensive. The liberalization of trade by way of reduction in trade barriers, export promotion activities, formation of special economic zones and free trade zones; are some of the initiatives taken by the government to facilitate the cross border trade.

Benefits of Globalization

Globalization involves the expansion of business transactions throughout the world. Many other opportunities have also arisen due to globalization. Some of them are listed below:

1) Increased Market Size

With the increasing opportunity of globalization, companies get increased market size to sell their product. They can attract domestic as well as international customer. As, the product popularity rises and the product is more preferred by the customers, firms can very easily increase their market share.

2) Economies of Scale

This happens when the company ex and its production increases. In other words, we can say that for many was the cost of product is less in large factories as compared to the smaller ones. The buy companies have a better chance to reduce its prices that helps in attracting men's customers. This will help in achieving the economies of scale. Globalization expand the customer base and helps achieve economies of scale.

3) Favourable Government Policies

Favourable government policies play a very important role in increasing the globalization. In many countries Government has liberalized certain restricauan like removal of trade barriers, reductions in quotas and tariffs, providing subsidies, intro of special economic zone and free trade zones, promoting export activities. All these have helped in reducing the expense on international trade and developing the trade across the countries.

4) Exploit Local Advantage

Companies can also make use of the local advantage of the country in which they are doing international business. For example, company can use labor of the other country which is available at cheap rates, Many MNCs have entered India and conduca their business just because they can take advantage of low-priced factors of production that is locally available in the country.

5) Achieve Economic Growth

Due to flow of capital to developing countries from developed countries new industries are set up. It generates employment opportunities and improves the purchasing power of the people. This leads to increase in demand that further stimulates the growth in economy.

6) Achieve Full Employment of People and Optimum Use of Resources

The developed countries outsource large number of jobs to developing countries creating employment opportunities. Savings gained by developed countries are redirected to other more productive jobs.

Threats from Globalization

Globalization always helped the nations and provided many opportunities to boost their economies. But all the countries are not successful in conducting cross border trade. MNCs and domestic companies sometimes have to face the following threats in international business.

1) Failure to Compete with Global Market

There are many companies, who are not able to compete or survive in the global market. Big companies incur heavy expenses on advertisement to make their product popular. Due to this local players suffer from heavy losses and lack finances to advertise their product in order to survive the competition.

2) Failure to study foreign customer's demands and preferences

Sometimes companies fail to understand the demand and preferences of the customers of the other countries. Company is unable to understand what the customer is looking for, hence it fails to make a market and establish itself in that country.

3) Political Risks

There are many civil wars, internal trouble that could cause major risk for the investments made in those countries. If the host country develops strained political relationship with home country it can lead to expropriation or confiscation of business property.

4) Operating exposure

Risk arises due to changes in exchange rate and inflation rate of the country. Unfavourable changes can alter the amount and risk element of future revenues of the company adversely.

International Human Resource Management

When the activities of human resources of an organization are managed at international level, it is known as International Human Resource Management. It is the process of procuring, allocating and effectively utilizing human resource at international level. It uses the services of parent country nationals, host country nationals and third country nationals for their corporate office and foreign plants.

(a) Core Human Resource functions: It includes all the function of domestic HRM such as HR planning, recruitment and selection, training and development, remuneration, industrial relations etc.

(b) Deals with different countries: IHRM involves dealing with more than one country at a time the host country, the home country and the third county or other countries.

(c) Different kinds of employees: Employees are also of three types - host country nationals, parent country nationals and third country nationals. The selection of employee is made from all the three countries.

External Factors Impacting IHRM

1) Cultural Factors

The culture is different in different countries. Due to globalization people from various countries come together to perform work related task. HR manager has to face additional challenge to manage work force diversity. Work motivation, negotiation style, and attitude towards independence and development of relationships vary from country to country.

2) Economic Systems

All this have a great impact on determination of pay structure, incentive scheme, layoff policy etc. Economic conditions determine the infrastructure facilities of the country. If the facilities are poor in a country the managers or professionally skilled people will be reluctant to take up assignment there.

3) Political Legal Environments

Difference in laws relating to minimum wages, working hours or labour unions etc, requires HR managers to conduct a comprehensive evaluation of political environment and employment related legislations of the country in which the company is operating or is going to operate. Violation of laws can attract heavy punishment from the host country government.

International Recruitment and Selection Policy

The objective of international HR manager is to make available the right kind of human resource to the organization at the right time. This means after HR planning recruitment and selection process will start.

1) Approaches to staffing In international business while recruiting the employees four approaches to staffing are followed. These are as follows:

A) Ethnocentric Approach

The parent company fills all the key management positions by parent country nationals. They do not give due consideration to host country nationals or third country nationals.

B) Polycentric Approach

Important positions of subsidiary company are held by host country nationals while key positions at head quarters are usually occupied by parent country nationals.

C) Geocentric Approach

Best people are hired for all the important positions regardless of their nationality. Since it seeks best people for its key position it is a reliable approach and is applied to all subsidiaries of MNC.

D) Regio centric Approach

The managers of the subsidiary are hired from countries within the geographic region that closely resembles host country.

2) Recruitment and Selection of Expatriate

The recruitment and selection process in international business highly depends on the wide use of expatriate employees. These expatriates work outside their home country with a planned return to that country. But sometimes, they fail to adjust in the other

a) Technical Ability

Global firms pay more attention on the technical skills of the employees. The expatriate may not have the requisite support system to clear doubts regarding task while working in other countries. The manager should check the technical ability of the expatriate during the selection procedure.

b) Cross Cultural Suitability

It should be checked that whether the expatriate can adjust himself to the culture of other country. He should be open and flexible enough to adapt to the changing condition of environment. He should be culturally sensitive and ready for cultural adaptability.

c) Family Requirements

The family members of the expatriate should be able to adjust in the other country. If the expatriate devotes his major time wrestling with family problems like housing, schooling, health care and socializing, he will not be able to concentrate in his job. Moreover his family will be his only support in the host country. The management should check whether they will be able to meet the requirements of the family in host country.

d) Language Skill

The management should check that whether expatriate can speak and understand the language of the host country or not. Knowledge of the host country language will be an added advantage.

e) Personality Characteristics

Expatriate should be able to successfully express himself, must be a team player, and should be emotionally stable and capable of handling stress.

Training and Development

International HR manager will provide the training and development to the new expatriate going to the host country. This will help in reducing the expatriate failure.

1) Cultural Training

The cultural training is provided to the expatriate to understand the host country culture so that they feel comfortable towards the culture of host country.

2) Language Training

It is very important for the candidates in their pre departure program. This will help in building relationship with local employees and improve the expatriate effectiveness.

3) Practical Training

It improves the chances of adaptability. One necessary condition is the availability of network or support of friends. The expatriate community will be a useful and important source of support and information and will help the family to adapt host country culture.

CONCLUSION

There has been a high growth in globalization in the 21" century because of rising competition, technology advancement, liberalization of government policy, growth in entrepreneurship etc Globalization leads to various opportunities like increased market size, economies of scale, favourable government policies etc, it helps in exploiting local advantage and achieving economic growth.

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TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

India is a nation that has always been home to a vast collection of cultural practises and can boast of having a very diverse population. India has magnificent monuments from the past and beautiful nature. There is an urgent need to develop the tourism industry. In this study, some important aspects of rescuing the tourism industry are covered.

Keywords: Tourism, travel, tourist

INTRODUCTION

India is a country that has always had a wealth of cultural traditions and boasts a very diversified population. A great number of conquerors passed through India, and in their wake, not only did they leave spectacular monuments but also their own culture in this region. In modern times, each state has its own culture, and each state celebrates the festivals that are unique to that state.

A large number of tourists from all over the world are drawn to India due to the country's rich cultural diversity as well as its breath taking natural scenery, which stretches from Kashmir in the north to Kanyakumari in the south, and from Arunachal Pradesh in the east to Gujarat in the west. For example, not only is the Imambara in Lucknow the city's most famous landmark, but the city is also highly known for the quality of the Nawabi cuisine served in its many restaurants and for the Chikan embroidery work that is produced there.

The hospitality and tourist industry contributes 10% of the country's total revenue. However, the tourism industry falls behind the other major industries for a variety of reasons; as a result, our country is only considered to be "developing," while other countries are considered to be "developed."

Importance of Tourism Sector
Employment Generation: Travel, tourism, and hospitality can exponentially create jobs, which is important for India's demographic dividend because 72% of India's population is below the age of 32 years, and the average age of India's population is 29.

o The travel and tourism industry is responsible for approximately 8.1% of the available jobs in the country.

o In 2019, it was responsible for 9.3 percent of India's Gross Domestic Product (GDP) and received 5.9 percent of the country's total investments.

The travel and tourism industry not only contributes to the creation of high-quality employment opportunities, but it also encourages increased investment in the country, quickens the pace of economic growth, and serves as a platform for the promotion of India's incomparable cultural and natural assets, thereby serving as an instrument of "soft diplomacy."

Potential Tourism Markets

India is home to 38 sites that have been designated as UNESCO World Heritage Sites. Additionally, India is home to a variety of physiographic features, as well as markets for medical tourism and wildlife tourism.

o According to the World Travel and Tourism Council's (WTTC) Travel and Tourism Power Ranking, 2019, India came in at number three, trailing only the United States and China.

World Travel and Tourism Council (WTTC)'s Travel and Tourism Power Ranking assesses nearly 185 countries on the basis of four key sector ingredients: Total travel and tourism GDP, foreign visitor spending, domestic spending, and travel and tourism capital investment.

Underneath Challenges of India's Tourism Sector

Entry/exit Problem: Even though an electronic visa facility has been made available, visitors still find the process of applying for a visa to be time-consuming and difficult.

o Once the Covid era has passed, this procedure will become significantly more difficult.

Infrastructure and Connectivity

Inadequate infrastructure and connectivity make it difficult for tourists to visit certain historic sites. This is especially true of heritage sites.

o Many popular tourist destinations, such as Kangchenjunga, for instance, remain difficult to reach by public transportation.

Tourism enclaves or circuits: India is home to a diverse collection of tourist destinations, but the country only has a few circuits. In addition, the majority of the announced tourist circuits have not yet been built out on the ground.

Promotion and Marketing

Despite the fact that marketing efforts focused on India's tourism industry have been on the rise, online marketing and branding are still in their infancy, and campaigns are not being coordinated.

o Due to the poor management of tourist information centres, it is difficult for both domestic and international tourists to easily access the information that they require.

A Lack of Skills The number of people who are adequately trained to work in the tourism and hospitality industry is a key challenge that must be overcome in order to provide guests with an experience that is on par with the best in the world.

o The expansion of the tourism industry is hindered by factors such as a lack of available guides who are trained in multiple languages, as well as a lack of general public awareness and comprehension of the positives and negatives associated with working in the tourism industry.

Steps to Be Taken

The Prime Minister of India emphasised how important it is to transform India into a global hub for tourism and encouraged all citizens to travel to at least 15 different tourist destinations within India by the year 2022. As part of this endeavour:

Turning inward: The post-pandemic plan for the tourism industry might involve launching a campaign that is centred on domestic tourism and demonstrates what the country has to offer to Indians.

Improving Transportation Infrastructure Because the UDAN programme has been such a huge success, the government is now able to concentrate on earlier plans to launch one hundred trains that are geared specifically toward tourists.

o Additionally, a more rapid implementation of the Bharatmala and Sagarmala projects is something that can be done to facilitate easier access.

o In addition, the Holistic Island Development plan, which focuses on the Andaman and Nicobar (A&N) and Lakshadweep Islands, will automatically create jobs for the islanders and enhance connectivity through various important infrastructure projects.

Heritage Preservation: The preservation and development of all heritage sites should be carried out and completed using either funding from the government or from non-governmental organisations (NGOs) or activities related to corporate social responsibility (CSR).

o The National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASAD) and the Swadesh Darshan schemes of the Ministry of Tourism are already working on the development or maintenance of heritage sites.

o There should be a greater number of projects approved for funding under this programme, and the speed with which they are carried out should be increased.

Skill Development: There is a pressing need to connect local communities to tourism by motivating locals to launch small businesses that will serve as suppliers to the tourism industry (accommodation, food and material).

o There is potential for an increase in employment opportunities if steps are taken to ensure that investors and operators in the organised sector are encouraged to hire staff locally.

o Ecotourism will receive a boost as a result of this.

Utilizing Technology: As time goes on, technology has the potential to play a significant role in reducing the number of physical touchpoints that are present in hotels. This is something that is absolutely necessary in order to ensure that tourism remains both safe and hygienic.

CONCLUSION

Campaigns run by the central government, such as Incredible India, and campaigns run by individual states, such as God's Own Country (Kerala), worked together to raise awareness of India's tourism potential. This made it possible for Indian business people, global corporations, both domestic and international tourists, and the government apparatus to collaborate in order to quicken the pace of growth in the sector. Incredible India 2.0 needs to get off the ground in order to continue building on the foundation laid by these programmes, which have been very successful.

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NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS

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ABSTRACT
Businesses have become more complex and jobs more technical in nature. Many large companies have turned away from the traditional on-the-job training to a more formalized way of training their employees. Moreover, corporate structures are increasingly becoming more decentralized and diverse. Effective training programs are important not only to the success of organizations but also for their employees. The focus of this study is to understand the effect of training and development, training design, and on-the-job training on overall organizational performance. All these have a positive impact on organization performance. This paper discusses the various benefits offered by the training and development programs, especially in the era of globalization and excessive competition.

Keywords: Training, Development, Employee, Organization, Global, Programs, Motivation, Productivity, Skills, Growth

INTRODUCTION
Organizations, irrespective of their size and industry, are operating in a competitive global market. They are constantly endeavouring to serve their clients efficiently in the best manner by bringing innovative products or services. Human resource plays a major role in bringing this innovation and delivering great customer service. Therefore, it is critical that companies keep their workforce motivated, facilitate acquisition of new skills and knowledge, deliver on the job satisfaction, and retain their best talent. This paper represents a snapshot of how training and development approach is positively relative of employee motivation, employee retention, employee development and delivers job satisfaction.

The research is based on secondary sources using an in-depth study of literary reviews and suggestions from experts in the industry.

OBJECTIVES OF THE RESEARCH PAPER
The study outlines the following key objectives of effective employee development programs:

1. Review and analysis of the history of employee development programs

2. Study the role of employee development in retention and job satisfaction

REVIEW AND NEED OF EMPLOYEE DEVELOPMENT PROGRAMS

Businesses across the world have come a long way in terms of delivering value and excellent client service. The focus on costs that characterized organizations in the 1980s and 1990s is now being replaced by a tremendous interest in the concept of value. When it comes to assessing value, the 'intangible assets' of an organization are considered more important and measurable than the tangible ones. These intangible assets need to be identified and employees of an organization form a critical part of them. The human capital is considered to be the ultimate driver of all the value growth in an organization. The important conditions for such organizational growth are undeniably individual capability, the organizational climate, motivation, leadership, and workgroup effectiveness. These are individually examined with some quantifiable measures. Therefore, employee development by means of continuous exchange of knowledge and skills, is considered to be a key driver of value in the growth of any organization.

One noticeable change found in today's competitive environment is the employee thought process. They express the need for companies to provide them with training that will help them become more productive, and thus do a better job in their roles. Additionally, they want to learn valuable skills that will help them grow in their career path. According to a recent survey of organizations, about 86% of employees consider self-improvement as an important factor to achieve success and about 97% consider up-to-date skills to be more important. Only a small percentage of employees concluded that they get enough training from their companies. DuPont's senior vice president and chief financial officer stated that: "Training opportunity is a deciding factor in attracting the brightest and best talent from universities." People today are making choices to find more value and meaning in their work and so that they become more employable, even when the job security decreases. To attract and retain employees in today's tight labour market remains to be one of the main challenges in the new millennium.

BENEFITS OF EMPLOYEE DEVELOPMENT PROGRAMS

It is imperative that companies offer effective employee development programs to stay ahead in the competitive market that drives their growth. A common approach to fostering continuous professional learning is stated to be the 'widescale mandatory implementation of professional growth plans (PGPs).' Professional growth plans motivate dialogue and collective learning along with manifold benefits. This can be achieved with a good amount of employee and supervisor trust, communication, and patience. Some of the reported benefits of effective employment development programs include –

- Continual learning and greater employee commitment

- Increased employee focus on organizational objectives as well as their own development

- Increased sense of purpose, motivation, and self-affirmation

- Personal growth, network building, learning new skills, taking up special assignments, and receiving productive feedback

The key to more productive and efficient organizations are its employees. The way employees are trained has many effects on the quality of customer service and business impact. It is critical that the personnel and development practitioners seamlessly provide the framework for implementation of effective training programs in order to gain a competitive advantage. To make such programs more successful, it is important to evaluate the training and development programs offered from time to time.

RECOMMENDATIONS FOR EFFECTIVE TRAINING

Employee performance greatly impacts the bottom line of an organization's business. It is the prime responsibility of organizational leaders to understand the importance of training and development and its impact on employee performance. Effective employee development assists organizations and employees alike in attaining diverse goals including employee engagement, improve competencies, instilling a sense of security and improving morale.

Effective employment development programs give way to greater productivity, followed by performance appraisals, employee empowerment, commitment, and compensation. The trainings should be aimed at ensuring employees are rewarded suitably. Adequate measures should be taken to ensure that employee commitment is enhanced by such training and development. With suitable training and development opportunities, and effective performance assessment measures, employees can be capable of steering organization growth in today's competitive market.

CONCLUSION

Effective employee training and development programs are essential for companies to motivate, inspire and retain their talented workforce. Training is an organizational activity that is aimed at bettering employee performance whether individual or group in an organizational setting, in order to achieve the set objectives of the organization. It is the combined role of human resource development department which means the development of 'human' resources to remain competitive in marketplace. Training programs focus on developing employee skills for their current jobs and preparing them for future roles and responsibilities. It is vital that employees are trained through value addition so they can effectively perform their jobs, seek self-growth, and gain competitive advantage. This is the single most measurable performance and contributing factor resulting from good training and development. This in turn will enhance organization effectiveness and productivity and the quality of management of the employees. Training and development programs help employees to gain new knowledge and acquire new skills that helps them in their career development. Such

programs help organizations in achieving their objectives by identifying new opportunities and thus provide efficient customer services.

Overall, training and development programs immensely help both employees and organizations to a great extent.

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A STUDY ON WOMEN WORKPLACE CULTURE

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ABSTRACT

Successful businesses understand the importance of maintaining a positive work environment for their employees. To sum up, prejudice and harassment have no place in a healthy culture. The purpose of this article was to document the attitudes of female workers toward their workplace environment. A total of 130 female employees' opinions were gathered for this purpose. SPSS was used to analyse and code all the responses. Researchers looked at how different demographic groups saw the culture of the workplace differently from women. Findings indicated that female employees generally had a favourable impression of their workplace culture. Nonetheless, it was also discovered that women of a younger generation and higher wealth do not consider their workplace culture to be a healthy one. The publication also addresses the limits of the study and the potential for further research.

Keywords- Woman workplace culture, gender discrimination, harassment

INTRODUCTION

Executive Summary

This study is an empirical survey of women who work in the workforce. Previous research was used as a basis for drafting and developing the questionnaire. The questionnaire consisted of a total of 21 different questions. The questionnaire that was prepared was presented to research specialists as well as some professionals from corporation. A few of the questions in the questionnaire were modified somewhat as a result of their suggestions. After receiving their approval, the questionnaire was use in the process of data gathering. The ladies who will work for the company were chosen by a process known as non-probabilistic convenient sampling. Within the city of Pune, these ladies were approached at their homes, local bus and train stations, and a local eatery. A total of 470 female employees were contacted in order to obtain their feedback. Despite this, just 150 of them consented and filled out the form. For the purpose of collecting the data, the self-administration method was used. For the purpose of data analysis, SPSS was utilised. The hypotheses were examined using a one-way analysis of variance as well as Pearson's correlation test. The findings of the research revealed that most women feel that their places of employment are both safe and equitable. According to the findings of a statistical study, younger women and women from higher income brackets have distinct perspectives regarding their places of employment.

According to a poll conducted by Langer (2011)1 among American workers, 25% of female workers have been harassed on the job. One in four women have experienced some form of sexual harassment, as shown by these figures. When compared to previous survey data, the number showed a decline. Still, twenty-five percent is a sizable figure. It's possible that the figure is much higher in countries like India, where men tend to have more power than women. According to a recent analysis by McKinsey India, the country has a lower percentage of women in the workplace than the global average, despite the importance of fostering a positive work environment for female employees. If we want to maintain a thriving WWC, it is essential that we identify the factors that have an impact on how people view WWC and then remove those that have a negative effect.

(Kar, 2018) Two other key points from the paper are that a rise in the number of women in the workforce would lead to a substantial rise in GDP and that this rise would be felt immediately. As a result, it is crucial to investigate the factors that discourage women from working in business. It was speculated that gender bias in the workplace was a major role in women's decisions to leave or not join the workforce.

This prompted analysts to investigate how women feel about their workplaces. The researchers set out to examine the attitudes and practises of Indian corporations toward their female employees.

OBJECTIVES OF STUDY

→ To study the general perception of Women toward their workplace culture

→ To examine the effect of demographic factors on women workplace culture.

LITERATURE REVIEW

Fitzgerald (1993)3 observed that women are subjected to sexual harassment in the workplace due to the (perceived) lower status of women. It is impossible to eradicate harassment unless this view is changed, so long as it persists. According to the findings of this study, there are far fewer instances of sexual harassment in organisations in which the proportion of males to women is nearly equal. According to the findings of one researcher, the main prevention of serious societal problems like harassment may be the only viable answer.

Hultin (1998)4 conducted research to investigate the connection between prejudice and the opportunities available to men and women for advancement to higher jobs. The findings of this empirical study revealed that women face insurmountable barriers while attempting to advance their careers in the workplace, particularly within the private sector. It was discovered that women, despite having higher levels of education and sufficient work experience, are not given promotions to senior positions.

Based on their research using grounded theory, Bergman and Hallberg (2002)5 devised a way gauge the culture of women's workplaces. The researchers gathered replies from

workers at a variety of companies and organisations, all of which were dominated by men in positions of power. It was requested of the respondents that they compare the working conditions of men and women. Even though it was still in the testing phase, the reliability of the questionnaire that they devised was confirmed. The researchers who conducted the study recommended that the questionnaire be utilised in additional empirical research including a large number of respondents from a variety of different types of workplaces.

The validity of the women's workplace culture questionnaire that Bergman and Hallberg (2002)5 developed by collecting responses from 446 employees (Bergman 2003)6. In order to determine the validity and reliability of the questionnaire, descriptive statistics, factor analysis, reliability, and Pearson's correlation were all utilised as methods of analysis. The results of this study led to the identification and confirmation of four criteria derived from the questionnaire. As a result, the WWC that was constructed had 24 different things, all of which were proven to be valid and dependable.

Bobbitt-Zeher (2011)7 conducted research to evaluate how prejudice is affected by gender stereotypes as well as organisational characteristics. According to the findings of the study, prejudice can be caused by a combination of factors, including culture, organisational rules that have varying effects on men and women, and decisions to apply those policies differently to male and female workers. According to the author, it is so difficult to eradicate discrimination because, in the first place, fundamental changes need to be made in the culture, structure, and policies of the society.

McDonald (2012)8 conducted a comprehensive literature study on the topic of sexual harassment. The study came to the conclusion that sexual harassment takes place across a variety of fields despite the presence of laws and guidelines to prevent it. Although the available evidence suggested that women were more likely to be the targets of sexual harassment, there were instances in which men were also victims of sexual harassment. A researcher made the observation that organisational elements contribute to the climate that fosters an environment that inhibits sexual harassment. The researchers did remark, however, that there is a lack of understanding regarding the combination of such elements that contribute to a drop in the number of instances of sexual harassment. In this area, there is a need for further investigation.

Whiteside and Hardin (2012)9 investigated the perspectives of female workers in the sports information industry regarding their experiences in the workplace. It featured a research on the impression of a 'glass ceiling,' which investigated variables that contribute to a lower percentage of women working in business. The data revealed that women are aware of the glass ceiling, but that they are hesitant to admit its existence. Women working in the sports sector ran into a problem known as the "maternal wall," which was caused by the untraditional working hours of their jobs and prevented them from having children while continuing their careers.

The existing body of knowledge suggests that women (although to a lesser extent in comparison to the most recent few decades) suffer from men's perceptions of their inherent inferiority, the "glass ceiling," harassment, and fewer prospects for professional advancement.

HYPOTHESES

H_1- The age of woman employee and perception of workplace culture are positively correlated.

H_2- The income of woman employee and perception of workplace culture are negatively correlated

H_3- Relation between Education of woman employee and her perception of workplace culture are significant

RESEARCH METHODOLOGY

During the process of constructing the questionnaire for this study, references were used to the Women Workplace Culture questionnaire that was developed and verified by Bergman (2003). The original scale contained 35 items, however for the sake of this study, we only used 14 of those items because we wanted to focus on specific aspects of the topic. On a scale that ranges from one to five points, each item was rated. Where a score of 1 indicated "strongly disagree" and a score of 5 indicated "strongly agree." In addition to it, demographic information was gathered. The simple sample method was used to collect a total of one hundred and fifty responses from female employees working in a variety of fields and ages. 15 of these 165 responses were omitted from the study because they did not engage with the question in any way or were found to be incomplete. SPSS was used to complete the final analysis of the 150 replies.

DATA ANALYSIS AND RESULT

It is imperative that the questionnaire be reliable and valid. This cannot be stressed enough. It was discovered that just 10% of the answers had values that were missing. This leads one to believe that respondents understood the questionnaire and considered it to be valid. The Cronbach's alpha coefficient was obtained using SPSS for the purpose of conducting reliability testing. This value (from table no. 1) was determined to have a Cronbach's alpha value that is greater than.7, which is the lowest value that is considered acceptable in the social sciences. Therefore, it was determined that the questionnaire could be relied upon.

Table no. 1 Reliability Statistics

Cronbach's Alpha	N of Items
.788	19

Descriptive Statistics

Table no.2 Descriptive statistics –Woman Workplace Culture (WWC) perception

Item	Mean	Std. Deviation
Generally speaking, if I experience a particular difficulty: I have somewhere or somebody to speak openly about it with	3.39	1.32
Women receive more unfair judgements of their wor k performance than men	3.77	1.24
It is more difficult for women than men to "be themselves" at work	3.02	1.32
Women have fewer opportunities than men for professional development at a workplace	3.73	1.25
Women have to be more accomplished in their work than men in order to be promoted	3.65	1.17
Women do not receive enough organizational support in order to manage their professional work and their domestic responsibilities	2.88	1.28
Men have greater employment security than women	2.87	1.13
Men fail to pay attention to what women say at meetings	2.52	1.14
Men receive more organizational support and trust than women	2.36	1.24
Unwelcome sexual connotations glances, gestures, or comments occur at my place of work	2.39	1.26
Being a woman I do not receive sufficient support from my partner.	2.49	1.27
Working life is characterized by a negative attitude toward women	2.50	1.28
I don't feel secure in my professional position just because I am a woman	2.54	1.26
I believe that the way I have been addressed at work by management and superiors has been influenced by a negative attitude toward me because I am a woman	2.56	1.25
Misconception that women does not work properly	2.58	1.01
Women does not give full time on work	2.00	1.12
Overall Mean	**2.86**	

Overall Mean of the scale is 2.86. This indicated that woman employees in general do not have negative perception of Workplace culture. In other words woman employees find their workplaces to be fair place and they do not face any harassment. They also perceive good support from their organizations. However standard deviation (SD) of the mean should also be considered before concluding anything. Since SD is high the mean

value is not that significant. Therefore inferential analysis is important so as to conclude anything.

HYPOTHESES TESTING

H_1- The age of woman employee and perception of workplace culture are significantly positively correlated.

H_2- The income of woman employee and perception of workplace culture are significantly negatively correlated

To test these two hypotheses Pearson's correlation test was found appropriate

Table no. 3 Correlation Age- WWC

		Mean of WWC scale	**Age**	**Income**
Mean of WWC scale	Pearson Correlation	1	**.298**	**-0.202**
	Sig. (2-tailed)		**.002**	**.003**
	N	150	150	150

From table no. 3 it was found that significance (p) values of Pearson's test are less than .05. This indicated that the null hypotheses 'The age of woman employee and perception of workplace culture are **not** significantly positively correlated' and 'The income of woman employee and perception of workplace culture are **not** significantly negatively correlated ' are failed to be accepted. Thus H_1 and H_2 are accepted.

H_3- Education of woman employee and her perception of workplace culture are significantly related

H_4- The industry wherein woman employee is working and her perception of workplace culture are significantly related.

For both of these hypotheses one way ANOVA was run in SPSS. The result is shown in table no. 4.

Table no.4 One Way ANOVA- Education, Type of Industry- WWC perception

		Sum of Squares	**Mean Square**	**F**	**Sig.**
Education	Between Groups	13.25	4.08333	12.1878	**.000**
	Within Groups	58.25	0.46437		
	Total	62.5			
Type of Industry	Between Groups	3.42857	1.47619	2.63242	**.049**
	Within Groups	67.0714	0.54025		
	Total	52.5			

From table no. 4 it was observed that the significance value of F test is less than .05 therefore null hypotheses 'Education of woman employee and her perception of workplace culture are not significantly related' and 'The industry wherein woman employee is working and her perception of workplace culture are not significantly related' are failed to be accepted. In other words ate least one group of education and one type of industry significantly differ in their perception of WWC. And such relationship is not only by chance but found statistically significant. Therefore we accept H_3 and H_4.

DISCUSSION

It was found that age of woman and her perception of workplace culture are negatively correlated. That means older woman do not see WWC negatively, their workplace culture in healthy. However woman with high income do not see their workplace culture as healthy. They face discriminations. Education and type of industry also matters. They both affect the perception of WWC significantly. Further investigation is required to find the strength and direction of the relationship between education level with WWC perception.

The main limitation of this study is sample size. It is not sufficient to generalise the findings. But never the less the study has validated the questionnaire developed using past study. Future studies should conduct the similar studies in different geographical parts and should involve male employees into study as well.

Practitioner should keep on checking the perception of woman workplace culture in the interest of woman employees. Factors which affect WWC perception should be examined and those found to affect WWC negatively should be eliminated to keep the culture healthy.

It was discovered that a woman's age has a deteriorating relationship with the way she views the culture of the company. That indicates that older women do not have a negative perception of WWC, which indicates that the culture of their company is positive. On the other hand, high-income women do not consider the culture of their company to be healthy. They are subjected to discrimination. Education and the nature of the industry also have important roles. Both factors have a huge impact on how people view WWC. It is necessary to do additional research in order to determine the strength of the association between education level and WWC perception as well as the direction in which the relationship points.

The sample size is the most significant weakness of this study. Making the findings applicable to the whole population is not enough. Despite this, the research has verified the questionnaire that was constructed by using data from previous studies. In subsequent research, comparable studies ought to be carried out in a variety of geographical locations, and male workers ought to be included in the research as well.

For the sake of the women who work there, practitioners ought to maintain regular checks on how women are viewed inside their respective workplace cultures. In order to maintain a healthy culture, it is important to investigate the factors that have an impact on how people view WWC and get rid of the factors that are determined to have a negative impact.

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A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA

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ABSTRACT

Since the World Health Organization (WHO) announced the coronavirus 2019 (COVID-19) outbreak as a pandemic, many countries have declared a complete national lockdown after a remarkable spike in COVID 19 cases. These decisions have restricted the movement of people and resulted in a complete shutdown of many businesses across many sectors. The construction industry, as a significant growth driver of the economy with no exception, has also been completely shut down. This study aims to investigate the effect of COVID 19 on the construction industry of India specifically in housing sector.

The impacts and fallout have been determined and evaluated through the recruitment of construction experts and practitioners. The impacts have been classified into different groups which include economic, human resources. The study was based on exploratory interviews and secondary data. The study found the most prominent impacts of COVID 19 are the suspension of projects, labour impact and job loss, time overrun, cost overrun, and financial implications. The findings of this study shed light on the consequences of the sudden occurrence of pandemic and raise awareness of the most critical impacts which can' t be overlooked. The findings also help project stakeholders to realise the sequences of the sudden epidemic and prepare for the worst-case scenario during the planning stage of the construction projects.

INTRODUCTION

This paper has been prepared to evaluate the impact of Covid-19 on Construction sector. A questionnaire survey has been carried out from a wide range of professional engineering, the findings from this research revealed that delays in projects were due to Covid-19. The main conclusion drawn is that the delays can be reduced by proper planning. Corona virus (COVID-19) outbreaks have severely disrupted the economy, with devastating effects on global trade and it has simultaneously affected households, businesses, financial institution, industrial establishments and infrastructure companies. The economic crisis caused by the virus has hit many more organizations around the world. Similarly, construction and engineering projects around the world have been jeopardize in various way by the COVID-19 pandemic and many projects have closed. As a result, there has been a financial recession in the construction industry in almost all countries and has created unemployment. All in all, this situation has caused great concern, uncertainty and unrest in the construction industry.

This paper observes in several countries and describes the global of the Corona virus on the construction industry. This paper also explains how it is possible to continue construction work in this situation. If construction work continues, the economic downturn will be reduced and unemployment will be reduced. The construction industry and civil engineering contribute largely to the Jordanian GDP (gross domestic product). The lockdown due to the COVID-19 pandemic has caused all civil engineering design offices and ongoing construction projects to terminate abruptly all onsite construction work and to convert to work from home for the design engineers. This statistical study aims at finding the Jordanian engineers' perception on how they faced this lockdown, the outcomes they expect and how they see the future of civil engineering and construction industry. To achieve this, a cross-sectional study based on an online questionnaire was conducted. The results show that design civil engineers were able to work from home with reasonable efficiency while construction site civil engineers do not believe that after the lockdown is lifted the construction workers will adhere to the social distancing and to home for the design engineers. This statistical study aims at finding the Jordanian engineers' perception on how they faced this lockdown, the outcomes they expect and how they see the future of civil engineering and construction industry. To achieve this, a cross-sectional study based on an online questionnaire was conducted. The results show that design civil engineers were able to work from home with reasonable efficiency while construction site civil engineers do not believe that after the lockdown is lifted the construction workers will adhere to the social distancing and to wearing essential personal protective equipment.

OBJECTIVES OF THE STUDY

To study impact of Pandemic on supply of labour force in the construction industry.

To study impact of Foreign investment in the construction industry.

To study impact on supply chain management.

HYPOTHESIS

There is shortage of labour in construction industry post covid19.

Foreign investment in the construction industry has reduced.

RESEARCH METHODOLOGY

The study is based on secondary data obtained from news papers, journals, research articles, websites of International labour organization, books and discussions with managers, contractors, supervisors associated with the industry.

COVID-19 Impacts on Construction Projects in India

COVID 19 highly impacts on people, the environment, and the economy. The Indian construction sector employs more than 51 million people, including construction professionals and skilled and unskilled workers. COVID 19 has caused a massive shock, i.e., income loss, the panic situation relating to the disease, and lack of food, all

significant issues for migrant workers. Moreover, temporary closures in some sectors lead to significant revenue loss. In the Indian construction sector, widespread COVID-19 created unpredicted sequences of issues such as financial loss, unforeseen obstacles, and unexpected conditions during the pandemic situation. All these circumstances prompted the blow of global and national recession and economic depression. The construction industry has experienced the full impact due to slowing demand, delayed projects, and the extension of lockdown effects on supply chain management and the movement of manual labor. More than 30% of the workforce moved out of construction sites due to fear of disease, reflecting highly on the work completion level.

The Indian construction sector is considered among the worst affected sectors.

Government bodies should take stimulus actions that are deserved and beneficial and can improve the national economy.

Impact on supply of Labour Force:
The COVID-19 crisis has a significant impact on labor-intensive sectors. In the construction industry, migrant workers comprise a large part of the workforce and typically stay in temporary housing at construction sites. According to the Confederation of Real Estate Developers' Associations of India (CREDAI), India has an average of 20,000 ongoing construction projects and 18,000 sites across the country. The 40-day lockdown from 25 March until 17 May 2020 has led to reverse migration, with workers leaving cities and returning to their hometowns. It is estimated that approximately 600,000 workers walked on foot to their hometowns, and 1,000,000 workers are in relief camps across multiple sectors. As a result, more than 30% of construction workers did not return to their sites after the lockdown.

Decreased Number of Public Projects
The need for government responses (e.g., public health measures, public projects, lockdowns, emergency economic and social measures) to address COVID-19 impacts has significantly impacted government funds. COVID-19 has also impacted stock markets, affecting assets owned by governments. Local public companies are also exposed to the COVID-19 crisis. Some categories suffered from the cessation or slowdown of activity, particularly in the tourism, culture, leisure, and transport sectors, affecting the government as shareholders. A decrease in state and local government funds hamper the ability to finance public projects in the short and long term. As a result, the Indian government faces intense pressure on expenditure and reduced revenue.

Therefore, local governing authorities in India have refrained from allocating funds for public projects. Following this, there is a declining trend of approval and execution of public construction projects, except for those that handled the pandemic successfully.

Existing Projects

As the country grapples with the pandemic and subsequent lockdowns, real estate has resorted to layoffs and pay cuts to lower operation costs, as sales are expected to be muted in the near future. The construction industry has faced headwinds for the past three to four years due to government policies and approval delays. The COVID-19 crisis had an even greater impact on market sales. Approximately 7 million people are employed in the sector, including 300,000 white-collar workers. Most developers deal with liquidity by laying off employees, closing offices, and centralizing their work and workforce. Companies with more extensive reserves have offered a temporary pay cut with the promise of returning the money once sales improve. As revenues have dropped significantly and sales have slowed, companies downsize and eliminate unnecessary costs. Overall, the lockdown has pushed the entire industry back by at least five years.

Supply Chain Disruption

Supply chain disruptions arise from a "combination of an unintended and unexpected triggering event that occurs somewhere in the upstream supply chain (the supply network), the inbound logistics network, or the purchasing (sourcing) environment, and a consequential situation, which presents a serious threat to the normal course of business operations of the local firm" . The COVID-19 pandemic is causing unprecedented disruption, putting global supply chains to the test.

Shortage of Materials

Although it is practically difficult to estimate the exact impact of the COVID-19 epidemic, any sustained slowdown in economic and manufacturing activity is likely to have substantial implications for material pricing. Reduced construction activity due to virus containment measures may result in a significant drop in demand for materials, which can significantly impact material pricing. Materials trending lower in the last year are likely to continue on that path, with another 5% to 10% drop. In comparison, materials that have been growing may see a minor increase in the range of 1% to 3% . Growing demand in Asia and Europe is the key factor for pushing higher raw material prices. China's industrial production, mostly recovered from the COVID-19 epidemic, has accelerated to full capacity, resulting in a dramatic increase in raw material demand. As a result, there were shortages on the market. As a result of worldwide manufacturing shutdowns (e.g., goods created in China), port closures, and general material transit delays within the United States, materials may be more expensive to obtain on time. Even if a bonded principle survives the storm, a bonded project may suffer because lower-tier subcontractors and suppliers also face problems. Construction activities have been progressively impacted by the pandemic and its disruption of global supply chains, with shortages of raw materials and other inputs, contractors and subcontractors, and labor.

Decreased Number of Private Projects

The financial impact affected the number of private projects ongoing in India. Companies struggled to attract new projects due to the limited number available. Another problem companies face in attracting new projects is the higher competitiveness level because of the COVID-19 pandemic. These problems have resulted in many construction contracts having minimal profit margins. Therefore, many contractors cannot withstand the financial impact of COVID-19.

Less Demand for Construction-Related Work

The current level of uncertainty, poor business sentiment, reduced operational surpluses and revenues, diversion of funds for COVID-19 management, and credit and liquidity issues are expected to have a significant impact on the construction industry, and the demand for construction projects has already decreased. The extent of the economic downturn's impact on existing and planned construction projects, future demand, and the sector at large remains uncertain.

Reduced Foreign Investment in the Construction Industry

India was the tenth-largest importer and nineteenth-largest exporter in 2018. Foreign direct investment (FDI) inflows into India totaled 4 trillion Indian Rupee in 2018– 2019, with the service sector, computer, and telecom industries continuing to be the dominant sectors for FDI inflows. FDI plays an important role in supporting economies during the recovery following the pandemic. Sectors that the pandemic has badly hit, such as agriculture and manufacturing, account for a higher share of FDI in developing economies than in developed ones. Therefore, FDI flows to developing countries are expected to drop even more. FDI might play a significant role in strengthening economies during and after the crisis through monetary support to their affiliates, assisting governments in combating the epidemic, and linkages with local firms. FDI flows have been continuously declining over the last five years. They may continue to fall below pre-crisis levels beyond 2021 if public health and economic assistance initiatives are ineffective.

CONCLUSION

The Covid-19 in India has impacted on construction projects. The main conclusions of this paper are summarized as follows:

The delays in projects were due to the employees being unable to work at any time.

The delays in projects were identified as critical delays.

Clearly, further research is required to develop a better understanding. For example, faceto-face interviews with individuals currently in the construction sector and the monitoring of live projects that operate during or after Covid-19 may provide fruitful reality results.

From this, it may be possible for organizations to develop proper plans for construction projects, which could then reduce the delays in completion date for the projects. Further research is also required to explore the experience from other professionals such as project monitoring and evaluation services consultants.

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AN OVERVIEW OF NEP- 2020

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ABSTRACT

Although education improves economic and social conditions, a country's college levels require a well-defined and futuristic education policy. To make their education systems efficient, many countries consider tradition and culture and implement different stages during their life cycle at school and college levels. The Federal Cabinet of India approved the National Education Policy 2020 (NEP 2020) on July 29, 2020, outlining India's future education system. It supersedes the 1986 National Policy on Education. The policy covers elementary, postsecondary, and vocational education in rural and urban India. India's education system is to be transformed by 2021. After the policy was released, the administration stated that no one will be forced to study any language and that English will remain the medium of instruction. The NEP language policy is advisory and left to states, institutions, and schools to implement. Indian education is Concurrent List. Himachal Pradesh implemented New Education Policy 2020 initially. All Indian schools should implement the national educational strategy by 2022.

Keyword: NEP

INTRODUCTION

The National Education Policy 2020, often known as NEP 2020, is a document of policy that was approved by the government of India in July of 2020. The former education policy, which was developed in 1986, has been superseded by this new one. The National Education Policy 2020 (NEP 2020) aspires to modernise India's educational system so that it is more diverse, holistic, and interdisciplinary.

OBJECTIVE OF THE PAPER

To overview the National Education Policy 2020

RESEARCH METHODOLOGY

The Research Papers used secondary data for the overview of National Education Policy

OVERVIEW OF NATIONAL EDUCATION POLICY

It focuses on a number of important areas, including the following:

Early Childhood Care and Education (ECCE): The policy places an emphasis on the necessity of providing children between the ages of three and six with an education of sufficient calibre. Its goal is to ensure that all children have access to ECCE of a high standard worldwide by the year 2030.

Schooling: The policy suggests several alterations to the current system of schooling, such as the implementation of a 5+3+3+4 structure for school education, the beginning

of class 6 as the starting point for vocational education, and the incorporation of coding and computational thinking into the academic content of the curriculum.

The policy is to raise the gross enrolment ratio (GER) of students enrolled in higher education from its current level of 26.3% (as of 2018) to a level of 50% (by 2035). In addition to this, it recommends the development of a single regulating agency for higher education, the implementation of a credit-based system, and the availability of numerous departure choices. These are only some of the modifications that are suggested for the current system of higher education.

Education for Teachers: The policy suggests the adoption of a four-year integrated Bachelor of Education degree programme in addition to the formation of a National Mission for Mentoring Program to offer new teachers with training and mentorship.

CHALLENGES

The National Education Policy 2020 is a comprehensive framework that aims to transform the education system in India. While the policy has many positive aspects, there are also some challenges that need to be addressed. Some of these challenges are:

Implementation: The success of the NEP 2020 depends on its effective implementation. However, this requires a significant investment of resources, both financial and human, and the coordination of various stakeholders. Ensuring that the policy is implemented in a timely and effective manner will be a major challenge.

Teacher training: The NEP 2020 calls for a significant reorientation of teacher training programs. The challenge is to provide teachers with the necessary skills and knowledge to implement the new pedagogical approaches and assessment methods proposed by the policy.

Equity and inclusion: The NEP 2020 aims to ensure equity and inclusion in the education system. However, achieving this goal will require addressing the structural inequalities and biases that exist within the system. This includes addressing issues such as caste, gender, and disability.

Funding: The implementation of the NEP 2020 will require a significant increase in funding for education. However, the current economic climate may make it difficult for the government to provide the necessary resources.

Language policy: The NEP 2020 proposes a three-language formula, which has been a controversial issue in some parts of the country. The challenge will be to ensure that this policy is implemented in a way that respects linguistic diversity and does not discriminate against any language or community.

Assessment and evaluation: The NEP 2020 proposes a new assessment and evaluation framework that focuses on holistic development rather than just academic performance. However, implementing this framework will require a significant shift in mindset and

may face resistance from stakeholders who are used to the traditional approach to assessment.

Technological infrastructure: The NEP 2020 calls for the integration of technology in education. However, this requires significant investment in technological infrastructure, such as high-speed internet connectivity and devices for students and teachers.

IMPLEMENTATION OF NEP 2020

Any policy's effectiveness depends on its implementation. Such implementation will require multiple initiatives and actions, which will have to be taken by multiple bodies in a synchronized and National Education Policy 2020 systematic manner. Therefore, the implementation of this Policy will be led by various bodies including MHRD, CABE, Union and State Governments, education-related Ministries, State Departments of Education, Boards, NTA, the regulatory bodies of school and higher education, NCERT, SCERTs, schools, and HEIs along with timelines and a plan for review, in order to ensure that the policy is implemented in its spirit and intent, through coherence in planning and synergy across all these bodies involved in education. Implementation will be guided by the following principles.

First, implementation of the spirit and intent of the Policy will be the most critical matter.

Second, it is important to implement the policy initiatives in a phased manner, as each policy point has several steps, each of which requires the previous step to be implemented successfully.

Third, prioritization will be important in ensuring optimal sequencing of policy points, and that the most critical and urgent actions are taken up first, thereby enabling a strong base.

Fourth, comprehensiveness in implementation will be key; as this Policy is interconnected and holistic, only a full-fledged implementation, and not a piecemeal one, will ensure that the desired objectives are achieved.

Fifth, since education is a concurrent subject, it will need careful planning, joint monitoring, and collaborative implementation between the Centre and States. Sixth, timely infusion of requisite resources - human, infrastructural, and financial - at the Central and State levels will be crucial for the satisfactory execution of the Policy.

Finally, careful analysis and review of the linkages between multiple parallel implementation steps will be necessary in order to ensure effective dovetailing of all initiatives. This will also include early investment in some of the specific actions (such as the setting up of early childhood care and education infrastructure) that will be imperative to ensuring a strong base and a smooth progression for all subsequent programmes and actions. Subject-wise implementation committees of experts in

cooperation and consultation with other relevant Ministries will be set up at both the Central and State levels to develop detailed implementation plans for each aspect of this Policy in accordance with the above principles to achieve the goals of the Policy in a clear and phased manner. Yearly joint reviews of the progress of implementation of the policy, in accordance with the targets set for each action, will be conducted by designated teams constituted by MHRD and the States, and reviews will be shared with CABE.

In order to attain the goal of education with excellence and the corresponding multitude of benefits to this Nation and its economy, this Policy unequivocally endorses and envisions a substantial increase in public investment in education by both the Central government and all State Governments. The Centre and the States will work together to increase the public investment in Education sector to reach 6% of GDP at the earliest. This is considered extremely critical for achieving the high-quality and equitable public education system that is truly needed for India's future economic, social, cultural, intellectual, and technological progress and growth. 26.3. In particular, financial support will be provided to various critical elements and components of education, such as ensuring universal access, learning resources, nutritional support, matters of student safety and well-being, adequate numbers of teachers and staff, teacher development, and support for all key initiatives towards equitable high-quality education for underprivileged and socioeconomically disadvantaged groups. In addition to one-time expenditures, primarily related to infrastructure and resources,

The Following Essential Long-Term Thrust Areas for Financing to Grow an Education System are Identified by This Policy as Being Important

(a) Universal provisioning of quality early childhood care education;

(b) Ensuring foundational literacy and numeracy

(c) Providing adequate and appropriate resourcing of school complexes/clusters

(d) Providing food and nutrition (breakfast and midday meals)

(e) Investing in teacher education and continuing professional development of teachers

(f) Revamping colleges and universities to foster excellence

(g) Cultivating research; and

(h) Extensive use of technology

Universal Provisioning of Quality Early Childhood Care although though education in India receives a relatively low amount of money, this revenue is frequently not spent in a timely manner at the district or institution level. This prevents the funds from being used to accomplish the goals for which they were intended. As a result, there is an urgent need to make appropriate policy adjustments in order to improve the

effectiveness of the utilisation of the available money. Administrative processes will be suitably amended and streamlined so that the disbursal mechanism does not potentially lead to a high volume of unused balances. The primary focus of financial governance and management will be on ensuring the smooth, timely, and appropriate flow of funds, as well as the ethical use of those funds. In order to make effective use of the resources provided by the government and prevent the parking of funds, the provisions of GFR, PFMS, and the "Just in Time" release to implementing agencies will be adhered to. It's possible that a mechanism for performance-based funding to states and higher education institutions may be developed. In a similar fashion, an effective process will be ensured in order to assure the optimal allocation and utilisation of monies that have been designated for SEDGs. The new regulatory regime that is suggested, which includes clear separations of roles and transparent self-disclosures, the empowerment and autonomy of institutions, and the appointment of outstanding and qualified experts to leadership positions, will help to enable a flow of funds that is significantly smoother, quicker, and more transparent. The Policy also calls for the revitalization of private philanthropic engagement in the education sector, as well as the active promotion of and support for such activity. Any public institution has the ability to pursue initiatives to raise private philanthropic donations in order to improve educational experiences. This is in addition to the public monetary assistance that would have been otherwise granted to them. The issue of the commercialization of education has been addressed by the Policy on multiple relevant fronts, including: the 'light but tight' regulatory approach that mandates full public self-disclosure of finances, procedures, course and programme offerings, and educational outcomes; the substantial investment in public education; and mechanisms for good governance in all institutions, public and private. These fronts include: the 'light but tight' regulatory approach that mandates full public self-disclosure of finances, procedures, course and programme offerings, and educational outcomes; In a similar vein, opportunities for better cost recovery without negatively impacting portions of the population who are needy or deserving will also be investigated.

CONCLUSION

The National Education Policy (NEP) 2020 is a comprehensive policy statement with the overarching objective of modernising India's educational system so that it is better suited to meet the challenges of the 21st century. The policy places a strong emphasis on the use of technology in education and calls for the establishment of a National Educational Technology Forum (NETF) to help facilitate the use of technology in education. The strategy places a strong emphasis on the requirement to encourage multilingualism as well as the utilisation of Indian languages in educational settings.

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