

WATER SCENARIO OF MAHARASHTRA

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I. Introduction

Indian economy at the dawn of 21st century finds itself at the cross-roads. Last few years have seen its transformation from an ailing agricultural economy to a rapidly growing one with services sector emerging as the power house for the economy. The economy has experienced an average annual growth rate of approximately 6 to 8 per cent during the last two decades. As is to be expected, improvement in economic growth and per capita income has translated, at least partly, into reduction in the level of poverty in the country and accelerated improvement in various indicators of human development. However, there is a broad consensus among critics as regards growth not being inclusive and balanced. It is claimed that there exist huge diversity and regional disparity across the economy at state level. The gap between rich and poor regions that existed even at the time of independence has widened over the years and significantly intensified during the period of reforms.

Water is a natural resource, fundamental to life, livelihood, food security and sustainable development. It is also a scarce resource. India has more than 17 percent of the world's population, but has only 4% of world's renewable water resources with 2.6% of world's land area. There are further limits on utilizable quantities of water owing to uneven distribution over time and space. In addition, there are challenges of frequent floods and droughts in one or the other part of the country. With a growing population and rising needs of a fast developing nation as well as the given indications of the impact of climate change, availability of utilizable water will be under further strains in future with the possibility of deepening water conflicts among different user groups. Low public consciousness about the overall scarcity and economic value of water results in its wastage and inefficient use. In addition, there are inequitous distribution and lack of a unified perspective in planning, management and use of water resources. The objective of the National Water Policy is to take cognizance of the existing situation and to propose a framework for creation of an overarching system of laws and institutions and for a plan of action with a unified national perspective.

II. Water Framework Law

Even while it is recognized that States have the right to frame suitable policies, laws and regulations on water; there is a felt need to evolve a broad over-arching national legal framework of general principles on water to lead the way for essential legislation on water governance in every State of the Union and devolution of necessary authority to the lower tiers of government to deal with the local water situation.

Such a framework law must recognize water not only as a scarce resource but also as a sustainer of life and ecology. Therefore, water needs to be managed as a community resource held, by the state, under public trust doctrine to achieve food security, livelihood, and equitable and sustainable development for all. The Indian Easements Act, 1882 may have to be modified accordingly in as much as it appears to give proprietary rights to a land owner on groundwater under his/her land.

There is a need for comprehensive legislation for optimum development of inter-State rivers and river valleys to facilitate inter-State coordination ensuring scientific planning of land and water resources taking basin/sub-basin as unit with unified perspectives of water in all its forms (including

precipitation, soil moisture, ground and surface water) and ensuring holistic and balanced development of both the catchment and the command areas. Such legislation needs, inter alia, to deal with and enable establishment of basin authorities with appropriate powers to plan, manage and regulate utilization of water resource in the basins.

Maharashtra scenario:

Subsequent to the formation of the Maharashtra State, the First Irrigation Commission had been constituted in 1960 under the Chairmanship of late S. G. Barve for undertaking study of various issues pertinent to irrigation development and suggesting long term policy of irrigation vis-a-vis the working methodology. The Commission reported to the Government in 1962. The planning of water and irrigation during the last 35-36 years is being pursued in consonance with the recommendations it offered. The Commission had made around 200 recommendations which among others include the availability of surface water in major basins of the State, its use, planning of irrigation projects, development of irrigation area, financial aspects of irrigation, irrigation water distribution system etc. Most of the recommend WATER RESOURCES OF The geographical area of the state is 30.7Mha. Cultivable area is 22.5 Mha.(73%GA). Out of this 40% area is drought prone. About 7% area is flood prone. The highly variable rainfall in Maharashtra ranging from 400 to 6000 mm occurs in 4 months period. Numbers of rainy days varying from 40 to 100 days. Annual availability of water resources consists of 164 km³ of surface water & 20.5 km³ of subsurface water. 58% of average annual availability is found in 4 major river basins (Krishna, Godavari, and Tapi & Narmada). These 4 river basins comprises 92% of the cultivable land & 75% of the people living in the rural settlements and fast growing town & industrial area. An Irrigation potential of 48.25 lakh ha. has been created through an investment of Rs. 71,000 crore. An installed capacity of 3605 MW has been created through 58 Hydro Power Projects which generate approximately 4000 million units annually. An estimated 49% of the area of these river basins containing 43% of the population is already considered deficit or highly deficit in regard of water availability. These deficit areas are expected to increase steadily as population increase and due to economic growth. In the state's river basins and sub basins competition for water supply & conflict among different use of water has emerged and is growing. State needs to find new ways to overcome conflict among different users of water, stagnation in agricultural production growth, increase productivity, expand and intensify irrigation and increase income opportunities in rural area.

III. Achievement In Water / Irrigation Sector By Maharashtra State

Present scenario of Water Sector in Maharashtra: Maharashtra is the third largest State in Union of India considering population as well as area. The population of the state is about 112 million. Nearly 58% of population lives in rural area which depends largely on agriculture for their livelihood. Geographical area of State is 30.7 M ha. Out of which cultivable area is 22.5 Mha. The rainfall varies from 400 mm to 6000 mm. Entire state is traversed by five river basins viz. Krishna, Godavari, Tapi, Narmada, and West Flowing rivers in Konkan region. Annual average available yield for entire Maharashtra state drained by above river basins is to the tune of 163820 Mm³ (5785 TMC). The geographical area of Maharashtra has been divided into 35 districts & 358 Talukas for administrative purposes. The agriculture suffers due to vagaries of monsoon. Nearly 148 Talukas are drought prone. The Water and Irrigation Commission appointed by GoM has estimated the water resources of the State and has assessed the ultimate irrigation potential through flow irrigation at 8.5 M ha which can be increased to 12.6M ha by using advanced irrigation techniques, watershed development and improving water distribution system. An Irrigation Potential of 4.825 M ha has been created through

an investment of Rs. 71,000 Corer. The State has corporatized the irrigation sector and construction of irrigation projects is being carried out through five irrigation development Corporations set up in the State. Apart from this, 1.00 Mha of Irrigation Potential is created on projects below Irrigation Potential of 250 Hwach which are with Rural Development and Water Conservation Department.

An installed capacity of 3605 MW has been created through 58 Hydropower projects which generate approximately 4000 Million units annually. State government has adopted policy of privatization of small hydel projects. (Below 25 MW)

Water Sector Reform Initiatives undertaken by the state in Irrigation Sector: The Government of Maharashtra has undertaken a number of bold and path breaking water sector reform Initiatives, in the last 10 years to involve public participation in water management sector, many of which are for the first time in India and in fact in South Asia and major part of the world. These include:

Policy Reforms

State of Maharashtra has formulated its State Water Policy in year 2003. Main features of this policy are: Integrated and multi-sectorial approach in planning, development & management of water resources. Transfer of water management responsibilities to legally empowered Water Users Associations (WUAs) Determination and administration of water entitlements to water users. Rationalization of water charges & charging on bulk/volumetric basis Establishment of legal framework the state has passed the following 2 major legislation: Maharashtra Water Resources Regulatory Authority (MWRRA) Act 2005, enabling establishment of Maharashtra Water Resources Regulatory Authority in September 2005

Maharashtra Management of Irrigation Systems by Farmers (MMISF) Act 2005, enabling formation of legally empowered WUAs in irrigation scheme and transfer of irrigation system management responsibilities to WUAs.

Institutional Reforms:

Maharashtra Water Resources Regulatory Authority (MWRRA) was formed in September 2005, The key functions of the Authority are : To determine, regulate and enforce the distribution of water entitlements for various category of uses at basin/projects levels • To regulate seasonal / annual water entitlements • To establish and regulate water tariff system for various uses of water with the view to ensure full operation and maintenance needs of irrigation / water utilities Adoption of new management practices :

For efficient use of water and optimum use of water distribution system, state of Maharashtra has adopted following new management practices which are recognized worldwide.

These are:

Management, including O&M of irrigation systems by elected Water User Association (WUA) Charging of water tariff on volumetric/ bulk basis • Publishing annual water audit report for each irrigation/ multipurpose project • Benchmarking of irrigation / multipurpose project • Promotion of new technology with Integrated Computerized information Systems (ICIS)

Major achievements in the Water Sector by the State:

Development of 4.825 M ha. of irrigation potential through investment of Rs. 71,000 cr. • Maharashtra is the only state in the country which has achieved the distinction of covering full maintenance cost of irrigation projects through collection of water charges . • First State in India to constitute Water Resources Regulatory Authority for regulation of water resources. • Formation of 1545 Water User association under Maharashtra Management of Irrigation Systems by Farmers (MMISF) Act, which cover 0. 6.70 Mha area. • Formation of 1375 Water User association under co-

operative act which cover 0.471 Mha. Area. • Maharashtra Water Sector Improvement Project has commissioned with the help of World Bank for rehabilitation of 286 completed irrigation project and stabilises 0.67 Mha of command area. • Publication of Irrigation Status Report, Water audit Report and Benchmarking Report annually. • The State can boost of its capacity building through establishment of National Level institutes like Maharashtra Engineering Research Institute, Central Designs Organization, Water and Land Management Institute, Mechanical Organization & Hydroelectric wing and independent Quality Control Organization. • Lake Tapping stage IV and IVB is completed in Koyna Dam for first time in Asia to generate additional capacity of 1000 MW.

The task of strengthening spillway of Koyna hydroelectric project is completed in record time by placing 65,000 m³ of thermally controlled concrete using pre and post cooling arrangements. This is one of the first instance in Asia. • Completion of India's first of its kind Roller Compacted Concrete dam at Ghatghar pumped storage scheme in Thane district. • Encouraging response to PPP in development of small hydel project up to 25 MW capacity. So far 76 small hydel projects of 201 20 MW capacity being developed.

IV. Various Organizations of Water Resources Department

1. Maharashtra Engineering Research Institute, Nasik
2. Water and Land Management Institute, Aurangabad
3. Maharashtra Engineering Training Academy, Nasik
4. Hydrology Project, Nasik
5. Central Design Organization, Nasik
6. Dam Safety Organization, Nasik
7. Quality Control organization, Pune
8. Mechanical organization, Nasik
9. Director of Irrigation Research and Development, Pune

V. Corporations of Water Resources Department

1. Maharashtra Krishna Valley Development Corporation, Pune (www.mkvdc.com)
2. Godavari Marathwada Irrigation Development Corporation, Aurangabad (www.godavarimahamandal.com)
3. Vidarbha Irrigation Development Corporation, Nagpur (www.vidc.in)
4. Tapi Irrigation Development Corporation, Jalgaon (www.mahatidc.com)
5. Konkan Irrigation Development Corporation, Thane

Maharashtra Engineering Research Institute, Nashik (Meri) (Established In 1959)

Functions

To carry out Applied Research in the field of • Hydro-dynamics (model testing) Roads & Buildings • Water Supply & Sanitary Engineering • Remote Sensing • Earthquake Engineering Material testing

Maharashtra Engineering Training Academy, Nashik (Meta) (Established In 1964)

Functions

Impart Induction training to direct recruit engineers from Irrigation & Public Works Departments • Impart training to in-service engineer Works Departments in the field of Development of Irrigation Projects, Roads & Buildings • Administration • Personnel Management, etc. • Conduct Professional Examinations.

Central Designs Organisation, Nashik (Cdo) (Established In 1957)

Functions

Design of Earthen Dams and Masonry Dams • Design of Lift Irrigation Schemes • Design of Hydro Electric Projects • Design of major canal structures including gates and outlets • Consultancy services to other government organizations like Brihan Mumbai • Municipal Corporation, Maharashtra Jeevan Pradhikaran, MSEB and other • State Govt. Water Resources Department.

Dam Safety Organization, Nashik (Dso) (Established In 1980)

Functions

Pre and post monsoon inspections of Large Dams • Monitoring of pre and post-monsoon inspections carried out by field officers • Analysis of deficiencies observed during the inspections and suggesting remedial measures

Hydrology Project, Nashik (Established In 1996)

Functions

River gauging & Rain gauging • Compilation & Analysis of data & Dissemination of data • Creation of hydrological network in the State • Improve Hydrological data base • Assessment of basin /sub basin wise water availability

Quality Control Organisation (Established In 1979)

Three Circles headed by Superintending Engineer with headquarters at Pune, Aurangabad and Nagpur.

Functions

Quality Control of on-going projects

Mechanical Organisation (Established In 1959)

Functions

Management of Earth Moving Machinery • Management of Hydraulic Gates & Hoists • Management of Pumping Machineries in Lift Irrigation Schemes. • Management of Mechanical Workshops. • Management of Stores. • Emergency Services.

Directorate Of Irrigation Research & Development, Pune (Dir)

Functions

Pre-Irrigation Projects Soil Survey in commands of projects. • Periodical Monitoring and demarcation of water logged and salt affected area of project command. • Execution and Maintenance of surface, sub-surface drainage Schemes for reclamation of water logged and Salt affected areas. • To carryout Post-Project soil survey & lab testing of soil samples.

Water And Land Management Institute (Walmi), Aurangabad (Maharashtra) India

(Water Resources Department, Government of Maharashtra Undertaking)

(Established in 1980)

Objectives

To provide in-service training of interdisciplinary nature to staff engaged in irrigation water management and land development in irrigation and agriculture departments. • Action and adaptive research pertaining to irrigation project commands.

Providing consultancy services, production of training materials (in print and electronic media), conducting seminars /workshops and organizing farmer's training programmes.

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Cyber Crime in Banking Sector

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1. Introduction

Economy is one of the pillars which defines about the progress and growth of a nation. Banking sector is considered as the backbone of the economy. For our day-to-day transactions we enter into monetary transactions in the form of cash payments, cheques or demand drafts. However, this trend has paved the way to a modern system of payment in the form of swiping of debit cards or credit cards. On the recommendation of the Committee on Financial System (Narasimham Committee) 1991-19982, information and technology in banking sector was used. On one hand, technology has created advantage for banks and financial institutions but on the other hand, there have been risks involved in it also. Technology risks not only have a direct impact on a bank as operational risks but can also exacerbate other risks like credit risks and market risks. Given the increasing reliance of customers on electronic delivery channels to conduct transactions, any security related issues have the potential to undermine public confidence in the use of e-banking channels and lead to reputation risks to the banks. Inadequate technology implementation can also induce strategic risk in terms of strategic decision making based on inaccurate data/information.

Banking sector has witnessed expansion of its services and strives to provide better customer facility through technology but cyber-crime remains an issue. Information which is available online is highly susceptible to be attacked by cyber criminals.⁴ Cyber-crimes result in huge monetary losses which are incurred not only by the customer but by the banks also which affects economy of a nation. Non-monetary cyber-crime occurs when viruses are created and distributed on other computers or confidential business information is posted on Internet. The most common of it is phishing and pharming.

2. What is cybercrime?

The use and dependence of Information and Communications Technology [ICT] increase. It is a driving force in our society and a growing number of processes are completely dependent of ICT. ICT can improve human and organizational performance, but when ICT is exploited for malicious purposes, it can pose huge threats to individuals, organizations and society.

Despite the fact that the term cybercrime has entered into common usage, many people find it hard to define cybercrime precisely. In addition there is no universally accepted definition of cybercrime. The definition of cybercrime depends on its final purpose, means and classifications. According to the NCSC cybercrime is defined as "a form of criminality that targets an ICT system or the information it processes". In other words, cybercrime describes all kinds of crime and other illicit activities that involve the use of

telecommunications networks, in which computers or computer networks are a tool, a target, or a locale of criminal activity.

Cybercriminals attack systems, or get access to confidential information and data from users. Therefore, they make use of a wide range of techniques. They use techniques such as "a set of computer programs which can disturb the normal behavior of computer systems (viruses), malicious software (malware), unsolicited email (spam), monitoring software (spyware), attempting to make computer resources unavailable to its intended users, the art of human hacking (social engineering) and online identity theft (phishing). These types of attacks are frequently used and pose a serious threat to public and private organizations, including the banking sector. It also impacts the daily activities of businesses and government.

Cybercrime Definition

Phishing: An umbrella term for digital activities with the object of tricking people into giving up their personal data. This personal data can be used for criminal activities such as credit card fraud and identity theft.

Malware: A contraction of 'malicious' and 'software'. As a generic term, malware currently includes infection of computers with viruses, worms and Trojans.

Skimming: The illegitimate copying of data from an electronic payment card such as a cashpoint card or a credit card. Skimming often involves the theft of pin codes with the final objective of making payments or to draw money from the victim's account.

DDos-attacks: (Distributed) Denial of Service term for a type of attack in which a particular service (e.g. a website) becomes unavailable to the usual consumers of the service. DDos attacks on websites are often performed by bombarding websites with huge amounts of network traffic, so that they become unavailable.

3. CYBER CRIME IN BANKING SECTOR

Cyber Crime can be simply stated as crimes that involve the use of computer and a network [2] as a medium, source, instrument, target, or place of a crime. With the growing aspect of e-commerce and e-transactions, the economic crime has drifted towards the digital world. Cyber crimes are increasing globally and India too has been witnessing a sharp increase in cyber crimes related cases in the recent years. In 2016, a study by Juniper Research estimated that the global costs of cybercrime could be as high as 2.1 trillion by 2019.[1] However such estimates are only indicative and the actual cost of cybercrime including unreported damages is beyond estimation. Cyber Crimes can be broadly classified into categories such as cyber terrorism, Cyber-bullying, Computer Vandalism, Software Piracy, Identity Theft, Online Thefts and Frauds, Email Spam and Phishing and many more. However, from the aspect of financial cyber crimes committed electronically, the following categories are predominant:

Hacking: It is a technique to gain illegal access to a computer or network in order to steal, corrupt, or illegitimately view data. **Phishing:** It is a technique to obtain confidential information such as usernames, passwords, and debit/credit card details, by impersonating as

a trustworthy entity in an electronic communication and replay the same details for malicious reasons.

Vishing: It is the criminal practice of using social engineering over the telephone system to gain access to private personal and financial information from the public for the purpose of financial reward.

E-mail Spoofing: It is a technique of hiding an e-mail's actual origin by forging the e-mail header to appear to originate from one legitimate source instead of the actual originating source.

Spamming: Unwanted and unsolicited e-mails usually sent in bulk in an attempt to force the message on people who would not otherwise choose to receive it are referred to as Spam E-mails.

Denial of Service: This attack is characterized by an explicit attempt by attackers to prevent legitimate users of a service from using that service by "flooding" a network to disallow legitimate network traffic, disrupt connections between two machines to prohibit access to a service or prevent a particular individual from accessing a service.

Advanced Persistent Threat: It is characterised as a set of complex, hidden and ongoing computer hacking processes, often targeting a specific entity to break into a network by avoiding detection to gather sensitive information over a significant period of time. The attacker usually uses some type of social engineering, to gain access to the targeted network through legitimate means.

Advanced Persistent Threat: It is characterised as a set of complex, hidden and ongoing computer hacking processes, often targeting a specific entity to break into a network by avoiding detection to gather sensitive information over a significant period of time. The attacker usually uses some type of social engineering, to gain access to the targeted network through legitimate means. Successful advanced persistent threat campaigns can result in costly data breaches.

ATM Skimming and Point of Sale Crimes: It is a technique of compromising the ATM machine or POS systems by installing a skimming device atop the machine keypad to appear as a genuine keypad or a device made to be affixed to the card reader to look like a part of the machine. Additionally, malware that steals credit card data directly can also be installed on these devices. Successful implementation of skimmers cause in ATM machine to collect card numbers and personal identification number (PIN) codes that are later replicated to carry out fraudulent transactions.

4. Impact of Cybercrime on Bank's Finances

The banking industry across the globe is facing a challenging situation which is thought provoking due to the geopolitical and global macro-economic conditions. The banking sector is forced to evaluate its current practices in order to analyze and manage their risks effectively. Technology driven approaches have been adopted for the management of risk. Due to the growth of IT, penetration of mobile networks in everyday life, the financial services have extended to masses. Technology has made sure that banking services reach masses as it made these services affordable and accessible. However, this has also increased the risk of becoming targets of cyber attacks. Cybercriminals have developed advanced techniques to not only cause theft of finances and finances information but also to espionage businesses and access important business information which indirect impacts the bank's

finances. Globally, USD 114 Billion is lost nearly every year due to cybercrimes, and the cost spend to combat cybercrimes is double is amount i.e. USD 274 billion (Symantec Cyber Crime Report, 2012). On an average, banking facilities take 10 days to fully recover from a cyberact which further adds to the cost of operation. Comparing the financial losses faced by the Indian Banking Sector, it is nearly 3.5% of the loss in cash in comparison to global loss. USD 4 billion is lost in recovering from the crime and USD 3.6 billion is spent to combat such crimes from happening in future. The average time taken to resolve the crime in

Indian banking sector is also higher in comparison to global scenario i.e. 15 days (Muthukumaran B., 2008). In order to fight these cybercrimes, the banking sector needs to collaborate with global authorities and watchdog organisations so that a model can be developed which can help in controlling and dealing with such threats. The main issue of concern here is that there is absence of effective compilation service in the banking sector which can identify the trends in cyber-crime and compile a model according to it. However, in the last few months, banks all across the globe have perceived cybercrime as among their top five risks (Stafford, 2013). High profile banks in the UK like Barclays and Santander were targeted by hackers who stole personal information of nearly 2.9 million credit card customers by hacking the software maker system of these banks, which led them to incur huge losses. However, the scenario is not restricted to UK, in US as well such attacks have surfaced in the past years and in order to curb the affect, they launched the program Quantum Dawn 2 which test the efficacy of system installed in banks in response to cyber-attacks (Stafford, 2013). However, the sad truth is that most the systems are one-step behind the tools adopted by cyber criminals which has resulted in demand of development of system which is flexible is meeting and destroying the incoming assaults. A solid defense system to resolve attack is the need of the hour before, during and after the attack.

5. Conclusion:

From the above findings, it can be concluded that cybercrime is prevalent in the financial institutions, with hacking, identity theft and malicious software as the most prevalent cyber threats. Whilst the literature survey pointed out the severity of cybercrime in developed nations, the findings point out that the scourge is also rampant in developing nations like Zimbabwe. Control measures such as training, updating of anti-viruses and firewalls top the list of current strategies to curb cyber crime. Despite the presence of these control measures to protect banks from being victims, keeping their security systems up to date is difficult, as it is being outpaced by the changes in technology itself. Based on the findings of this study, it can be concluded that cybercrime will remain the major threat to financial institutions and the challenge will be compounded by the swift pace by which technology is advancing. Admittedly, the financial services sector is the back bone of the economy in any nation, hence the glaring need for dealing with the threat.

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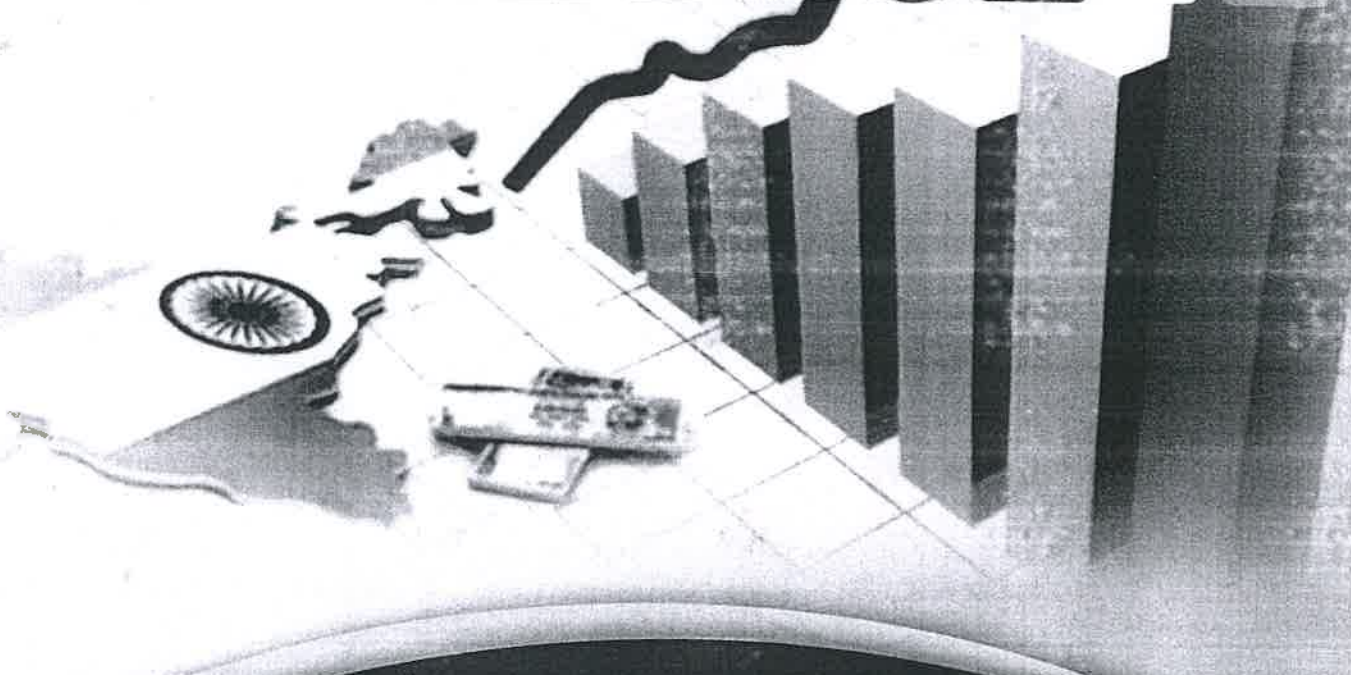
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Challenges of E-Commerce in Indian Economy

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21st century as internet has become most important and frequently and most necessity device, it will surely race to achieve more growth and sales via internet. Today e-commerce has become an important part of daily life. Accessibility to e-commerce platforms is not a privilege but rather a necessity for most people, particularly in the urban areas. As in recent world it is highly impossible to grow without being available online. Thus to grow more and earn higher profit it is highly recommended to have proper structure availability and easy accessibility of online sites, because it not only determines profit and no. of users but also determines the ranking and position of enterprise of the firm in overall business world.

The Indian economy has been consistently showing good signs of growth, with the average GDP growth rate at 7.5% in 2015-16. The retail sector is showing a promising trend of 11% CAGR, growing from an estimated size of USD 600 Billion now to USD 1 Trillion in 2024. Although, currently the total e-Commerce spend in India accounts for less than 2% of the total retail spending, e-Commerce has become a key driver to create new markets in erstwhile unreachable geographies. The Indian consumers are rapidly advancing towards adopting technology. While the overall tale-density is 81.8%, the mobile tale-density is also high at

79.8% as of November, 2015. Additionally, during the same time, India beat the United States of America to become the 2nd largest market after China, for smart phones with 220 Million users – This was attributable to the availability of highly affordable smart phones and with easy-to-use features which helped first-time Smartphone users leapfrog from the desktop/laptop phase. Internet penetration is also significantly rising with the number of internet users at 354 Million as of September, 2015. In addition, there is a shift in mobile usage from voice to data. Mobile internet spend has risen from 54% to 64% from 2014 to 2015. This is due to an availability of high-speed 3G & 4G internet connectivity at affordable prices which has led to an increase in transactions done via mobile. India's rank for ease of doing business went up by 12 in just one year due to an improved regulatory framework thus creating a conducive business-friendly environment. These factors have positively impacted Private Equity and Venture Capital investments into the country touching USD 20 Billion in 2015. Majority of these investments have been in e-Commerce industry.

The e-Commerce industry is expected to form the largest part of the Indian Internet market with a value of approximately USD 100 Billion by 2020. In addition to transforming and revolutionizing the retail sector in India, it is also facilitating MSMEs to jump the evolution loop by providing means of financing, technology and training. Advent of technology enabled innovations such as Digital Payments, Hyper-local Logistics, Analytics driven Customer Engagement and Digital Advertisements have enabled the e-Commerce industry to grow at a much faster rate. Within the e-Commerce industry, the Gross Merchandise Value (GMV) is an important metric for valuations especially during the early stages of growth. The majority of B2C e-Commerce companies, globally, despite being operational for 5-20 years, report

low profitability. The situation in India is no different i.e. a growing GMV but at an overall loss as the e-Commerce companies establish themselves. The GMV for B2C segment in India was approximately USD 16 Billion in 2015. This trend however does not hold true for the B2B e-Commerce companies which are profitable with greater GMV values. The Indian B2B e-Commerce market potential was valued at USD 300 Billion in 2014, and is expected to reach USD 700 Billion by 2020. The higher profitability in the B2B segment is attributed to reasons such as lack of heavy discounts, greater emphasis on quality rather than on price, and higher volumes of purchases.

Mobile The growth of the B2B e-Commerce segment is relatively slower compared to the B2C e-Commerce segment in India. This is because the entry barriers in the B2B e-Commerce are more than those in the B2C e-Commerce industry. A B2B e-Commerce company has to have a strong business model, long term logistical arrangements with rail, road and ports and also adhere to stringent regulatory and taxation governance. With an aim to tap the huge potential in the B2B e-Commerce market in India, apart from the existing B2B companies, leading B2C companies have also started to build their own platforms for small business owners and traders. This is expected to be supported by rising expectations among growing number of companies to conduct buying and selling online and a shift to conduct procurement transactions through internet rather than the erstwhile Electronic Data Interchange (EDI). Understanding this untapped potential of the B2B e-Commerce industry, the Government has allowed 100% FDI in B2B e-Commerce which has enabled global successful B2B e-Commerce companies such as Walmart and Alibaba to evince interest in the India B2B e-Commerce industry.

Online retailers going 'offline' and vice-versa several e-Commerce companies are

opening physical offline stores. Such 'Experience Centers' offer online buyers the touch-and-feel experience, thus offering an integrated shopping experience especially for products with high-price points. Companies such as First Cry, Pepper fry, Flip kart etc. have opened physical stores to complement the online sales and experience. Similar option of click-and-collect is extended by Amazon in India by providing physical locations for customers to pick up the products at a time convenient to them. On the other hand, various offline retailers have started their online ventures or partnered with leading e-Commerce companies to attract customers at all touch points. For example, Future Group inked an exclusive deal with Amazon while Tata Group owned Croma, partnered with Snapdeal to sell private brands online. E-Commerce aggregators digitizing traditional offline businesses besides the conventional services for utilities, fashion & lifestyle, electronics, etc. there is a new trend of emerging e-Commerce aggregators that are aiming to digitize several offline services and creating a convenient ecosystem for consumers. In areas such as truck booking, healthcare, real-estate to name a few which have been traditionally offline, there has been a rise of online aggregators. Enumerated are some of these aggregators:

Challenges faced by e-Commerce companies

Challenges in characterization of e-Commerce models by State VAT authorities

- Broadly, there are two types of business models adopted by an e-Commerce company:

- a) Stock and sale model
- b) Platform for market place

- Under the market place model, an e-Commerce company generally acts as a facilitator for providing platform for buyer and seller to interact and execute the sale transaction. The e-Commerce company only gets a fees/commission for providing the said

facilitation services to the sellers on which service tax is paid. VAT on sale of goods is paid by the actual seller registered on such e-Commerce companies.

- Many e-Commerce companies also provide fulfillment services to these sellers, under which goods belonging to the sellers are stored in the warehouses owned by the e-Commerce companies and are delivered from these warehouses to the buyers. Under this model, the e-Commerce companies do not hold any ownership of the goods belonging to the seller stored at their warehouse. However, several state VAT authorities, being unable to appreciate the essence of the arrangement and, hence, direct e-Commerce companies to obtain registration and comply with VAT regulations treating such e-Commerce companies as consignment agent or C&F agent within the state with respect to goods stored/ sold in the warehouse of e-Commerce companies.

- In case of inter-state sales, CST is levied in the state from which goods commence/ originate their movement. Given the pan-India presence of e-Commerce companies, sometimes the goods are delivered in a state different from the originating state. The states where the e-Commerce consignments are delivered often have been off-late seeking tax on that sale, alleging that the appropriation has happened in the destination state.

- VAT authorities are scrutinizing the logistic model followed for final distribution of goods and are making a case that the activity should be treated as stock transfer and not CST sales.

- Such uncertainty with respect to actual treatment of sales as inter-state or intra-state is a significant business risk.

- Currently, there is a clear demarcation between taxation of goods and services. VAT is applicable on sale of goods, while service tax applies to provision of services. However, in the context of e-Commerce, which deals in sale of

digitized products also, there is a greater challenge in defining these digital articles into 'goods' or 'services'.

- This situation worsens in the case of digital downloads like music, e-books etc. wherein it becomes challenging to determine whether the transaction is for sale of goods or a provision of service. This sometimes leads to double taxation in order to avoid disputes from either of the authorities.

- The aforesaid ambiguity has created a significant challenge in classifying the material sold as 'goods' or 'services', especially for electronic downloads like e-books, wallpaper, ringtones, music, movie clips etc.

- If the material sold is classified as goods, then same shall be subject to VAT, and if these are classified as services, then service tax is applicable.

- Such ambiguity related to goods versus services has not reached finality, and this raises potential risks from the tax authorities, which is also a significant business risk.

- Under the marketplace model, the e-Commerce companies are also engaged in fulfillment services, and goods belonging to multiple vendors are stocked in order to deliver the same to customers in minimum possible time. It is to be noted that these fulfillment services are provided by the e-Commerce companies mainly to save the time and logistics cost and is developed based on the customer preferences and market demand.

- The goods belonging to multiple vendors are stored based on the category of goods rather than vendor. However, with the help of advanced storage technology, the e-Commerce companies are able to recognize and differentiate the goods belonging to different vendor.

- Presently, storage of goods based on their category, and not vendor-wise, is not appreciated by most state VAT laws. Often the state VAT authorities insist on physical

demarcation of warehouse space, creating a significant logistics challenge for the e-Commerce companies. Compliance and Reporting

- Due to its wide reach across the country, the Indian e-Commerce industry is faced with challenging and burdensome compliance requirements.

- In addition to the requirements like obtaining various registrations and filing periodical VAT and other statistical returns, there are several considerations that are peculiar to this industry.

- As stated, the e-Commerce companies operate on a pan-India basis, involving inter-state movement of goods. Such inter-state movement of goods from one state to another has been challenging for the e-Commerce companies that are required to produce statutory declarations forms, way-bills, road-permits, transit forms etc. and quite often check-post interceptions at state borders.

- Besides, the recent requirement of separate local VAT/CST registration, filing of separate returns and declarations required by certain states under the VAT/ CST legislations for entry or sale of goods into the state have been hindering the free flow of goods as well as adding challenges in terms of managing compliances. Also, in many states, e-Commerce companies are made liable to furnish the details of sales made through their portal and also required to furnish periodic returns.

- Further, if the sales tax authorities contest that the e-Commerce company, which provides platform, is required to obtain VAT registration and pay VAT, it will not only handicap the functioning of the e-Commerce companies (usually operating in multiple states), but also paralyses the innovative and ever expanding medium by which the sellers are able to access and cater the needs of the unsaved buyers spread across the country.

- Emergence of e-Commerce companies

in India has resulted in centralization of logistics and increase in end-user transaction on an inter-state basis. One of the key commitments of the e-Commerce company is to deliver the customer orders within committed timelines.

- This has resulted into loss of revenue for the destination states. Thus, the states have started to impose entry tax on goods bought online via e-Commerce companies. Further, entry tax laws, coupled with entry tax regulations such as check post etc., are resulting in delayed delivery of goods.

- The e-Commerce companies generally operate in a marketplace model wherein they earn income in the form of marketing fee, facilitation charges, etc. It is possible that income from marketing fee and facilitation charges are billed from separate premises. Such incomes, presently, are taxable under service tax. Under the GST regime, services are to be taxed by both centre and state authorities. The e-Commerce industry is apprehensive that multiple authorities taxing the same transaction could increase the complexities. Hence, the e-Commerce industry is expecting clarity/clear guidelines on this front.

- The e-Commerce platforms are increasingly being used for the distribution of banned and counterfeit goods, as observed by media reports in the last few years. This can typically happen when certain suppliers/distributors introduce counterfeit products in the supply chain alongside genuine products, making it difficult for the e-Commerce companies to detect counterfeits. Further, since the onus of ensuring product quality, authenticity and packaging compliance rests on the seller (having procured the goods), the e-Commerce companies, which act primarily as aggregators, are often unable to proactively detect counterfeits or inferior/faulty products that may be sold to customers via their networks.

- While some of the leading e-Commerce marketplaces may have already

instituted Know Your Sellers (KYS) procedures to help identify unscrupulous sellers, it has been observed that the data sought from sellers as part of these procedures can be quite rudimentary. For instance, while PAN numbers may be sought from sellers, there is no process to ensure that duplicate PAN numbers do not exist in the seller database. Also, little information is collected (or due diligence carried out) pertaining to the credentials of the seller, such as market reputation, physical verification of the seller's premises, track record in ensuring product quality, litigation history, adverse media history, relationship check to indicate conflict of interest, political interests etc.

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08

EDUCATION AND ECONOMIC GROWTH

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Abstract

There is relation between education and economic Growth. Over the past 30 years, there have been conducted studies by economists about the connection between education and economic growth. There are actually many publications which provide strong evidence that suggests a correlation between the two. This paper attempts to establish relationship between education and economic growth. The relationships are examined with the help of various factors like productivity, poverty, trade, employment, standard of living, income, family, etc.

The importance of education is today's need as it is not only the development of intellectual skills and knowledge but also the effective growth and development of Indian economy. The education system needs to make students as learners, innovators, scholars, researchers and trainers. Education has been found a major source of productivity growth in post-war era. and because education increases productive human capital, it contributes to overall increase in economic growth. The growth of the economy and development of a country is depending upon the education system of that particular country. The findings of this work show that there is compelling evidence proving a positive connection between education level and economic growth in India which might influence governmental actions and shape the

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Agriculture : Problems and Prospects in Maharashtra

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Agriculture in Maharashtra: Strength and opportunities

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Introduction:

As agriculture is the back bone of the country, any change in agriculture sector, positive or negative has multifold effects on the entire economy. Maharashtra is the second largest state in India in terms of population and geographical area. Like other states about 55 percent population is directly or indirectly depends on agriculture. The state accounts for about 11.81% of the India's gross cropped area (GCA) and contributes to 13.31 % of the country's gross domestic product (GDP) from agriculture in 20013-14. The agriculture & allied activities sector contributes 11 % to the state's income. The key issue of this sector in the state is low productivity in food grains as compared to national and interstate productivity. It is observed that Maharashtra contributed to half the country's production 42% of Jawar, 21% of cotton, 29% of sugarcane and 30% of onion during the year 2013-14. The state has also emerged as an important producer of important fruits, vegetables and flowers especially in-house. Major horticultural crops grown in Maharashtra are Mango, Cashew nut, Banana, grapes, pomegranate, Orange vegetables like Onion, chilli, flower crops like gerbera, carnations, roses especially under protected cultivation.

Through Maharashtra is one of the richest states in terms of per capita income, its agriculture performance is not up to the mark. This is mainly due to predominant cultivation of the crops under rain fed conditions and thereby having its low productivity. The share of different sectors in the state income is undergoing major changes over the years. The share of Agriculture sector in the state income was 31% during the year 1961, while the population directly depend on the farm income was 65% . Rapid economic development in the state led to continuous decline in the contribution of agriculture sector to the state income which was as low as 11% during the year 2013-14, while the population directly dependent on the farm income is still 55% of the total population. Secondary and tertiary sector has played major role in the economic development of the state. However employment continued to perpetuate in the agriculture sector leading to low productivity in this sector.

The Agriculture Policy of the State Government aims at the following:

- Development of the sector on a sustainable basis by using the available resources economically, efficiently, effectively and in an environmentally sound manner with a view to increase farmers income and production.
- to envelope the needs of vulnerable sections, generate both skilled and unskilled employment and make a positive intervention towards poverty alleviation.
- to promote agriculture development on commercial and industrial lines.
- to prepare plan of action for full exploitation of the limited water resources.
- to improve the working of Agricultural Universities.



- to promote farm and infrastructural facilities for post harvest management, storage, transport, marketing and export to ensure that farmers will get due price for their produce.
- to improve the systems relating to Agricultural Produce Market Committees.

Maharashtra is one of the most industrialized and urbanized states In India. Paradoxically, however, it also enjoys the dubious distinction of a state having highest rural-urban disparity in standard of living of its population. The share of agriculture in the net state domestic product of Maharashtra declined steeply from 36% in 1961-62 to 18.7% in 1992-93. The comparable shares for Indian agriculture were 47% and 27%. Yet, in terms of the proportion of labour force engaged in agriculture which was 60% in 1991, Maharashtra's economy continues to be predominantly agrarian. Indeed, the share of State's rural labour force employed in agriculture (main workers only) was as high as 83 per cent even in 1991, nearly half of the agricultural workers being laborers. Thus, the crucial dependence of its rural labour force on agriculture is quite evident and is unlikely to diminish drastically in the near future. It is against this scenario, that importance of accelerated growth in Maharashtra's agriculture must be judged.

Apart from the direct impact of agricultural growth on generation of rural employment and incomes its significant secondary linkages with the development of rural non-farm sectors are more crucial. Trade in agriculture's outputs and inputs and services required by it and processing of its products open up additional and more significant avenues for labour absorption. Maharashtra being an important producer of cotton, sugarcane, groundnut and quite a few horticultural crops, such secondary linkages of agriculture assume added importance to its rural economy, more so now, in the context of new liberalized trade environment for farm products. That is why, careful assessment of agriculture's past performance and based on it, future prospects of growth is needed. The present study undertakes this exercise, focusing on the comparison between the early phase i.e., the years from 1967-68 to 1979-80, vis-a-vis the latter phase i.e., 1980-81 to 1992-93 of the post green revolution period. More specifically, our

objectives are :-

1. To examine trends in and sources of growth in production of major crops and crop groups and changes in them over the two phases of the period under study both at the state and the district level.
2. To investigate possible causes responsible for differential performances in growth in the two phases and thereby identify the constraints on future growth.
3. To study the degree of and trends in instability in crop output, analyze the sources of instability and identify the factors associated with changes in degree of instability over the two phases of the study period.
4. To analyze the inter-district disparity in output growth and input concentration and further to examine inter-relationship between the output and input concentration for the two phases.
5. To identify technology and non-technology variables having significant association with productivity growth in agriculture in the two phases of the entire period with the help of regression analysis and comparison of the characteristics of selected districts with distinctly differential intertemporal patterns of growth performance.
6. Finally, to comment on the prospects of growth and emerging constraints on growth in Maharashtra's crop sector.



Weakness:

The weaknesses include-

- Predominantly rain-fed agriculture (only 18 per cent of Gross Cropped Area is irrigated);
- Scattered rainfall across regions with one-third area receiving scanty rainfall – State has 24 per cent of drought-prone area of the country;
- Well-irrigation accounts for 65 per cent of State's gross irrigated area;
- Despite heavy investments in surface irrigation, unsatisfactory irrigation potential created and delay in project-completions

Opportunities:

The opportunities include-

- Rising demand for horticulture products as consumption pattern shifts in favor of fruits & vegetables;
- Huge urban population can serve as a driver of State's agricultural and horticultural development by providing ready markets;
- Large-scale production of grape-varieties with high demand at world-level presents export opportunities;
- Being largest producer of fruits in the country, food-processing units have great scope, as a ready market exists due to huge urban population;
- Floriculture provides scope of high-income generation to farmers due to huge demand for flowers in urban areas and presence of export-market.

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2. Problems of Entrepreneurship Development

Mr. Mangesh Shirsath

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Introduction

21st Century is the century of Entrepreneurship, and every individual can be an agent for innovation and change. The entrepreneurial spirit is being revived in India. A search for a better way of life, for creating employment, for creating a meaningful project, is a strong motivational urge felt by many entrepreneurs. So during these times, small enterprises must be given the opportunity to be, a great source of growth. This opportunity must be backed by guidance, assistance and capital. Furthermore, an entrepreneurial climate must be created to support the entrepreneurial growth strategy. The spirit of enterprise makes man an entrepreneur. Such a spirit transformed him from a nomad to cattle rearer to settled agriculturists, to a trader and to an industrialist. Thus, entrepreneurs are persons who initiate, organize, manage and control the affairs of a business unit that combine the factors of production to supply goods and services, whether the business pertains to agriculture, industry, trade or profession. Entrepreneur is the central figure of economic activity and propeller of development under free enterprise. Agricultural or industrial development is brought out by entrepreneurship. The development or under development is a reflection of the development or under development of entrepreneurship in the society.

The 1980s may be known as the decade in which entrepreneurship has emerged as an important element in the dynamics of modern economies. New small enterprises have become the major source of new job retail. Individuals and small businesses have made major contributions to the discovery of new technologies and to their commercial application. The concept of entrepreneurship has assumed prime importance for accelerating economic growth both in developed and in developing countries. It is the basis of free enterprise. It creates wealth in the country. It has the thrill of risk, change, challenge and growth. It builds the nation. It is a pathway to prosper. It reduces un-employment and poverty. In India large number of people is seeking entrepreneurship as a career option. Increasing number of educated youth, are getting attracted towards entrepreneurship and are setting up their business ventures. The greater

emphasis is still on the development of entrepreneurship in small manufacturing units in the expectation that it will multiply employment opportunities, minimize intersectoral and inter regional imbalances, and had to more equitable distribution of income among the people of varied social strata. The building of modern nations depends upon the development of people and the organization of human activity.

Capital, natural resources, foreign aid, and international trade; placing important roles in economic growth but none is more important than manpower. The academicians, economists, psychologists, sociologists, social psychologists, anthropologists, politicians and his to liens alike and also the State, have gradually recognized the importance of entrepreneurship as a major determinant of the rate of economic growth. A fact that industrial enterprise and economic growth are correlated and the activity of entrepreneurship necessary for launching an industrial enterprise has now becomes obvious to all. The findings of social science research should be of great significance in designing programmers of action for developing entrepreneurship. Entrepreneurial talent existed in every country. The handicraft entrepreneurship in India was as old as human civilization itself. The village community was the center of economic activity in India before it comes into contact with the west. The village community consisted of farmers, artisans priests. The artisans were protected by the village community. Indian handicrafts enjoyed worldwide reputation and the artisan industries flourished till the end of 18th century.

With the advent of East-India-Company various changes were introduced in Indian economy. The manufacturing entrepreneurship emerged in the second half of nineteenth century. Tata established the first steel industry in 1911. In the wave of manufacturing entrepreneurship except Parsis, all other hailed from non commercial communities. After the First World War, the Indian government agreed to discriminating protection to certain industries. These measures helped establishing factory manufacturing in India during the first four decades of the 20th century. The Swadeshi Movement gave a much need fillip to indigenous entrepreneurship. The emergence of Managing Agency System in 1936 also contributed to Indian Entrepreneurship. It is stated that the Managing Agency Houses were the real entrepreneurs which entered business, trade and banking particularly in Eastern India. During post independence era, entrepreneurship began to faster. The Government of India in its first Industrial Policy Resolution 1948 and in the successive Industrial Policy Statements emphasized the need to encourage the tempo of industrialization by spreading entrepreneurship from the existing centers to other Cities, Towns

and villages and to disseminate the entrepreneurship acumen concentrated in a few dominant communities to a larger number of industrially potential people of varied social strata. To achieve these objectives the government gave priority to the development of small-scale industry. Several measures have been taken to develop and strengthen the small-scale industry during the First and Second Five Year Plans-Reservation of certain items, assured market for the products of small industry etc. are some of the important measures taken during the period. The Third Five Year Plan laid emphasis on encouraging the spread of small-scale industry to rural and small towns by making available institutional finance, subsidies, sales rebate and sheltered market. The Fifth Five Year Plan emphasized the promotion of entrepreneurship, provision of consultancy service and incentive to attract engineers to start industries. During the Sixth Five Year Plan period, promotion of village and small-scale industries continued to be an important element in the national development strategy. The Industrial Policy Statement, 1980 suggested certain steps such as establishment of wide entrepreneurial base by providing appropriate training and a package of incentives. The Industrial Policy 1991 suggested various measures to strengthen the small-scale sector. Beside the government proposed to continue the support to first generation entrepreneurs through training and other helps. Entrepreneur Development Programs are also proposed to be built into the curricula of vocational and other degree level courses. In the Eight Plan, greater emphasis was laid on private initiative and entrepreneurship in industrial development. All these measures helped to develop spirit of entrepreneurship among engineers' technocrats and educated unemployed youth and set-up their own industrial units.

Problems of entrepreneurship development

The entrepreneurs are facing a number of problems in day to day work. There is also constant competition from their other counterparts of the society that makes things more difficult for them. The entrepreneurs of Marathwada as well as of All District also facing these problems along with others, such as:-

Lack of confidence: The first thing that stands as a barrier in the path of prospective entrepreneurs is the lack of confidence. This is mainly because of the prevalent competition from the other part of the country.

Fear of failure: In our society, to invest in a business and incur loss in it is a part of business cycle. But the same thing in case of an entrepreneur is regarded as an unproductive investment. Their ability is doubted at every stage. This degrades the morale of the entrepreneur.

Finance: Lack of funds is the major issue that stands in the way of emerging entrepreneurs. Financial institutions are reluctant to provide funds easily to the entrepreneurs. They are not confident on these entrepreneurs for return of the funds they would lend.

Lack of knowledge: To have the interest to start something new and innovative is the most important requirement for an entrepreneur. But to impart proper training to them is equally important. Lack of such awareness and initiatives on the part of the people and government and semi government agencies is a hindrance towards the full development of entrepreneurs.

Lack of recognition and appreciation: Most of the times, the entrepreneurs fail to continue as they fail to get the platform and opportunity. The appreciation that they deserve is not given to them. This may be due to lack of finance, publicity and marketing.

Lack of adequate skill: To be a successful entrepreneur, a person needs to have the interest and urge to achieve. Persons nowadays have the urge to be independent and stand on their own feet. But due to lack of formal entrepreneurial skills, their urge to achieve is left unutilized.

Lack of opportunity of entrepreneurship training: Entrepreneurs having the desire to achieve something on their own might not possess the required skills. It is not necessary that every entrepreneur will possess entrepreneurial skills. These skills are to be developed by proper training. But lack of initiative by NGOs and government for imparting training stands largely in the way of developing the aspiring entrepreneurs.

Non-existence of organized markets: There is not yet any organized market to sell the product produced by the entrepreneurs, so that they are unable to secure remunerative price for their products. This is also one of the great problems faced by the entrepreneurs.

Middlemen Share the cream: Since most of the entrepreneurs have to depend upon the agents who collect the products from them, a handsome amount of commission is pocketed by these agents or middlemen. As a result of this the entrepreneurs have been deprived of their real dues.

Challenges

- Problems of raising equity capital
- Difficulty in borrowing fund.
- Throat-cut competitions endangered existence of small companies.
- Problems of availing raw-materials.

- Problems of obsolescence of indigenous technology
- Increased pollutions Ecological imbalanced.
- Problems of TRIPS and TRIMS.
- Growth of Mall Culture
- Poor Assistance
- Power Failure
- Lack of Technical Know-how
- Capacity Utilization
- Infrastructure Sickness
- Exploitation of small and poor countries, etc.

Opportunities

- Free entry into world trade.
- Improved risk taking ability.
- Governments of nations withdrawn some restrictions
- Technology and inventions spread into the world.
- Encouragement to innovations and inventions.
- Promotion of healthy completions among nations
- Consideration increase in government assistance for international trade.
- Establishment of other national and international institutes to support business among nations of the world.
- Benefits of specialization.
- Social and cultural development
- Crashed Scheme for Rural Development
- Food for Work Programme
- National Rural Employment Programme
- Regional Rural Development Centres
- Entrepreneurship Development Institute of India
- Bank of Technology
- Rural Innovation Funding
- Social Rural Entrepreneurship

Conclusion

There has been a steady increase in the participation of women in small business indicating immense potential for entrepreneurial development among them. From the point of view of performance, it was observed that the women enterprises in India have made significant contribution towards generation of employment, gross output, asset creation and exports. Women form the family, which participate to develop society and Nation. Entrepreneurial movement among women started late and is still in its infancy. Changes in the global and domestic environment have contributed towards the growth of women entrepreneurship in India. As observed the success of women entrepreneurs differs from State to State in India. It was also observed that women enterprises are concentrated in the micro segment of the MSME sector. To enlarge their participation in small and medium segments a stronger coordinated role of Indian Government, financial institutions, voluntary agencies and educational institutions with an integrated approach is necessary. Young female entrepreneurs should share their success stories in the world of e-commerce to speed up entrepreneurial movement in India. Women entrepreneurs will be better understood and encouraged by studying and focusing (i) their social and cultural background including family system (ii) religion and caste and (iii) location where they are staying, e.g., whether it is urban area or rural area or district or block.

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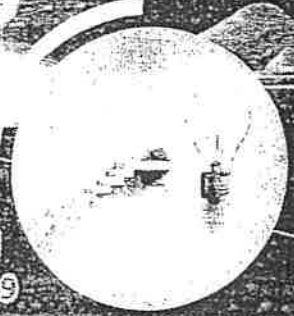


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21. Impact on E - Commerce in Indian Economy

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Electronic Commerce or e-commerce is the exchange and processing of business transaction information using computers connected through a network. **E-commerce does have unique advantages for businesses.** It allows a shop, a showroom or an office to open 24 hours a day, seven days a week. It also means that time zones are not a problem. A Web site can bring a prospect from the point of advertising and information directly to the point of sale, seamlessly, without involving any other medium. E-commerce has reinvented the way businesses operate. E-commerce has also allowed the establishment of completely new types of businesses such as online shopping and Internet banking. These new ways of thinking, and processes involved in commerce, provide many benefits and advantages. E-commerce brings substantial net benefits to the economy. The real impact of e-commerce is its ability to reduce costs and prices and make doing business more efficient. The increased productivity will result from lower production costs, lower inventory holding costs and lower overall input costs to a business. These savings permeate through the entire value chain and impact significantly in business interactions with other businesses.

The Internet is providing considerable opportunities for firms to streamline their business operations as well as offering greater choice and lower prices to customers shopping online or alternatively obtaining product information before making a store or catalogue purchase. A large number of enterprises have migrated to Internet-based systems for increased efficiencies, lower costs and the ability to operate in real time across different platforms. E-commerce is changing business economics and as a result many firms are re-engineering their core business processes. Suppliers and retailers are able to collaborate on product forecasts and product flow and inventory management decisions using the collaborative Internet-based networks between suppliers and retailers. In addition to reducing costs, e-commerce solutions permit customers to custom order products based on individual needs and preferences. Retailers are able to allow customers to mass customize orders based on virtually thousands of choices. Internet-based

systems are more efficient in communicating customized product information to suppliers. The entire value chain makes better decisions collaboratively with the end result being vastly improved performance throughout the entire chain. The Net economy or digital economy will result in lower prices for consumers, better information access and increased competitiveness of small and mid-size businesses. It will also pave the way for a true global trading community.

Digital Economy

The essential in the new economy is a structural shift from the industrial economy toward an economy characterized by information, intangibles and services and a parallel change toward new work organizations and institutional forms. Many new terms have been coined for this new economy such as "knowledge-based economy," "borderless economy," "weightless economy," "networked economy," "digital economy," "the information-based economy," and "the networked economy" to name a few. A digital economy is a convergence of communications, computing, and information. The new economy is basically about coordination, innovation, selection and learning. The combination of networked computing technologies and new business models is creating entirely new markets, industries, businesses, and work practices today to form a digital economy. The new economy or digital economy is based more in the form of intangibles, information, innovation, and creativity, in expanding economic potential and is based on the exploitation of ideas rather than material things. The focus of the new economy moves from processing material input into material output toward creation, trading and distribution of knowledge, intellectual property and intangibles. The symbiosis between changing production and business processes and information and communication technologies

(ICT) is the driving force toward the new, digital economy. The key to understanding the new economy is services and the measurement of services. The modern industrial enterprise is largely a producer of services integrated or embedded in the product. A large part of this service production concerns the use of information in some form. The essential elements of the digital economy are:

- Digitalization and intensive use of information and communication technologies (ICT);
- Codification of knowledge;
- Transformation of information into commodities; and
- New ways of organizing work and production.

This implies that much of information and many services are available online. A widely distributed access to the networks, the intra- and Internet, and of skills to live and work in the Information Society is the basis for the digital economy. The new economy is a, Yates and Benjamin elaborates on the growing concern that the benefits of the digital economy are not evenly distributed within society. The two major concerns are the role of technologically-sophisticated workers in the digital economy and the equity of the benefits-sharing as digitization of information changes the structure of businesses and industries. For example, the dramatic expansion of inequality and educational differentials, and disparities in access among different groups seem to follow the perfect labor market scenario. In this scenario, the most qualified workers receive much of the benefits, but both firms and poorly qualified workers tend to lose out.

Impact on Indian Economy

In any geography, the factors related to adoption and usage of digital technology, such as pricing, reliability, speed, and ease of use determine the level of digitization, which in turn has a proven impact on reducing unemployment, improving quality of life, and boosting citizens, access to public services. Digitization allows governments to operate with greater transparency and efficiency, and it has a dramatic effect on economic growth, but not all at once. In the current sluggish worldwide economy, the use of digital technologies is served as a means of boosting economic activities. The mass adoption of digital technologies through connected services and devices has proven to accelerate economic growth and facilitate job creation; however, its impact is not uniform in each country. —Developed economies enjoy higher economic growth benefits from digitization, such as growth and productivity, but, as compare with emerging economies have less gain in terms of jobs. The main reason for the differing effects of digitization is the economic structures of developed and emerging economies. The report, published by Booz & Company, discussed the effects of digitization on economies around the world. The Booz & company, a management consulting firm to measure the impact of digitization on cross-country economic progress initiated a study by developing a digitization index, a measure of country level of digitization. For this purpose, the Digitization Index is tested to measure the effect of digital techniques on economic growth, unemployment rate and on societal benefits. This study included 150 nations along with India for the period of six years from 2006 to 2010. In this survey, Countries were divided in four categories such as digitally

Constrained, Emerging, Transitional or Advanced, on the basis of digitization activities and contribution of digitization to economic growth, job creation and welfare of the society.

Economic Impact

According to analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. It can play a key role in macro economic factors such as GDP growth, employment generation, labor productivity, growth in a number of businesses and revenue leakages for the Government.

As per the World Bank report, a 10% increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively in the developing countries. India is the 2nd largest telecom market in the world with 915 million wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There is still a huge economic opportunity in India as the teledensity in rural India is only 45% where more than 65% of the population lives. Future growth of telecommunication industry in terms of a number of subscribers is expected to come from rural areas as urban areas are saturated with a tele-density of more than 160%.

Social Impact

Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, ignorance, poverty, lack of funds, information and investments. These challenges have led to an imbalanced growth in the rural and urban areas with marked differences in the economic and social status of the people in these areas. Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from the creation of entirely new services which may have an enormous impact on the quality of life of the users and lead to social modernization.

The poor literacy rate in India is due to unavailability of physical infrastructure in rural and remote areas. This is where m-Education services can play an important role by reaching remote masses. According to estimates, the digital literacy in India is just 6.5% and the internet penetration is 20.83 out of 100 populations. The Digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in the education system through smart and virtual classrooms. Education to farmers, fisher men can be provided through mobile devices. The high speed network can provide the adequate infrastructure for online education platforms like massive open online courses, (MOOCs). Mobile and internet banking

can improve the financial inclusion in the country and can create a win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs.

Factors such as a burgeoning population, poor doctor-patient ratio (1:870), high infant mortality rate, increasing life expectancy, fewer quality physicians and a majority of the population living in remote villages, support and justify the need for tele-medicine in the country. M-health can promote innovation and enhance the reach of healthcare services.

Digital platforms can help farmers in know-how (crop choice, seed variety), context (weather, plant protection, cultivation best practices) and market information (market prices, market demand, logistics).

Environmental Impact

The major changes in the technology space will not only brought changes to the economic system but will also contribute to the environmental changes. The next generation technologies will help in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading to a greener ecosystem. The ICT sector helps in efficient management and usage of scarce and non-renewable resources. Cloud computing technology minimizes carbon emissions by improving mobility and flexibility. The energy consumption can be decreased from 201.8 terawatt hour (TWh) in 2010 to 139.8 TWh in 2020 by higher adoption of cloud data centers causing a 28% reduction in carbon footprint from 2010 levels.

Conclusion

A digitally connected India can help in improving social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

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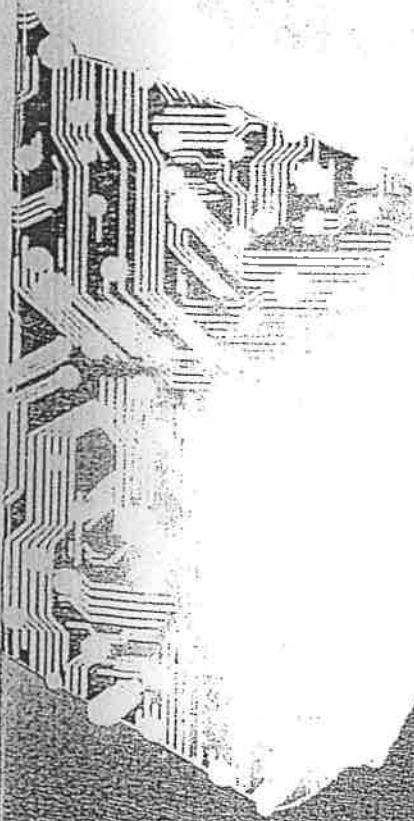
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16. Challenges of Green Marketing

Mr. Mangesh Shirsath

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Introduction

Green marketing is very popular term in the today competitive environment. Green marketing means marketing of the products which are environment friendly. Green marketing incorporates a broad range of activities including product modification, changes in production process, sustainable packaging as well as modifying advertisement. In the today scenario globalization green marketing is very important factor of success. Developed countries, developing countries and underdeveloped countries are using green marketing to protect them from harmful effect of chemical products. Green marketing reduces the harmful effect on environment and more safe for the human being. Green marketing comes into existence due to various reasons such as increasing acid rain, depletion in ozone layer, degradation of land, green house effect, increasing pollution etc. Green marketing also knows as environment marketing, ecological marketing, sustainable marketing etc. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing

Businesses benefit from green marketing wherein general trends of transparency, connectivity, and increased awareness of sustainability issues add to the overall value of marketing messages. Sustainability-oriented goods and services are becoming expected and demanded in a world more openly involved with environmental concerns. Trends accentuating sustainability as a valued business strategy may also expose companies accused of "green-washing", or attempting to make they appear green while not conforming to green standards. For these companies that participate in green-washing, consumer backlash is the best deterrent. Businesses should incorporate actual green programming, rather than compromise brand value and consumer confidence. Currently, green marketing can be an excellent opportunity to gain market footholds and expand your consumer base. In the future, green marketing will be a necessary aspect of the business world. Exemplary of green marketing and sustainable business is Whole Foods Market. Whole Foods Market has enjoyed double digit growth in an otherwise flat grocery market.

Green marketing undertaken by companies nowadays refers to the process of selling products and services on the basis of their environmental and ecological benefits. Such a product or service may itself be an environmentally friendly product or service, or it may be produced and/or packaged in a manner which is considered to be environmentally friendly. We can assume that consumers will view the "greenness" of a product or service's as a benefit and so their buying decisions will be based on this aspect. However, the consumers may not be willing to pay more for green products as compared to the less green alternative products. The consumers are generally susceptible of the green claims of the companies. If the green claims are proved to be false or if the companies make over exaggerated claims, the image and brand name of the companies are at stake. Thus, a case of green washing arises when a company claims its product or service to be green, and then the claim is proved to be false.

Challenges of Green Marketing

Requires huge investment: For green marketing there is need to invest a lot in research and development, product development, adoption of new technology. Material purchased for production is costly. Renewal and recycling is not easy need high technology which cost is very high.

Price sensitive consumers: In India consumers are price sensitive they are not able or maybe they don't want to pay high price for green products.

Less awareness of consumers: Green marketing is a new concept and mostly Indian people are unaware of the green marketing.

Initial concept: Green marketing is on initial stage and there is lot of development under it.

Promotion tools: Green marketing is a new concept and it is important to use various kinds of promotion tools to aware the people about the existence and importance of green products. They have to use multiple tools like advertisement, personal selling, sales promotion, social media etc.

Misleading and availability of imitate products in the market: There is lots of firms which are selling their products by advertising them as green product but they are not green products even consumer pay high price and after that they cheated.

Problem of standardization: In India products are not follow the international standard so consumer don't trust on their originality.

Poor marketing plan and implementation: Marketing plan and implementation is poor in India which is major cause of failure of green marketing in India.

Opportunities

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior, due to environmental reasons. As demands change, many firms see these changes as an opportunity to be exploited.

Given these figures, it can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

1. McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion
2. Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
3. Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

This is not to imply that all firms who have undertaken environmental marketing activities actually improve their behavior. In some cases firms have misled consumers in an attempt to gain market share. In other Polanski: An Introduction to Green Marketing cases firms have jumped on the green bandwagon without considering the accuracy of their behavior, their claims, or the effectiveness of their products. This lack of consideration of the true "greenness" of activities may result in firms making false or misleading green marketing claims.

Conclusion

Green marketing is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to explore its potential to the maximum possible extent. When companies adopt green marketing activities, they should ensure that the economic aspect of marketing is not neglected. Thorough understanding of the implications of green marketing activities must be undertaken by the companies so as to ensure that they achieve competitive advantage in the markets. The companies must keep in mind that the consumers are very much concerned about the environmental issues and they are very much

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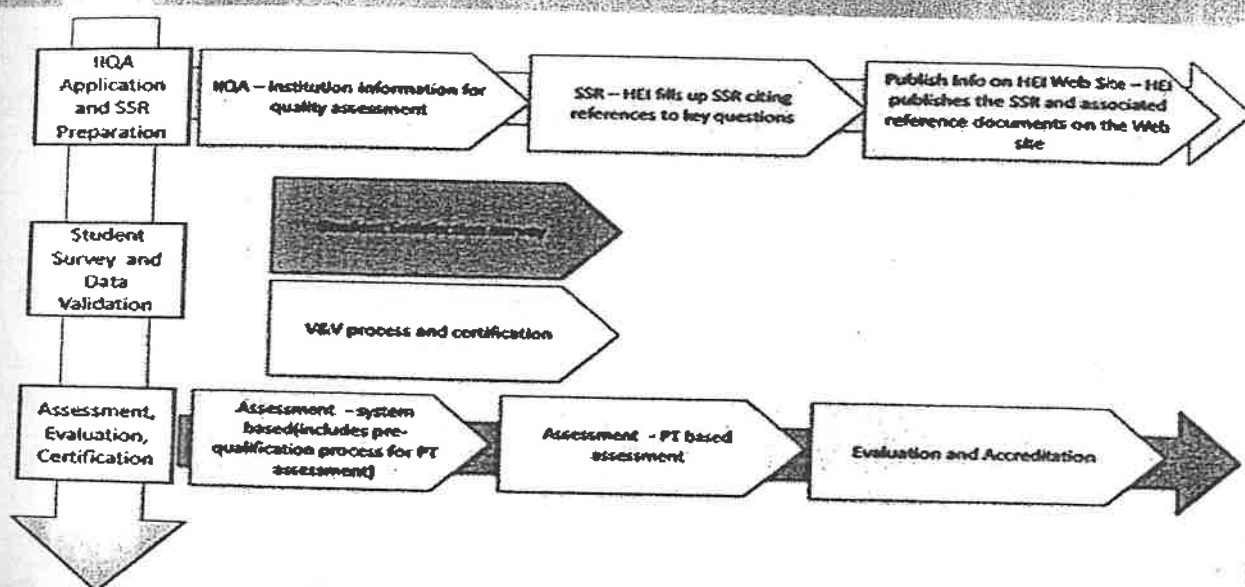
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Problems of Evaluating the Teaching Process in Computing Disciplines

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Introduction:

Educational evaluation is a systematic process of determining the growth and progress of pupils towards objectives or values in the curriculum. In other words, it is a systematic process of determining the extent to which educational objectives are achieved by pupils. Educational evaluation is a systematic process which means it omits casual, uncontrolled, unsystematic ways and means of judging pupils' progress. Secondly, educational evaluation strives to judge pupils' progress towards objectives in the curriculum. It necessitates that objectives in the curriculum i.e. educational objectives should be previously determined. It is because it is not possible to judge the growth and progress of pupils towards objectives or values in the curriculum without previously determining the educational objectives.

As the most significant resource in College and University, teachers are critical to raise education standards. Improving the efficiency and equity of schooling depends, in large measure, on ensuring that teachers are highly skilled, well resourced, and motivated to perform at their best. Raising teaching performance is perhaps the policy direction most likely to lead to substantial gains in student learning. In turn, the effective monitoring and evaluation of teaching is central to the continuous improvement of the effectiveness of teaching in a College. It is essential to know the strengths of teachers and those aspects of their practice which could be further developed. From this perspective, the institution of teacher evaluation is a vital step in the drive to improve the effectiveness of teaching and learning and raise educational standards. Meaningful teacher evaluation involves an accurate appraisal of the effectiveness of teaching, its strengths and areas for development, followed by feedback, coaching, support and opportunities for professional development. It is also essential to celebrate, recognize and reward the work of teachers. TALIS results reveal that the great majority of teachers report that the appraisal and feedback they receive is beneficial, fair and helpful for their development as teachers.

Teacher evaluation [is defined by the] OECD as 'the evaluation of individual teachers to make a judgment about their work and performance using objective criteria'.

Teacher appraisal is sometimes used interchangeably with teacher evaluation, but it more specifically refers to 'formal performance reviews, usually conducted by a school level supervisor, to judge individual teacher performance'. In this sense, teacher appraisal is one aspect of the broader process of teacher evaluation, which may also include informal assessments.

Teacher assessment is used typically to refer to the measurement of specific domains of teacher quality such as teacher knowledge or performance in the classroom. In this sense teacher assessment contributes to the broader process of teacher evaluation.

Teacher effectiveness refers to the impact of teaching on students, either with specific reference to learning outcomes or more generally, as this definition illustrates: the collection of characteristics, competencies, and behaviors of teachers at all educational levels that enable students to reach desired outcomes, which may include the attainment of specific learning



objectives as well as broader goals such as being able to solve problems, think critically, work collaboratively, and become effective citizens.

Problem Background:

Institutions of higher education face three problems when we talk about the evaluation which needs analysis to develop practical solutions to avoid or overcome these problems are:

Poorly Qualified Faculty Members:

In higher education institutions faculty members oversee the three stages of teaching process: Planning, implementation, and evaluation. If they have the scientific competencies and academic planning with high efficiency and ability to implement distinct skills, problem remains in lack of knowledge and know-how to achieve required evaluation process, the reason was the absence or lack of educational training necessary for them when they have been hired.

Partial Use of Measurement and Evaluation Tools:

In higher education institutions practical tools of measurement reduced to a single tool. We mean tests and rarely used a second tool as questionnaire. This, in turn misses the concept of comprehensive educational assessment for the operation of the entire teaching process which is end up by evaluating registered students only.

Do Not Specify the Procedures and Responsibilities:

The absence of clear documented procedures for all evaluations to be achieved, and do not define responsibilities for each element of the teaching process, adversely affect the achievement of the evaluation to its objectives and substantially impair the principle of continuity and follow-up principle effective in completing the cycle of continuous development and improvement of the quality of the learning process.

Responsibilities for teacher: evaluation Responsibilities for teacher evaluation is typically shared between educational authorities, including quality assurance agencies such as inspectorates, schools and their leadership, and teachers themselves.

The role of educational authorities Educational authorities play a major role in the conception and application of teacher evaluation, since they set the national learning outcome objectives, agree standards for the teaching profession and establish the norms that regulate teacher evaluation. In some countries, they play a direct role in the implementation and monitoring of teacher evaluation procedures. This might include the design of specific evaluation tools and instruments, the determination of evaluation criteria, the distribution of evaluation duties, and the follow-up on evaluation results. In other countries, educational authorities establish general principles and guidelines only and give schools considerable leeway to adapt the teacher evaluation model to their particular circumstances.

The role of inspectorates in many countries education inspectorates takes full responsibility for teacher evaluation. This includes developing teacher evaluation procedures and undertaking individual teacher evaluations with school inspectors taking the role of evaluators. In others, the inspectorate does not take responsibility for individual teacher evaluations but instead has an important role in assuring the quality of schools and the quality of the teaching profession. In some countries, the inspectorate also has a role in developing and monitoring the quality of the teaching profession.



teaching and learning processes, and feedback on school climate, in general, the inspectorate also has an eminent role in modeling and disseminating good practice in teacher evaluation.

The role of college and college leadership the effective operation of teacher evaluation depends to a great extent on the way the concept and practice of school leadership is established in schools. The role of school leaders in teacher evaluation differs across countries. In some countries, it may consist of the simple implementation of centrally dictated regulations. In this case, real and recognized pedagogical leadership is necessary to use the teacher evaluation process developmentally and avoid the image of a bureaucratic device.

The Framework groups teachers' responsibilities into four major areas further divided into components: - Planning and Preparation: demonstrating knowledge of content and pedagogy, demonstrating knowledge of students, selecting instructional goals, designing coherent instruction, assessing student learning:

The Classroom Environment: creating an environment of respect and rapport, establishing a culture for learning, managing classroom procedures, managing student behavior and organizing physical space; communicating clearly and accurately, using questioning and discussion techniques, engaging students in learning, providing feedback to students, demonstrating flexibility and responsiveness:

Professional Responsibilities: reflecting on teaching, maintaining accurate records, communicating with families, contributing to the school and district, growing and developing professionally, showing professionalism.

Conclusion:

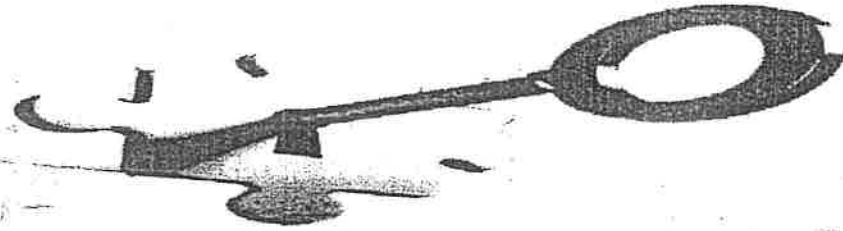
An effective, goal-oriented, teaching-learning sequence contains clearly understood objectives, productive classroom activities, and a sufficient amount of feedback to make students aware of the strengths and weaknesses of their performances. Feedback and evaluation are inseparably related to both instructional objectives and classroom learning activities and are indispensable elements in the learning process. Effective classroom assessment and evaluation requires an understanding of the role of evaluation in planning and delivering instruction. It calls for the collection and interpretation of a wide range of information, familiarity with a variety of different methods of assessment and for competence in using these methods creatively, careful and systematic record keeping and judgment. Finally, an effective classroom assessment and evaluation calls on teachers to become agents of change in their classrooms actively using the results of assessment to modify and improve the learning environments they create.

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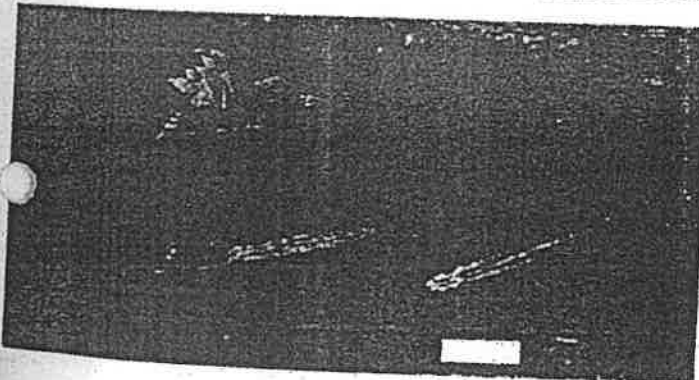
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Growth of Online Marketing in Indian Economy

Mangesh Shirsath

*Dept. of Commerce,
Adv. B. D. Hambarde Mahavidyalay,
Ashti Tal. Ashti Dist. Beed*

Introduction :

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to institute of direct marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives." According to CAM Foundation – "Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has developed enormously, and it continues to do so." Search Engine Optimization, Search Engine Marketing or Pay per Click Advertising, Social Media Marketing, Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, and Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing.

It is the creative use of management information system (MIS) and technology which supports customer's interaction with e-marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. In 1997 U.S. govt. allowed use of internet by commercial organization. This gave impetus to new way of conducting trade and commerce.

In 2015 e-commerce activities get boost up with rapid expansion, multiplicity of campaign, deals based user acquisition and more. This shift in e-commerce becomes more noticeable with higher focus on consumer knowledge and retention, improvement in experience, and depth of assortment across an ever wider range of categories. E-commerce players are

focusing on retention on existing customers and acquisition of new users.

We are witnessing of a fundamental shift, which is occurring in the world economy. Business are moving progressively further away from a world in which national economies were relatively isolated from each other by barriers to cross border trade and investment; by distance, time zones and language; and by national difference in government regulation, culture and business systems. National economies are merging into an interdependent global economic system. The rapidly emerging global economy raises a multitude of issues for business both large and small. It creates opportunities for business to expand their revenues, drive down their costs and boost their profits. While the emerging global economy created opportunities such as this for new entrepreneurs and established business around the world, it also give rise to challenges and threats that yesterday's business did not have to deal with. A powerful force drives the world towards a converging commonalty, and that force is technology. It has Proletarian zed communication, transport and travel. The result is a new commercial reality – the emergence of global markets for standardized consumer products on a previously commercial reality – the emergence of global markets for standardized consumer products on a previously unimagined scale of magnitude. The multinational corporation operates in a number of countries and adjusts its products and practices to each at high relative costs. The global corporation operates with resolute consistency – at low relative cost as if the entire world were a single entity it sells the same thing in the same way every-where. Communication technology i.e. Internet has always been a major driver of economic progress. The Internet, because of its global reach, rapid growth and potential for transmitting huge bundles of information at almost zero cost, well have a particularly dramatic impact in the near future.

Internet and WWW promise to develop into the information backbone of tomorrow's global economy. The Internet is an extremely important new technology. It has received so much attention from business world. It has led many companies, dot-com and incumbents alike, to make bad decisions-decisions that have eroded the attractiveness of their industries and undermined their own competitive advantages. Some companies have used Internet technology to shift the competition away from quality, features and service and toward price, making it harder for anyone in their industries to turn a profit. Business needs to move away from the rhetoric about "internet-industries", "e-business strategy" and a "new-economy".

ECONOMIC IMPACT:

- 1) Governments and particularly businesses are confronted with an "adapt or die" scenario, mainly in developing countries, to fall following in technology and innovation could increase the gap with wealthier, more advanced economies.

- 2) E-commerce presents exclusive occasion for less developed countries to greatly expand their markets, both internally and externally. Externally, the Internet and other technologies may allow for low-cost international trade, even for small, local businesses. Internally, many groups of citizens who had been considered "marginalized" and "unbanked" may gain reasonable access to financial services, and may thus contribute more readily in all aspects of the economy.
- 3) Rural areas considered too costly or unprofitable for business development might increasingly become a focus for investment and market expansion, and also for relocating corporate offices.
- 4) Development of microfinance institutions to provide financial services to the semi urban and rural Areas.

GST EXPECTED TO ENHANCE THE GROWTH OF E-COMMERCE:

GST will enforce a single comprehensive indirect tax regime that will be applicable across all states on the supply of goods and services. The implementation of GST is expected to subsume the central excise duty, service tax and additional customs duty at the central level and VAT, CST, entry tax etc. at the state level. GST will enhance operational efficiency of the e-Commerce industry in the enumerated ways:

- Transparency and simplification of taxes across the borders in India
- Elimination of the incidence of double-taxation and improvement in the efficiency of supply chain
- Logistics service providers can leverage seamless hub-and-spoke models for delivery resulting in lower costs and fewer bottlenecks. Warehouses can be set-up keeping in mind business objectives rather than for reduction in incidence of tax.

4. CONCEPTUAL FRAMEWORK:

According to 7th Annual Report of Digital India 2017: Marketing Trends and Forecast: these are the following key points of the report:-

- A. Maximum Customer Engagement 2016 Social Media Marketing (42%) and Email Marketing (30%) delivered the Maximum Customer Engagement in 2016.
- B. Top Marketing Activities for 2017 Social Media Marketing (68%) tops the list of marketing activities being planned for 2017, followed closely by Email Marketing (54%) & Search Marketing (56%).
- C. Digital Marketing Investment and Budget About 29% of marketing budget was allocated to Online Marketing activities by India Marketers. A quarter of India Marketers plan to increase their investment in Digital Marketing Activities by more than 31% in 2017.

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D. Customer Acquisition and Engagement Customer Acquisition is the primary marketing goal to be carried out in 2017 for a majority of India Marketers (66%).

E. Analytics & Tools 62% India Marketers integrated Google Analytics to analyze their emails. Although a majority of India Marketers receive subscribers from Gmail (76%) only 34% of them use Google Postmaster to analyze the performance of their emails on Gmail.

F. Content Marketing Blogs & Newsletters (64%) and Social Media (63%) form a major part of India Marketers Content Marketing initiative with Brand Awareness (67%) and Engagement (59%) being the key benefits of Content Marketing.

G Mobile Marketing 87% India Marketers have adapted their Email Marketing and Websites to accommodate the Smartphone savvy customer. 44% India Marketers believe that more than 50% consumers will view their emails on smart phones in 2017.

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ADVANTAGES AND DISADVANTAGES OF M-COMMERCE

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Introduction:

E-commerce refers to the purchase and sale of products and services through the Internet. Due to the increasing prevalence of internet and its popularity, the internet has gained a lot of momentum. Electronic commerce transfers, internet-based marketing, online transaction processing, supply management, electronic data interchange, inventory management systems and automated data collection are important contributions to the spread of electronic commerce. Such as virtual or available on the website. For example, a movie or an important piece of information that can be viewed only after e-payment. Most of the time, electronic commerce involves the delivery of goods or goods through transportation. Online retailers are called e-tailers and retailers are called e-tailers. Almost all the major retailers are connected today by electronic commerce.

Electronic commerce done by one trader with another is called Business-to-Business (B-to-B Electronic Commerce). B-to-B electronic commerce is sometimes open to all, and sometimes limited to specific merchants. B-to-B electronic commerce with a customer is called business-to-consumer (B-to-C electronic commerce). Companies like Amazon.com, flipcard, and Easy Mail do this kind of B-to-C electronic commerce. At the time of online purchase, the customer is in direct contact with the seller's computer via internet. There is no intermediary to other elements. The process of buying and selling goes completely internet. Electronic commerce is not just about buying and selling, it is also used for exchanging information. Often financial information is exchanged through electronic commerce.

M Commerce:

M-commerce is the purchase and sale of goods and services through cellular telephones and wireless digital handheld devices such as Personal Digital Assistants (PDAs) or tablets. M-commerce is known as the next generation of e-commerce. M-commerce provides users with online access to the internet anywhere without a PC or laptop.

History of Mobile Commerce:

Mobile commerce came into practice since 1997. At first, it was limited to buying ringtones and providing service through text messages. In 1999, the first browsing-like mobile application was introduced in Japan the most important among them was I-Mode. In 2003, the Dutch department store chain de Bijenkorf launched the first sales campaign via Text Message. Customers could register online; provide their bank account details and delivery address. During the three days of this campaign, he received 9 text messages per day with special offers. The article could be purchased by replying with "yes <special offer number>". Payment was done through bank transfer.

In later years, browsing on mobile phones became possible. However, screens were too small and websites were rarely optimized for small screens. As a result, the success of mobile commerce was limited. The real success of mobile commerce came with the introduction of the iPhone. Applications designed for mobile use made online interaction easier by using a smaller screen.

App's popularity (special application for mobile devices):

- Mobile phones with big screens.
- High bandwidth, 3G to 4G 3 and 5G by 2020 and beyond.
- Depending on the country, mobile traffic to websites is now 50% or more.
- Now the companies have no choice but to support mobile phones and tablets.
- However, the conversion ratio of mobile traffic and mobile phones in particular, is very low compared to traditional screens in many countries.
- In other words, consumers often use mobile phones to search for cheaper things to buy, but the actual termination of transactions is often done from a large screen such as a PC.
- Market data from several countries show that while mobile traffic to websites has not increased at the same rate, mobile commerce also has not increased at that rate.
- Reasons for adopting mobile conversion ratio and mobile commerce may vary from country to country, but these are common reasons:
- Mobile Adoption: In many Asian countries people do not have laptops or PCs.

- The mobile phone is the only access device to access internet, as it is cheaper and takes up less space in an Asian home.
- Mobile commerce is not easy: offering a well-designed mobile online shop is not easy. The screen is very small and bandwidth is limited. In addition, many standard online payment methods do not support well for mobile devices.
- Mobile was adopted by retailers late: mobile commerce site offerings are not affordable. As a result, many mobile shopping experiences are not ideal.

What do people buy through mobile commerce?

There are differences in what people buy through mobile devices. In fact, people buy digital tickets, content, toys and games relatively more via mobile.

More spacious or complex products such as computer hardware and fashion are still purchased more through desktop PCs.

But the growing popularity of smart watches and wearable has led to a rapid change in the types of purchases and types of goods purchased through "mobile commerce".

Advantages of M Commerce:

As history tells us, each technology has its advantages and disadvantages. So the same thing applies to mobile commerce.

- **Mobile Ticketing and Booking:** Making bookings and receiving your tickets on the mobile. The digital ticket or boarding pass is sent directly to your phone after you make the payment from it. Even in India now IRTC and other services provide m-ticketing services.
- **E-bills:** This includes mobile vouchers, mobile coupons to be redeemed and even loyalty points or cards system.
- **Auctions:** Online auctions having now been developed to be made available via mobile phones as well.
- **Stock Market Reports and even stock market trading over mobile applications.**
- It provides a convenient, secure and easy communication and distribution network.
- It provides wide reach as most people use cell phones.
- It enables the business to target customers effectively based on location, service provider, devices, etc.
- It reduces transaction and order processing costs.
- It encourages competitive prize determination.
- It simplifies all business processes.

Disadvantages of M commerce:

- The existing technology to set up an m commerce business is very expensive. It has great start-up costs and many complications arise.
- In developing countries, the networks and service providers are not reliable. It is not most suitable for data transfer.
- Then there is the issue of security. There are many concerns about the safety of the customer's private information. And the possibility of a data leak is very daunting.
- Low acceptance rate of new devices, applications and technologies among people.
- Lack in supporting infrastructure, professionals and technology in developing countries.
- Issues of security and privacy.
- Expensive 2G, 3G, 4G, 5G plans.

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Green Banking: A Road Map of Environment Conservation

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Abstract

All over the world institutions are concerned about the overall impact of depletion of environment. Banks and financial institutions are also playing a major role in optimizing or reducing carbon footprints. Green Banking is also a part of India's mission of "Go Green" and plays an active role to take environmental and ecological aspects as part of their lending principle. Green banking is comparatively a new development in the financial world. Green banking means promoting environmental friendly practices and reducing carbon footprint from banking activities. It is a form of banking taking into account the social and environmental impacts and its main motive is to protect and preserve environment. In a rapidly changing market economy where globalization of markets has intensified the competition, the industries are vulnerable to stringent public policies, severe lawsuits or consumer boycotts. The most important themes of the 21st century are the green safety and sustainable ecological balance.

Keyword: Green banking, International Initiatives, Scope of Green Banking In India, Steps in Green banking, Ideal Benefits of Green Banking

Introduction:

In a rapidly changing market economy where globalization of markets has intensified the competition, the industries are vulnerable to stringent public policies, severe lawsuits or consumer boycotts. The most important themes of the 21st century are the green safety and sustainable ecological balance. To avoid falling into the similar trap, the impulse of 'going green' is running faster than blood in Indian incorporations veins. Sustainable development and preservation of the environment are now recognized globally as a serious issue to protect the planet from the destruction by mankind. Therefore, society demands that business should take responsibility for safeguarding the environment and society. From IT giants to luxurious hotels, from automobiles to aviation, from mutual funds to banks, corporate India is moving fanatically ahead with green initiatives. Every state and commercial bank is trying to be the third generation

banks with their strategies like green banking Today, the way we are recklessly consuming resources on earth, the question arises what we will leave for future generation. The concept of sustainable development that is taking care of the need of present generation without compromising the needs of future generation, has given rise to green marketing and then green banking. Green banking is different from conventional banking as convention is based on the principal of security and profitability and morality has a very little role. Green banking is a new concept that considers environmental and socially responsible investing. Green banking is defined as promoting environmental-friendly practices and reducing the carbon footprint from banking activities. In simple words, green banking is a banking that benefits the environment. The green banking is also known as ethical banking. The bank can minimal the use of paperwork by promoting paperless banking through online banking. To initiate sustainable development, there is a need to promote green banking practices so that we can tackle the problems like global warming, natural calamities, and disaster. Bank is a financial institution that deals with masses and banks by adopting green activities can influence the attitude of the customers towards the environment. The concept and practice of green banking is new to India, but not in developed nations like the USA. There is a need to focus on sustainable banking to protect the environment from disaster. The performance of bank's clients impact the performance of banks so there is a need for appropriate environmental and social due diligence to reduce the chance of non-performing assets, as legal environmental compliance failure can halt the client's project and result in NPA to the bank. Bank should take into consideration the ecological aspect in lending apart from security and profitability. Various international protocols such as UNEPFI, Equator Principles, and LEED certificates have been issued in order to facilitate green banking, but Indian banks are still lagging behind. Various banks in India have formulated strategies and initiated green banking practices to support environment-friendly banking and reduce the carbon footprints of bank and customers. The banks in India also started green banking practices such as online banking, mobile banking, Green channel counters, e-statement, green loans, solar ATMs, etc. The issues of global warming should not be only restricted to a debate but has to be dealt with going green. Thus, green banking is one of the ways of going green. There is a need to involve key stakeholders and creating awareness about environment-friendly banking.

Objective of the study

- 1) To study the concept of Green Banking
- 2) To know the Scope of Green Banking System in India
- 3) To study the Problem of Green Banking

What Is Green Banking?

Green Banking is like a normal bank, which considers all the social and environmental factors; it is also called as an ethical bank. Ethical banks have started with the aim of protecting the environment. These banks are like a normal bank which aims to protect the environment and it is controlled by same authorities as what a traditional bank do. Green banking is like a normal bank, which considers all the social and environmental/ ecological factors with an aim to protect the environment and conserve natural resources. It is also called as an ethical bank or a sustainable bank. They are controlled by the same authorities but with an additional agenda

toward taking care of the Earth's environment / habitats / resources. For banking professionals green banking involves the tenets of sustainability, ethical lending, conservation and energy efficiency. There are many differences compared with normal banking, Green Banks give more weight to environmental factors, their aim is to provide good environmental and social business practice, they check all the factors before lending a loan, whether the project is environmental friendly and has any implications in the future, you will awarded a loan only when you follow all the environmental safety standards.

Defining green banking is relatively easy.

Green Banking means promoting environmental – friendly practices and reducing your carbon footprint from your banking activities. This comes in many forms :

1. Using online banking instead of branch banking.
2. Paying bills online instead of mailing them.
3. Opening up accounts at online banks, instead of large multi-branch banks
4. Finding the local bank in your area that is taking the biggest steps to support local green initiatives.

Green banking can benefit the environment either by reducing the carbon footprint of consumers or banks. Either a bank or a consumer can conserve paper and benefit the environment. Ideally, a green banking initiative will involve both. *Online banking* is a best example of this. When a bank's customer goes online, the Environmental benefits work both ways. Green banking means combining operational improvements and Technology and changing client habits

Green Banking: International Initiatives

The financial sector's growing adherence to environmental management system is attributed to the direct and indirect pressures from international and local Non Governmental Organizations (NGOs), multilateral agencies and in some cases the market through consumers. In the early 1990s, the United Nations Environment Programme (UNEP) launched what is now known as the UNEP Finance Initiative (UNEPFI). Some 200 financial institutions around the globe are signatories of this initiative statement to promote sustainable development within the framework of market mechanisms toward common environmental goals¹⁰. The objective is to integrate the environmental and social dimension to the financial performance and risk associated with it in the financial sector. As the commitment of this UNEPFI statement goes, sustainable development is regarded basic to the sound business management. It advocates for a precautionary approach towards environmental management and suggests integrating environmental considerations into the regular business operations, asset management, and other Business decisions of the banks¹¹. IFC's environmental unit was established in 1991 for reviewing each project for environmental assessment. Similarly, the US Export-Import Bank regularly reviews while financing exports on the ground whether they are environmentally sound. It will be noteworthy to mention that Netherland-based ABN-Amro bank has developed certain Reputational Risk Management (RRM) policies to identify, asses and mange nonfinancial Present within it business engagements. Similarly, some of the big international banks like ABN Amro, Deutsche, Standard Chartered, HSBC Bank etc. look at environment issues discussed under Kyoto Protocol. Going further, the Dutch Government has made a formal request to banks in achieving sustainable development. The dialogue between banks and government was

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established in 1999 to initiate policies for environmental improvements through the development of new financial products and services.

All the international initiatives towards integrating environmental concerns into business operation of banks are voluntary in nature and are meant to promote a common good of a better ecosystem. Voluntary commitment has its own shortcoming in a competitive market. Unless the market for green money will increase, the lenders will always have an incentive to procrastinate their social commitment and prioritize the commercial interest in the short run. So demand for green money is a precondition of green banking if it will be voluntary. A Government legislation that makes banks accountable for the misdeeds of their clients will help promotes green banking.

Scope of Green Banking In India

There has been a remarkable improvement in the working of banks in terms of cutting costs, increasing productivity, improving the profitability, controlling and management of the Non-Performing Assets (NPAs), face the risks, carry out the Asset Liability Management, manage the changes in interest rates, handle the foreign exchange rate fluctuations, comply with the regulator's requirements and finally improve the customer service to their best satisfaction. Green banking avoids as much paper work as possible and rely on online/ electronic transactions for processing so that we get green credit cards and green mortgages. Less paperwork means less cutting of trees. It also involves creating awareness to banking business people about environmental and social responsibility enabling them to do an environmental friendly business practice. Benefits towards the banks: Green banking is very important in mitigating the following risks involving the banking sector

- a) **Credit Risk:** Due to climate change and global warming, there have been direct as well as indirect costs to banks. It has been observed that due to global warming, there have been extreme weather conditions which affect the economic assets financed by the banks, thus leading to high incidence of credit default. Credit risk can also arise indirectly when banks lend to companies whose businesses are adversely affected due to changes in environmental regulation.
- b) **Legal risk:** Banks, like other business entities, face legal risk if they do not comply with relevant environmental regulation. They may also face risk of direct lender liability for cleanup costs or claims for damages in case they actually take possession of pollution causing assets.
- c) **Reputation Risk:** Due to increasing environmental awareness, banks are more prone to reputation risk, if their direct or indirect actions are viewed as socially and environmentally damaging. Reputation risks emerge from the financing of environmentally objectionable projects.

Steps in Green Banking

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From the empirical study, it is found that following are some of the steps that can be taken for going green in banking

- 1. Go Online:-** Online banking is the developing concept in young and corporate India. Online banking helps in additional conservation of energy and natural resources. Online Banking includes: a. Paying bills online, b. Remote deposit, c. Online fund transfers and d. Online statements. It creates savings from less paper, less energy, and less expenditure of natural resources from banking activities. Customers can save money by avoiding late payments of fees and save time by avoiding standing to queues and paying the bill from home online.
- 2. Use Green Checking Accounts:-** Customers can check their accounts on ATM or special touch screens in the banks. This can be called as green checking of account. Using a green checking account helps the environment by utilizing more online banking services including online bill payment, debit cards, and online statements. Banks should promote green checking by giving some incentives to customers by giving higher rate of interests, waiver or discount in fees etc.
- 3. Use Green Loans for Home Improvements:-** The Ministry of Non-renewable Resource in association with some nationalized and scheduled banks undertook an initiative to go green by paying low interest loans to the customers who would like to buy solar equipments. The rate of interest is as low as 4% p.a. Before you undertake a major home improvement project, study if the project can be done in an eco-friendly manner and if you might qualify for a green loan from a bank Green loan are perfect for energy-saving project around the house. The new Green Home Loan Scheme from SBI, for instance, will support environmentally friendly residential projects and offer various concessions. These loans will be sanctioned for projects rated by the Indian Green Building Council (IGBC) and offer several financial benefits –a 5 percent concession in margin, 0.25 percent concession in interest rate and processing fee waiver
- 4. Power Savings Equipments:-** Banks can directly contribute to controlling climate change and as an initial step they intend to start a campaign to replace all fused GSL bulbs, in all owned premises offices and residential. Banks can also make a feasibility study to make rain water harvesting mandatory in all the Bank's owned premises.
- 5. Use Green Credit Cards:-** Some of the banks introduced Green Credit Card. The benefit of using a green credit card is that banks will donate funds to an environment-friendly non-profit organization from every rupee you spend on your credit card to a worthwhile cause of environment protection.

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6. Save Paper:- Bank should purchase recycled paper products with the highest post-consumer waste content possible. This includes monthly statements, brochures, ATM receipts, annual reports, newsletters, copy paper, envelopes etc. Whenever available, vegetable-based inks are used instead of less environmentally friendly oil-based inks.

7. Use of Solar and Wind Energy:- Using solar and wind energy is one of the noble cause for going green. State Bank of India (SBI) has become the first bank in the country to venture into generation of green power by installing windmills for captive use. As part of its green banking initiative, SBI has installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat.

8. Mobile Banking:- Mobile banking is tricky. On the one hand, it is great to have the ability to check balances, transfer funds or pay bills from you phone. One the other hand, it saves time and energy of the customers. It also helps in reducing use of energy and paper of the bank. Most of the Indian banks introduced this paper-less facility.

Ideal Benefits of Green Banking

1. Basically Ethical (Green) banking avoids as much paper work as possible and rely on Online/electronic transactions for processing so that you get green credit cards and green mortgages. Less paperwork means less cutting of trees.
2. Creating awareness to business people about environmental and social responsibility enabling them to do a environmental friendly business practice.
3. Green (Ethical) banks adopt and implement environmental standards for lending, which benefit our future generations.
4. When you are awarded with a loan, the interest of that loan is comparatively less with normal banks because ethical banks give more importance to environmental friendly factors - ecological gains. Natural resources conservation is also one of the underlying principles in a green bank while assessing capital/operating loans to extracting/industrial business sector.
5. Green banks gives more importance to environmental friendly factors like ecological gains thus interest on loan is comparatively less.
6. Free electronic bill payment services.
7. Online account opening form for opening green account.
8. Cash back will be credited to all new customers, opening "green accounts".

Suggestions

1. Set up separate green banking department in bank for effective implementation of green initiative.
2. To give concessions for online banking and mobile banking users, card based payments.

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3. To conduct training program for customers to use online banking and mobile banking users. This will build confidence among them.
4. To create awareness among businessman about environmental issues and encourage them for undertaking eco-friendly practices.
5. Reduce cyber-crimes and ensure the customers regarding safe online banking and card based transaction.

Conclusion:

India today has the opportunity to grow in a manner that moderates the costs of environmental degradation, and this, in turn, presents a vast range of opportunities for India's financial sector. Green banking refers to the initiatives taken by banks to encourage environment-friendly investment. Green banking as a concept is a proactive and smart way of thinking towards future sustainability. It is very important for the banks to be pro-active and accelerate the rate of the growth of the economy. As there is a continuous change in the environmental factors leading the banks face intense competition in the global market. Banks needs to apply morality of sustainability and responsibility to their business model, strategy and formulation for products and services, operations and financing activities and become stronger. By adopting the environmental factors in their lending activities banks can recover the return from their investments and make the polluting industries become environment-friendly. These are the major information about Green Banking in India.

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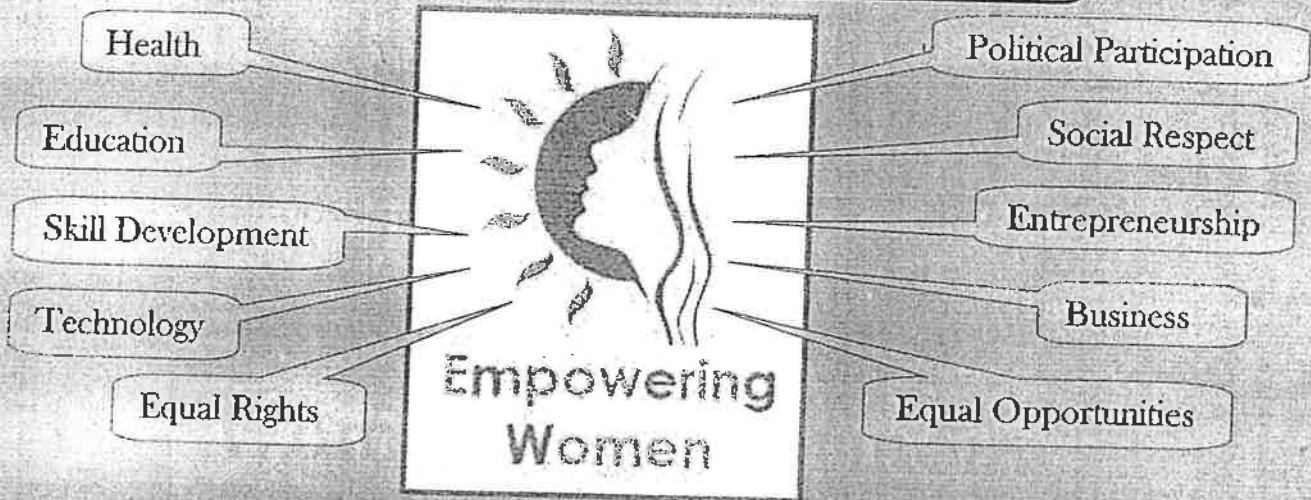
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Women's Self Help Group and Women's Empowerment

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Abstract:

Women's empowerment through Women's Savings Group has now become a form of movement. Women's empowerment has made a significant contribution to many social causes. Given the usefulness of their work, the government has decided to accelerate this movement. The existence of women's rights has been created through the Self Help Group. General movement Lounge Women are made self-reliant. They have found a way to generate income by starting an entrepreneurial business through employment. Through this savings group, women below poverty line are raising their income from their own families. The number of women who have been organized through this is very large.

Introduction :

This structure is known as self help group, as the savings group is a social and economic enterprise that understands the process together. The group is given a unique name. A savings group is groups that come together for a fixed time deposit. To promote the social and economic status of women, the savings group is run by the government. General movementLounge Due to the women working together and the process of transparent cooperation, there has been a lot of entrepreneurship among women. Many types of industries have been born due to the movement of savings groups. In this district, groups have been set up in every district and taluka of Maharashtra, from rural and urban areas. This group does not discriminate against women or men. At least 2 or a maximum of 20 are created as such. In this, each member of each group deposits a certain amount in the group as savings during the stipulated period. This period is once a week or once a month. This amount is credited to the members of the savings group as a loan. Members are expected to repay the loan to the savings group on a weekly basis. Since the savings group is based on democratic principles, each member has the same authority and all members of the savings group decide on their debt and repayment. As the village runs from the rural areas, a subsidy of Rs 10,000 is provided for the self-employment by the Project Director, District Rural Development Mechanism and Group Development Officer (PanchayatSamiti) in the Village Self-Employment Scheme of the rural poor.

Definition of Women Self Help Group:

Although the Self Help Group is a movement to solve financial problems, there are various social activities being done at village level by the Self Help Group. Therefore, from the standpoint of economic and social development, the self-help group has played an important role. The definition of a self-help group is as follows.

"Self-help groups are called for organizing business with a debt and organizing it in a democratic way by utilizing savings by utilizing savings by utilizing savings for women from 10 to 20 women with equal needs and regional social equality."

Importance of Women Self Help Group:

In 1992, with the help of NABARD, Self Help Group (SHG) started to become the leading movement in the world. NABARD Is helping self-help groups, women are financially independent, but their social and political participation seems to be on the rise. The self help group is developing the country and thereby helping in increasing the national income of the country.

Chula and child is the unwritten rule of our society that is the spirit of women. By breaking these rules, millions of women in the state have started moving towards savings, financial independence and



progress through savings groups. These women who seek to shape not only the financial but also the future of the society have gained self-esteem in the society. These women are being a guide to other women in the community. The Women's Savings Group is not just a scheme but a revolutionary movement of women empowerment. Self-help groups have created awareness among women about organizational strength and social development. With the objective of empowering women from Self Help Group, the state government started Women's Empowerment and Empowerment Policy in 1994, Women's empowerment is launched in Bangladesh by Dr. Yunus Mohammed, the pioneer of women's self-help group movement. The movement has now successfully running in the villages and towns in Maharashtra. The rural economy is strengthening due to some savings groups. Communication skills, time planning, economics, sense of responsibility, risk acceptance, the inherent qualities of women are the art of handling situations, their ability to succeed, leadership qualities, work ethic, smart behavior. By using these qualities, women in the savings group are proving their talent. The goal of saving groups is not just to save money, but to get their hands on work. The savings groups have created a lot of confidence among women. Self-employment is motivated along with the habit of saving. Today, women with equal grades and children have come into contact with the outside world through savings group. Women have started many industries and businesses. The government is also trying to get the product produced by these women.

There is a lot of unutilized workforce in women power. There are many instances in the society that great constructive works will emerge if a woman is utilized. Women of many places have proved this through savings groups. For many years, the dream of fulfillment through the dream savings group is reflected on the faces of women in the savings group. Through the savings group, the responsibility of living beyond has been inspired. Financial transactions are understood. Practical knowledge is increasing. They have begun to help each other. As a result of saving habits, they successfully plan for various needs as well as future needs. All this was achieved through the revolution of the savings group alone.

women who have come together through Savings Group have bought and rented earthworms, farming and farming industries, cottage industries, collective farming, poultry, goat and buffalo farming, turmeric polishing machines, agricultural goods, grocery stores, general stores, vegetable sales centers, During the festive season, they do catering for household items, cotton materials for wedding work, home decor, show piece, cloth rugs, jeans bugs manufacturing, beauty parlor, nursery, computer lab have been implemented. Savings group is a boon for women empowerment. This showed the importance of financial savings. Organizational power is created among women. Women are moving towards self-employment. It is said that once in every one's life opportunity comes. We need to benefit opportunity. Taking advantage women's savings group, many women in the state are developing their community and themselves.

Research Hypothesis:

- 1) The following assumptions are considered as standard for the research article.
- 2) Women Self-Help Group has given employment and opportunities to women.
- 3) Women's self-help savings groups have increased the income of women.
- 4) There is Social development due to the work of women self help groups.

Issues of Women Savings Groups:

The issues of women saving groups are as follows.

- 1) There are difficulties in setting up women's savings group. Women's did not take interest in forming self-help groups. So explains them about the necessity of self-help group's waste of time.
- 2) Women members of the group are divided into different groups. Those differences are difficult to overcome.
- 3) Various government schemes do not reach up to women so many women cannot avail the schemes of govt.



- 4) If women in the group are illiterate, it is impossible to make financial records, Transaction in banks is difficult.
- 5) Women in the women's savings group do not receive much training in the rural areas, this create as problems for starting an entrepreneurial business.
- 6) Women face many problems in government, family, society and savings groups.
- 7) Women in the savings group do not get any support for development, except guidance from the officers.

Measures:

The following measures are suggested the problems faced by women self-help groups.

1) There is a need for awareness among women about savings groups.

When starting a self help group, women do not know exactly what a savings group is. As a result, there are difficulties in setting up a savings group, so it is important to inform the women about the importance and need of savings as well as how we can help ourselves with our own money. Therefore, the misconceptions about savings groups among women will be cleared and awareness will be raised among them.

2) To promote mutual cooperation within the group.

There may be differences in opinion on how 10 to 20 women from different families come together in the Self Help Group. Therefore, there should be a program to reduce the differences among the women in the savings group so that mutual cooperation and exchange of ideas can be made.

3) To spread the information of government schemes to the grassroots.

The government has introduced various schemes for women, but the women are not aware about those schemes, as a result, those schemes cannot be benefited by the women. Therefore government should create mechanism to reach at the grassroots.

4) Adequate information should be provided by the bank.

Most women in the Self Help Group are uneducated. They have little knowledge of bank transaction, accounting practices. Therefore, such illiterate women groups should be guided by bank officials from time to time.

5) Provide information about financial transactions.

Organize seminars and workshops for women in Self Help Groups. Women in the savings group should have the opportunity to show their inborn qualities. For this, seminars, workshops, meetings should be organized for the women in the self-help group.

6) Reduce discrimination.

Government is abolishing discrimination by giving subsidizing women's self-help groups. Government subsidy is given to poverty line groups. Government aims to develop both types of women. There is no discrimination against women below poverty line and women saving groups.

Conclusion:

There are number of problems with women's savings groups, there is big contribution to economic development through women's savings groups. From this following conclusions are made.

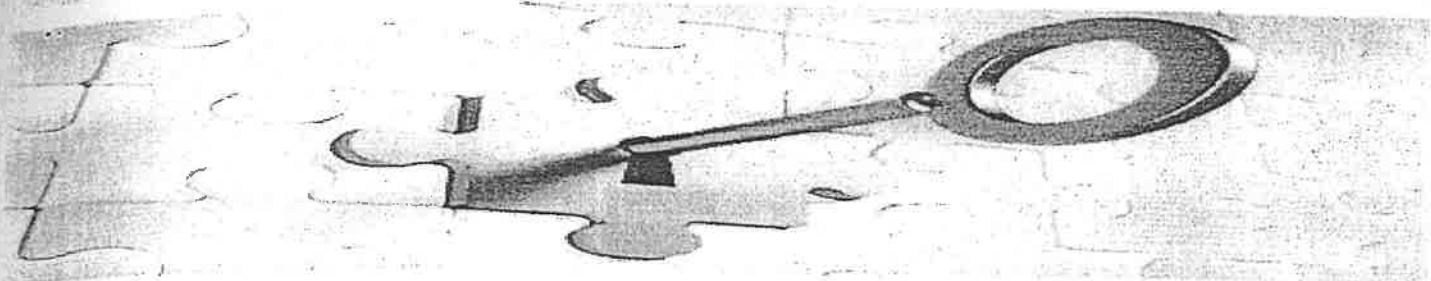
- 1) Savings group movement in India is growing tremendously. At the same time, the movement has reached at urban and rural areas. This movement shows that poverty is declining.
- 2) Self-help groups are trained in setting up women self-help groups because of the involvement of government, NGOs, NABARD, etc. Therefore, the beneficiaries appear to run the business successfully. As a result, beneficiaries appear to be capable women.
- 3) Loans and grants are given to women savings groups under Swarnjayanti Village Self Employment Scheme. In the meantime, members of the women's savings group have started their business together. Due to this, women's of the group are being developed and employment rate has increased.



- 4) Self-help groups include social awareness, awareness about health of working women in the Self Help Group, participation in gram-sabha, nutrition, and information on government schemes, family welfare, pulse polio campaign, personal home and campus hygiene.
- 5) Savings group has created a tendency to save women.
- 6) Women Savings Group has created awareness among women about their rights.
- 7) Women Savings Group has made women economically independent.
- 8) Women Savings Group is developing leadership qualities in women.

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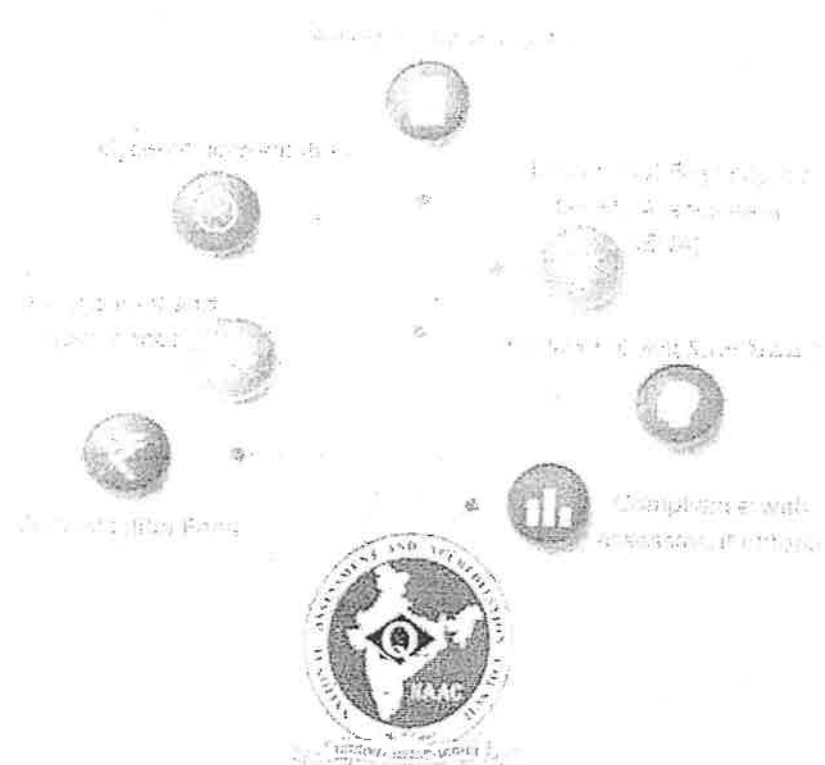
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Strategies for Evaluating Teaching Quality

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Introduction:

The evaluation process is the most important among other processes such as planning and implementation to the success of the learning process and development. Evaluation is an organized collection of information that is valid and reliable, effective and appropriate analysis of the degree of this information to set standards for the goals set in advance to take appropriate decisions thereon. Information subject to evaluation could be measurable quantity facts as the number of students and the exact results of examinations; also it may be difficult to measure as opinions, attitudes and perceptions. The evaluation of teaching activity is understood to be an internal evaluation that the university carries out on its teaching staff to guarantee that teaching objectives are met. This evaluation is based on a desire to engender an organizational culture based principally on dedication and its members' accomplishments. In the process of assurance and improvement in the quality of teaching, the Valencia University of Technology in Spain, decided to participate in DOCENTIA (Support Program for the Evaluation of Teaching Activity) of the National Agency of the Evaluation of Quality and Accreditation. The fruit of this participation is the model developed by the UPV for the evaluation of the teaching staff's activities. It considers the planning, development and results of teaching, encompassing all the UPV's teaching staff, with an obligatory character and annual periodicity.

Meaning of Educational Evaluation:

Educational evaluation is a systematic process of determining the growth and progress of pupils towards objectives or values in the curriculum. In other words, it is a systematic process of determining the extent to which educational objectives are achieved by pupils.

Educational evaluation is a continuous process. It is because pupils' growth and development occur throughout the year and/ therefore, the single act of testing pupils' growth and development at the end of an academic year is not enough to know the true and complete account of the change taking place in pupils. It is, therefore, necessary to judge their progress from time to time throughout the year. It is continuous also in the sense that it does not end with testing. It strives to interpret the results obtained and in the light of interpretation either continues or modifies educational objectives, curriculum, methods of instruction or tools and techniques of evaluation themselves and the process goes on.

Strategies for Evaluating Teaching Quality:

With regards to in-service teacher evaluation, Borg (2018) identifies a number of teacher evaluation strategies that are described in the literature, utilizing multiple sources of evidence and which have been adapted to varying degrees in different contexts around the world:

- .. Classroom observations
- .. Teacher portfolios
- .. Student evaluation of the teacher
- .. Student learning outcomes
- .. Teacher self-evaluation

- „ Teacher tests (e.g. of subject knowledge)
- „ Professional conversations
- „ Peer evaluation
- „ Parent feedback

According to available documentation and the insights shared by our educational specialists and teachers in the focus groups, three evaluation instruments feature most prominently within the government sector in India: classroom observations, self-assessment and – most recently – measurement against student learning outcomes. However, more localized teacher development initiatives, often run in partnership with non-government organizations or teacher development agencies, are likely to use a wider range of evaluation strategies to improve teacher performance including teacher portfolios, professional conversations and peer evaluation.

Ideal Features of Evaluation Systems in Existing National-Level Tools:

So far in this section we have documented the ideal features of a teacher assessment system that the educational specialists and the teacher focus groups outlined. Table 1 above illustrates whether or not these ideals are represented in the three models outlined in Section 3: ADEPTS, PINDICS and Shalala Siddhi. It should be highlighted that the extent to which these models exemplify these ideals is variable. The analysis illustrated in Table 1 establishes that some of the ideals espoused by teachers.

Table 1

| Areas for Development to Facilitate an Effective System of Teacher Evaluation in India | | | |
|--|--|---|--|
| | Thinking | Knowledge and skills | Action |
| Teachers | Understanding of roles and responsibilities | Valuing the multi-faceted nature of the education ecosystem | Acting on feedback |
| | Inclusive attitudes towards the child – holistic and democratic | Exposure to different assessment or evaluation models | Active engagement with peers (communities of practice) |
| | Appreciation of why and how evaluation processes will help them (and their learners) | Skills for accepting and giving constructive feedback | Active pursuit of professional development opportunities |
| | | Confidence to judge the quality of their own work | Regular and structured reflection |

Conclusion:

A teacher's role encompasses a wide range of skills and this also needs to be captured in the evaluation process and valued within the education system. The practical adaptation of the proposed procedure for evaluating the teaching process in the College and the new approach of mechanism to determine the distribution of tasks and responsibilities ensures that the principles of continuity and follow-up with the objective of continuous development and improvement of the teaching process, and guarantees achievement the best and efficient results of evaluating process.

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HISTORY OF OLD INDIAN CURRENCY

Dr. Mangesh Shirsath

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While digging or digging an old castle somewhere, a pot of ancient coins was suddenly found and people flocked to see it. Coins of that period are among the most important tools in the study of history. Historical coins can talk about many aspects like economic exchange, trade-prosperity, prosperity, decline, technological advancement, political system, philosophy, religious ideas, crafts, etc. Coins help to understand the names of kings, their order, their time, the locations of kingdoms, their boundaries. The weight, size, type, metal, text of the coin, pictures, symbols, face value of the coin, its mint are all important. Birth of Indian coins etc. C. the East is considered to be in the 6th century. Punch Marked Coins are the oldest Indian coins. Indian coins have a long tradition of 2600 years. There was no currency in prehistoric times. He was not needed. But there was some barter. Generally, during the Neolithic Age, animals were considered as a means of buying and selling. Cows were the main medium of exchange. Like cows, grains, coconuts, tobacco, knives,



beads, conch shells were also used as medium of exchange. But there were problems with using grain and cows as exchanges. E.g. there will be one cow for two kilos of grain; So it was not possible to give and take half a cow for one kg of grain. Durable metals were introduced as the grains were perishable. Metal hooks, rings, balls, ornaments, etc. began to be used. Over time, pieces of metal of certain sizes and weights were marked to ensure their weight, purity, and value. Later, the king himself started tearing down the pieces of metal with this sign. They are called 'coins'.

Looking at Indian coins, one has a long history of innumerable powers and their times. Until independence, India never had a monopoly. During the reign of Aurangzeb, the Mughal Empire was in turmoil. However, the coin he started was circulating all over the country till 1857 after him. From Akbar to the last emperor Bahadur Shah Jaff, 25 self-proclaimed Mughal emperors were declared. Most of them had coins. At that time, there were Mughal tanks in about 200 places in India. The British had power in India, but only one-third of the power was exercised directly. Two-thirds of the power was exercised by different regimes under the British umbrella. That is why there is diversity in Indian coins.

The first coins were minted in India 2600 years ago by Kashi, Magadha, Gandhara, Panchal, Kalinga etc. Known as Aahat or Punch Marked Coins, these coins were mainly made of silver in various shapes like square, round, oval. She was rough, but weighed the same. Such coins have been found from the Sunderbans in West Bengal to Kabul and to Coimbatore in the south. There are 300 different types. There are human figures, animals, birds, weapons, signs from trees to moon and sun, pictures are inscribed on it. Etc. C. During the reign of Maurya in the 4th and 3rd centuries AD, he started by coining five symbols along with silver and copper coins. Instead of stamping coins, they poured metal juice into the mold and began to toss it. The oldest carvings are squares and round coins. C. Takshashila from the time of Emperor Ashoka in the 4th century BC was found here. There are symbols on one side of the coin like Buddha, Bodhi tree, Swastika. Using two molds, Panchala started drawing symbols on both sides of the coin. Gandhara brought elegance to it. Indo-Greeks were the first to use scripts and letters on coins with a pair of symbols. About 39 Indo-Greek kings and two queens ruled over northwestern India. So etc. In the first century AD, the Kushans minted the first gold coins along with silver and copper. These Kushans are native to the border areas of China. They were chased away by the Huns. The Kushans were followed by Saka and Palav. But the Kushans defeated the Sakas and the Palwas and settled in Afghanistan and Kashmir. The Kushans used the Sanskrit language on coins. The coins of Kausambi, Ayodhya and Mathura in the third century AD have Brahmi inscriptions. Gold coins minted by the Guptas during this period show precision and variety.

Rani Kumari Devi appears with him on the coins minted by Chandragupta. On Samudragupta's coins, there are various postures like Ashwamedha, ax in hand, harp playing while hunting. Kshatriya coins are also ancient. This Kshatrap is originally from Persia. In West India The



Kshatriyas ruled from the first century BC to the end of the fourth century AD. The Pandya, Chola and Chera dynasties ruled in the south. While the Maurya dynasty was going to Astala, the Satvahana dynasty was emerging in the south. He etc. C. East 225 to etc. C. 225 ruled for 450 years. The Satavahanas minted silver and copper as well as glass coins. Etc. In the 8th century AD, Badami Chalukya and Kanchi Palaj were ruling in the south. Rashtrakutas came aside from the Chalukyas. In the 9th century, the Rajput dynasty of Gurjar, Pratihara, Chandela, Solanki and Chauhan came to power in Central India. Mohammad Ghori, who defeated Prithviraj Chauhan. C. After his death in 1206, power passed to Qutbuddin Aibak. From then until 1857, there were only Muslim rulers on the throne of Delhi for about 650 years.

During the reign of the Sultans of Delhi, the gods and beasts of earlier times disappeared on coins. The script also changed. Mohammad Ghazni's coins are used in Arabic on one side and Sanskrit in Devanagari on the other. Coins contained verses from the Quran. The names of caliphs and sultans began to appear. At that time most of the coins were copper. A little silver. The most famous is Tanka. This was removed by Iltutmish. Jeetal was a small coin. 1 stitch of 48 wins. After Iltutmish, his daughter Razia Sultan came to the kingdom. She is the only woman to sit on the throne of Delhi. Allauddin Khilji removed the names of the caliphs on the coins. He was the one who spread the gold for trade. Allauddin refers to himself as 'Alexander II' on his coins. Everyone knows that Muhammad bin Tughlaq experimented with copper coins instead of gold coins. He introduced coins of very good quality, artistic script. The gold of Vijayanagar as well as the coins of Bahamani, Yadav and Farooqi are similarly ancient. Coins diversified during the Mughal period. He maintained the quality of the coins. Sher Shah Suri made great changes in coins. He increased the weight of silver and copper coins. Divide the copper coin into 1/2, 1/4, 1/8, 1/16. The copper coin was called a price, while the silver coin was called a rupee. Silver is called 'Roop' in Sanskrit. So this is a silver rupee. This is the word that is known as our currency today. During the Mughal period, there was one flower of 9 rupees. 5 Mohoras also had coins. Akbar's coins were varied. On it were the names of the king, Tanksali, Hijri Sun, Kalima, the names of the four caliphs, the blessings sought by God; But there were also Hindu deities on some of the coins. Jahangir had drawn 12 coins of 12 zodiac signs. It was Jahangir who made a huge 12 kg seal from 1000 gold seals at Agra. This is the largest coin in the world. He had prepared five such pieces to give to ambassadors of different countries. He also minted coins of 500, 200, 100 pieces. He started writing poetry on coins. So Aurangzeb removed the religious things on the coins and introduced the language of business.

Adilshah's silver coin, like a pin to be stuck in women's hair, was made in Lar in Persia, hence the name 'Larry'. In the eastern half of the Shiva period in Maharashtra, the expansion of the Marathas was more in the Konkan region. 'Larry' is also a silver coin in circulation. That is why gold coins like 'Hon', silver 'Lari' and copper 'Shivrai' are found during Shiva period. During the Shiva period, local goldsmiths licensed goldsmiths to remove coins of a certain weight and fertility. He used to get 1 lari



for every 100 lari and 5 lari for 1 mana copper coin. After the death of Aurangzeb, Peshwa Balaji Vishwanath, with the help of the Sayyid brothers of the Mughal court, got the recognition of the Marathi kingdom from the Mughal emperor in 1719. With this recognition, the Marathi state became the symbol of the Mughals. The coins minted in Persian along with the titles of the Mughal emperors of Maharashtra began to be minted. The coins of this period do not bear the name of Chhatrapati Shahu or Peshwa, who acknowledged the nominal dominance of the Mughal emperor. 117 tanksali of Marathas are known. Some of these tanks date back to the time of Akbar. But in the meanwhile they were closed. The Marathas dropped the rupee coin in various mints. But as a result, the purity of the coin began to fluctuate.

There were two types of tanks, private and government. They used to inherit coins. Such a landlord was called 'Potdar'. The government used to provide raw materials for the tankasali. Coins that did not have the text clearly visible were made of silver. There were blacksmiths, goldsmiths, potters, spearmen, ticklers and sealers in the tankasali. Even then there were counterfeiters. Calling a fake rupee 'gray rupee'. The moneylenders from the region around the Peshwa kingdom would take the pure metal coins from the Peshwa region to their province and melt them and bring them back to the area by minting new low weight, low purity coins. It benefited them a lot. Etc. C. In 1818, the Maratha rule came to an end. When the British conquered the Marathi state, 994 types of gold and silver coins were in circulation in India. The East India Company conquered almost the whole of India between 1757 and 1856, and the British currency, the money, the rupee, came into circulation. But in Goa, Diu-Daman, the Portuguese ruled till 1961. There, his leg, the rupee, was in circulation. In December 1961, Indian troops liberated Goa from Portuguese rule. In the 17th century, Dutch, English and French came to India. The Danes settled in Travancore in 1620. He ruled there till 1845. His coin was in circulation there. In 1847, they sold their colony to the British East India Company, while the Dutch ceded Nagapattam in 1784, Tuticorin in 1795, Cochin in 1814 and Calicut in 1824. Until then, their coins were in circulation there. There were French colonies at Chandranagar, Karikal, Mahe, Yanam and Pondicherry. After India became independent, the French held a referendum on joining India. After the people voted for India, France ceded the territory to India.

The Peshwa period was not a country-like currency like the British period. In the 18th century, the Maratha kingdom had spread all over India. As a result, various currencies from various provinces, especially from the north, came to Maharashtra through looting, ransom, gifts, trade, etc. The value of the metal in the coin was its value. But the value of metal in different coins varied from place to place. Therefore, the purity of the metal in the coin was checked for the exchange rate of the currency. For this, they used to look at the metal inside by rubbing the ear on the side of the coin or by making a small hole in the coin. Also, coins were tested using acid. Once the test is done, the seraphs will put their marks on it. But in the future, if they go to a different province, the seraphs there will make their mark. As the coin began to be examined step by step, its appearance deteriorated. Many



holes were drilled in it, reducing its value. Therefore, the East India Company issued a proclamation in 1818 banning the stamping of its coins so that no one should have any doubts about the weight of the coins and the coins should remain in circulation easily. According to this law, the rupee of William IV and the share value of the rupee were declared as the legal tender of the British in India. The internal and face value of this rupee was kept the same. This is also called the silver method. The price of the new gold piece was fixed at Rs. However, fluctuations in the prices of these two metals in the market made it impossible for the company to maintain the coinage of these two metals. So the company adopted a monolithic method and kept only silver coins in circulation and introduced new coins like 1/2 bring, 1/4 bring, 1/12 bring copper along with silver.

There are two types of coins in Queen Victoria's career. Coins of the East India Company and coins after the transfer of power from the Company to the British Parliament on November 1, 1858! Although this independence took place in 1858, the name of the East India Company was removed from coins from 1862. The coins minted between 1862 and 1876 refer to the Queen as 'Victoria Queen', and the coins minted between 1877 and 1901 as 'Victoria Empress'. During the reign of Queen Victoria, institutions like Alwar, Bikaner, Dhar, Devas etc. minted coins in the name of the Queen to sustain their existence. The coins of Chitrakoot-Udaipur bear the inscription 'Dosti London' (Friendship with London), while the coins of Jodhpur bear the inscription 'Victoria' as 'Shri Mataji'. When India gained independence, there were over 600 institutions in India. 125 of them had their own coins. Awadh was the copper plate of Hyderabad and the gold ashrafi. Kutch, Bhavnagar, Porbandar had silver coins, copper dhanglo, dokdo, tambio coins, while Mysore pagoda was famous.

After Queen Victoria, coins were minted in the name of Edward VII between 1901 and 1910. Edward was uncrowned on these coins. The Indians considered these coins to be 'Bodakya Rajacha Rupaya'. Edward is crowned on the 1910 rupee and one brought. Coins were minted in the name of George V between 1910 and 1936. The government suddenly had to stop the production of George V's 1911 rupee. The fifth on this rupee was an elephant on George's robe. But because of the small size of his trunk and legs, he looked like a pig. Considering the importance of public sentiment, the rupee was stopped immediately. 94 lakh coins of this rupee were struck. Of this, seven lakh coins were in circulation. The remaining 87 lakh coins were minted and the revised coins were minted in 1912.

Coins were minted in the name of George VI between 1936 and 1947. The amount of silver in the post-1940 coinage of George VI was brought to the fore. After the independence of India, between August 1947 and March 1950, the Forzen Dates coins of 1947 were minted from the Indian Mint. In 1950, the rupee of the Republic of India was introduced. Until then, coins of George VI were in circulation. At that time 1 paisa of 4 paise and 1 rupee of 16 paise (64 paise) were exchanged. In 1957, India adopted the decimal system and the 100 new paise became 1 rupee.

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Impact of Corona and Lockdown on Agriculture in Maharashtra

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1) Introduction

The Lockdown imposed in the country from March 22, 2020 to May 2021 has adversely affected the economy of rural India. This has hit the employment of many. In rural areas, the plight of people with a stomach ache is far from over. Most of the employment in the country is related to agriculture. This means that half of the existing workforce in the country is working in agriculture and agriculture-related sectors alone. Producers of perishable crops like fruits, vegetables and flowers have lost money. Their goods do not rise. They have to sell the goods at hand to Kavadi Mohav. Brokers or brokers are taking advantage of this situation. Had it been for the Corona-free situation, these same farmers would have earned millions from agriculture. Due to the lack of transportation, even the laborers who work on the farm have to sit idly by. Work under the Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGS) is also stalled.

The tribal people have suffered the most from the ban. This is because the tribal people are among the most vulnerable communities in terms of food and nutrition security. In addition to forest products, the two main occupations of the tribal people are collecting leopard leaves and plucking moha flowers. They get a lot of income from it. However, due to the ban, the

tribals in Odisha have to bear the brunt. Because no agent has come to Yeinasa to take Moha flowers and Tendu leaves from them and the local markets are also closed.

In rural India, borrowing is a common practice. It is repaid by borrowing from a large lender at a high interest rate. There are signs that similar loans will be used to overcome the situation. It is reported that lenders are giving loans to farmers at 24%. Even the poorest farmers are taking loans on the promise of repaying these loans after the harvest season. However, as perishable goods are not available in the market, they are being sold in the local market at inflated prices, which has resulted in financial losses to the farmers and large installments of loans taken. As long as the corona continues, the two paths of social distance and hand washing will have to be followed. Some initiatives are expected to be implemented voluntarily by the state governments. State governments have an important role to play in building confidence in disadvantaged, neglected sections. Care should be taken to ensure that more relief activities are carried out for them (e.g. opening the ration system to all.).

The farmer who sustains the system, the country's economic dollar, is helpless. Basically, prices of agricultural commodities are not based on cost of production. Hundreds of crops are lying in the fields. If it is broken, where to sell it? How to pay the wages of the laborers? How to repay the loan? There are many such questions. Dahi, Buttermilk, Lassi, Paneer, Amrakhand, Shrikhand are in great demand during March, April and May. The shutdown cooled the hotel business. The tea stalls remained closed. Milk powder companies remained closed without workers. So the dairies started reducing the collection.

Prime Minister has imposed a nationwide lockdown from March 22 to prevent the spread of the global corona. This had a direct impact on the agricultural sector across the country. In

Maharashtra too, the unavailability of labor, agricultural implements and other resources hampered the entire agricultural work. Meanwhile, unseasonal rains and hailstorms in some parts of Maharashtra further aggravated the situation. The agricultural culture of the Konkan, North Maharashtra, Western Maharashtra, Marathwada and Vidarbha regions of Maharashtra is different. However, the harvesting or maturation period of all rabi crops is usually March-April-May. However, the corona and lockdown affected agriculture in all these divisions.

Overall, the agricultural sector in Maharashtra is currently mired in various problems. Recently Maharashtra Chief Minister Uddhav Thackeray announced to extend the lockdown period in the state till June 1. That is why this research article reviews the current state of the agricultural sector in Maharashtra and the challenges in the agricultural sector due to the Corona and the resulting lockdown.

I) Corona virus lockdown and its impact on agriculture in Maharashtra

2. Agriculture industry hit, vegetable exports fell by 50 per cent

The corona virus, which has spread around the world, is also affecting the agricultural industry. Fruits and vegetables exported from India are lying in warehouses. This has put the trader in financial trouble. Local markets in some districts of the state are closed. The government has ordered no crowds as corona is a contagious disease. As a result, city markets and weekly markets are closing.

2. Hit the agricultural supplement business

Corona's first blow fell on agribusinesses. Rumors about corona broke the backbone of the poultry business in the state. The price of chicken is as low. If it comes down to per kg, it has adversely affected other supplementary industries related to poultry. Farmers who grow crops like maize and soybeans are also facing difficulties as food companies have stopped buy-

ing. In Maharashtra alone, about 10 lakh people who are directly or indirectly dependent on the poultry business are suffering.

3. Agricultural exports hit

Corona's blow hit agricultural exports. Exports to several countries stalled during the lockdown. Fruits like mangoes and grapes from Maharashtra are exported to various countries of the world. However, international transport services were shut down and the blow fell on everyone from exporter farmers to traders and from workers to entrepreneurs. The storage and sale of fruits, flowers and vegetables is currently a problem. This is causing huge losses to agricultural commodities.

4. Heavy rain and hail

Meanwhile, unseasonal rains and hailstorms hit various parts of the state after a lockdown was imposed on the Corona. Pre-monsoon rains hit South Central Maharashtra.

5. Losses increased due to closure of market committees

To prevent corona infection, the government closed down agricultural produce market committees. This has created a big problem of selling farm produce. It is not possible to sell all the goods produced directly to the farmers.

III) Corona virus lockdown and availability of fertilizers and seeds in Maharashtra

Fertilizers and seeds are on the list of essential commodities. Farmers usually buy fertilizers and seeds after April-May. Farmers use a lot of chemical fertilizers to get better yields. However, corona and lockdown this year could lead to various difficulties in the availability of fertilizers and seeds. Against this backdrop, the country has abundant reserves of chemical fertilizers. However, the lockdown has disrupted the supply chain.

IV) Delay in getting seeds to farmers due to delay in seed packaging in companies due to Corona lockdown

The seed industry is also likely to be hit by the Corona backdrop. Seed industry is expect-

ing delays in getting seeds to farmers in the coming kharif season as packaging of produced seeds is currently closed in many places due to lockdown to curb the spread of Corona virus. The industry has generated thousands of jobs in the state with a turnover of lakhs of crores. There is also a large number of people who indirectly depend on this industry. The lockdown, which was carried out to prevent the spread of the corona virus, has disrupted the annual kharif season planning by seed companies. Seeds are supplied to all agricultural centers in the month of May in connection with the kharif season. However, due to the packaging delay in the lockdown situation, there will be a big rush of seed growers after the lockdown. Seed companies also produce new varieties of different crops every year.

The seed industry in Jalna district, which has come to be known as the Pandhari of seeds, is also likely to be hit by the Corona backdrop. Seed industry is expecting delays in getting seeds to farmers in the coming kharif season as packaging of produced seeds is currently closed in many places due to lockdown to curb the spread of Corona virus. Jalna district is known all over the country as an industrial city. The industry has generated thousands of jobs in the state with a turnover of lakhs of crores. There is also a large number of people who indirectly depend on this industry. There are several major seed companies in the district.

V) Seeds likely to be black marketed during lockdown

'Every year new varieties of different crops are produced by seed companies. This year too such varieties have been produced. Farmers could not be informed about the new varieties as it was locked down at the time of its release. In April, seed companies are busy supplying demand from sellers. However, due to lockdown, manpower and transportation have been disrupted and packing and supply of seeds has come to a standstill. Therefore, the possi-

bility of black market of seeds in the coming period cannot be ruled out.

Conclusion

If we want to strengthen India's economy, we have to make agriculture a business. We need to break away from traditional agriculture and increase investment in agriculture to turn to modernity, only then can we overcome the economic crisis caused by this corona. The Corona is currently facing major challenges in the industry and supply chain, but it has also underlined the importance of food security in the country. The lockdown of the corona virus has now become a major concern in rural areas. Once the situation worsens, commodity prices will rise in the retail market, which could benefit producers.

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COVID-19: SOCIAL AND ECONOMIC CONSEQUENCES

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Introduction:

The world has been ravaged by the corona virus, its origins, effects, spread, symptoms, and methods of defense are widely discussed and debated, and everyone seems to be standing up to this common enemy. The doctor's opinion also changes the eating habits, whether it is necessary to use a mask or not. The general public, however, seems to be more confused and frightened in their daily dealings. The actual corona virus is not new. SARS, which occurred a few years ago, was also a form of corona. However, the spread of a new virus called COVID-19 has overcome all this and caused a stir in the world. Shortly after its first discovery in China's Wuhan province, its influence spread worldwide. The corona virus suddenly invaded the world, causing fear, instability, anxiety, insecurity, and death. Nearly 180 countries have fled under the shadow of this death. It is important to think seriously about the political, economic, social, cultural and psychological consequences of this corona.

According to the IMF, this will be the biggest recession in the economy in the last 100 years. The current calamity is of two kinds. Many experts, such as Ruchir Sharma, are of the opinion that if the Corona is not restrained soon, the Great Recession of 2008 could follow. The Great Depression of 1929 was as catastrophic for the world economy as it was for the Great Depression. There is a difference between eco-

nomers, immigration and adjustment paralyse the characters' capacity to communicate. In her works the characters who have immigrated are not at ease with the culture they have left or the one they have landed in. Perfect acculturation, according to Lahiri is not attainable because it may not be a question of location but of psychic geography. Indian Americans have a split sense of self that is being continuously pulled in opposing ways. 'Mrs Sen' is a story of a young woman's struggle to handle her loneliness. She is married to an anxious maths professor. She tries to keep herself occupied by taking the work of a babysitter of a neglected young white child in her flat. Despite all the efforts, Mrs Sen fails to adjust in and assimilate with the new culture of America. In the story 'Interpreter of Maladies' Lahiri shows how the family of Mr. and Mrs Das feels as the 'other' because of the lack of relationship between their homelands.

Thus, Jhumpa Lahiri has shown in her works that whatever may be the reason of immigration, Diaspora community faces the problem of displacement, rootlessness, discrimination and marginalization in the migrated country.

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economic slow-down, recession and depression. If your GDP growth rate slows down (for example, from 8% to 7.5% or 6%), it is called economic slow-down. But when the country's GDP growth rate is negative - that is, the GDP goes down sharply and it lasts for 6 months, it is called a 'recession'. Depression is the worst phase of economic slow-down, recession! If the GDP growth rate is below -10% or more for 3 consecutive years, then that period should be considered as depression. The worst period of depression came in 1929 and lasted for almost 10 years. At that time, the world's GDP growth rate was -15%. In most countries, the unemployment rate ranged from 25% to 30%. Never before has there been such a bad situation in the world. According to many economists, the corona will cause the world to become like the Great Depression of 1929. At the time of the Great Depression, the United States had 25% unemployment. Today, 33% of Americans are unemployed. At present, India has 24% unemployment and the need for semi-unemployment is negligible. People's work has also come to a standstill as all transactions and everything is stalled at present. But the recession of 1929 or 2008 was different. There was no demand for goods as people did not have money at that time. Entrepreneurs used to say, "We don't consume the same goods that are in the market, so what else to produce?" And then the factories would close down. Unemployment would rise again, people's purchasing power and therefore demand for goods would decrease and the vicious cycle of recession would continue. In this way, it is a 'demand' disaster. But now the tragedy is different. Along with demand, supply has also come to a standstill. Now not only big industries, but also small industries are in huge crisis.

In the past, when there was a recession, there were two ways to get out of the recession, monetary policy and fiscal policy; RBI Monetary policy should be run with measures to reduce interest rates, repo rate, while the gov-

ernment should run fiscal policy, in which the government spends through schemes like MGNREGA. Bank interest rates were reduced as per monetary policy; So the consumer will spend more money on loans to buy houses, cars, TVs etc. and this will increase the demand in the market. Due to these reduced interest rates, entrepreneurs will also start factories / industries by taking out more loans and increase production / employment, thus increasing purchasing power / demand. It was also argued that even if government spending increases as per fiscal policy, employment will increase and so will purchasing power and demand for goods. In both cases there is a complete digestive tract. It is unknown at this time what he will do after leaving the post. Corona seems to have had a major impact on employment.

The Corona crisis will have far-reaching consequences. This is a big blow to globalization. Globalization has created huge interlinkages. Each country's dependence on many others increased tremendously. Now the corona has broken these linkages and these supply chains. So, as developed nations realize that we are too dependent on globalization, on outsourcing, and especially on China and India, the idea of resurfacing or anti-globalization is gaining momentum. For example, when the call centers in India were shut down due to the lockdown, the online transactions of the US banks that depend on them came to a standstill. So now the idea of setting up call centers in Oklahoma or Tennessee is going on in the United States.

Korona has had a huge impact on nearly 150 crore students in the world in the field of education. Schools and colleges have closed and exams have stalled. In the future, reading e-books and studying through e-learning will increase without going to schools and colleges. But places like India will still have many limitations on the use of e-learning. But the kids won't play together anymore. This will have a very bad

effect on young children. Corona will be followed by tele-working and video conferencing. Today, many industries decide to do 'work from home', but in many industries it is not possible. To give an example, sports industry! Sports like cricket, football and tennis have been canceled or postponed indefinitely. Many jobs depend on it. This has disrupted the work of many people working in the stadium. The effects on the tourism industry are dire. Tourism has paralyzed air travel, the work of air hostesses, pilots, airport staff, hotel accommodation, restaurants, and taxis. Something similar has happened to the film and entertainment industry. Theaters are closed. The people who work in this place are sitting at home. Filming has stopped. The production process of many films has also come to a halt. Making a film involves not only producers, directors and actors, but also hundreds of people involved in technical and other work. Now all these people have no work.

Indian society is not culturally homogeneous. Many religious, ethnic and linguistic groups exist here. At the same time, there is a large disparity in the criteria of economic viability. In a country with such a pluralistic social structure, when a large number of corona is infected, it becomes necessary to conduct a critical examination of that society through 'public conscience'. The principle of public conscience, along with universal beliefs, values and moral values, expresses respect for the civil rights of others. Explaining the imperfections of the established system, not only pointing out the faults, but also emphasizing how brotherhood can descend in civic life.

In the difficult situation of Corona, the feeling of suspicion and disrespect towards each other was seen in the same life, so the love of 'public conscience' was not seen in the citizens of urban and rural areas. Man-centered forgiving kindness develops, along with the unselfish behavior of that society, on the basis of how man helps one another in difficult times; be-

cause it is not self-centered, it is self-centered. Such features make the public interest group-oriented. Being group-oriented, she is compassionate. It does not have the selfishness of a selfish, weak mind. The success of public conscience is reflected in the selfless nature of the citizens of that society. It is a matter of conscience to do all kinds of help to the needy in difficult situations.

•Social and economic consequences

Shake the economy

It is important to look at the corona from a health point of view, but the effects of this virus on the economy are very severe. The impact of the disease on the global economy is now being felt locally. It has to be said that this virus has brought the global economy to a standstill by disrupting the supply chain of world trade. Corona alone has hit the global economy at a cost of about 15 billion and will continue to grow. The question of whether the oil war between OPEC, Russia and the United States will benefit other countries and reach consumers remains unanswered. If the government decides to reduce the demand for oil due to the trade war and the overall recession in these countries, it could benefit oil importing countries like ours. The Internet and technology have made the world much smaller commercially. The global turnover of IT companies providing services to developed countries has increased to such an extent that as soon as an industry in one country shuts down, another country is hit hard.

The country's auto industry is also in trouble. Lack of availability of spare parts and raw materials for medicines coming to India from China has adversely affected the pharmaceutical and automotive industries. Our tourism and transport sectors are in the throes of recession. Pilgrimages, eating places, shopping malls as well as crowded places can be seen getting wet. The corona has also hit the agricultural sector hard. Demand for leafy vegetables and fruits also declined as onion prices declined. The coun-

try also exports large quantities of fish and prawns. Farmers who grow crops like maize and soybeans are also facing difficulties as food companies have stopped buying. In Maharashtra alone, about one million people who are directly or indirectly dependent on the poultry business are suffering.

Exports hit

Corona's first blow came on exports. Exports to many countries have stalled. From our mango and grape exporters to farmers and traders and from workers to industrialists, everything is in turmoil. In the global economy, every country is currently dependent on another country. Therefore, the inflammation of this question increases. Many industries are in a state of shutdown. The same is true of pharmaceutical companies. If the declining demand in e-commerce and the pressure on the cab company to continue with only one driver being affected continue, it is likely that things will take a frightening turn in the near future.

Hit the unorganized sector

We have 90% of the jobs in the unorganized sector. From rickshaw pullers, handcart drivers, taxi drivers, street vendors, tea vendors to waiters, garage vendors, mall youth, paper-glass-scrap-collectors, construction workers, semi-skilled, unskilled workers. Sankranti has come. The corona crisis suddenly collapsed when these elements of the economy, which had been hit by the demonization, were now recovering. In such a situation, it is possible for many families to take money from moneylenders at exorbitant interest rates and get into a vicious cycle of debt. Many have bought vehicles with loans from banks. However, due to the impact of Corona on the transport sector, NPAs of banks will also increase in the future if auto loan instalments are exhausted. As a result, it can have a negative impact on real estate and other sectors. Multiplexes are closed. Therefore, the income of those who depend on this business as well as artists in the field of theater and work-

ers working behind the scenes will also come under attack. All of these factors also need to be addressed

Unemployment

Currently, unemployment has peaked in the state and across the country. In addition, the corona has caused further growth. Therefore, we have to study this immediately and think about the impact on which industry and what measures need to be taken for it. It can start with dialogue. If we start discussions with small, medium and large businesses and their organizations immediately, it will be possible to find a way out soon.

Opportunity in recession

While the world is likely to be hit by the recession, global economists like Tom Orrick see it as a golden opportunity for developing countries. The disease is also seen as a time of progress for a developing economy like India. Sometimes good comes from bad. Similarly, the corona crisis can create opportunities. The rulers have to have the vision and readiness to find and embody it. It is safe to hope that our rulers will show such readiness.

India and especially Maharashtra can be a safe alternative for industries that are scared of China and are looking for alternative sources of income. It can also revive our crippled economy. But for this, it is necessary for the Central and State Governments to take initiative and take tax relief and other possible measures as soon as possible. Also, a committee of economists should be appointed to study the short-term and long-term effects of the corona virus on the industry in the coming years and take appropriate steps in a timely manner.

The emergence of new methods

The close relationship with each other causes the corona to spread rapidly. Therefore, the state government has closed schools, colleges, malls and theaters. Some companies also allow work from home without coming to the office. This could lead to a new operating sys-

tem. While it is difficult to predict what the future will hold, it will have a direct impact on the economy.

In the end, if personal hygiene and necessary precautions are taken, the disease will remain under control, but the only effective way will be to come up with long-term measures to save the country from the crisis caused by the disease.

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Importance of Physiology in Indian Classical Dance

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Guide

Abstract

Indian classical dance is regarded as a not only art form with spiritual and expressive aspect but also technical form due to its elaborated physical movements. Dance performance is described as: complex, diverse, non-steady state, of moderate to high intensity, and with not able differences between training and performance intensities and durations. It is important to understand the physiology of strain on the dancers since dance performance is regarded as an art form. Therefore, it should be addressed that the presence of an underlying science foundation is an important parameter of successful and sustained dance performance. In addition, since dance science has been growing, it needs to be known and be taught to dancers how to improve their performance as well as how to ensure the appropriate preparation within their training. The field of exercise physiology hold within knowledge about physical fitness, conditioning training methods, and injury prevention as well as energy systems.

Key words: Dance science, Indian Dance, Dance physiology, Dance physical fitness

Introduction

Indian dance is mainly an integrated art form between technical and expressive aspects. However, from learning to performing Indian

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Vidyawarta

आप के महाविद्यालय एवं संस्थाओं में चर्चासत्र, सेमीनार, परिषद आदि उपक्रमों की स्मरणिका यदि आप ISBN नंबर के साथ प्रकाशित करना चाहते हैं, तो हमारे प्रकाशन की ओर से आप छपवा सकते हैं। हम आपका स्वागत करते हैं।

आप द्वारा लिखित M.Phil, एवं Ph.D. के प्रबंधों को आप पुस्तक रूप में छपवाना चाहते हैं तो आपके लिए स्वर्णिम अवसर हर्षवर्धन पब्लिकेशन प्रा.लि. द्वारा प्राप्त है। आपका प्रबंध हम ISBN नंबर के साथ प्रकाशित करते हैं। इसके अतिरिक्त हम विशेषांक, गौरव ग्रंथ, स्मृति ग्रंथ आदि का भी प्रकाशन करते हैं। यदि आप कोई भी किताब प्रकाशित करना चाहते हैं तो निम्नलिखित पते पर संपर्क करें।



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