LEADERSHIP AND MANAGEMENT

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Dr. Rathi

Edited by
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Self-Motivation for Education:
An Analysis of Students of Rajkot District Commerce Colleges

Dr. Charmi Chetan Parekh[*]

Introduction
Self-Motivation

Self-motivation is considered as an important ability of a person. Self-motivation can be described as an inner energy which helps to do activities towards the achievement of objectives. It drives a person to clear the path towards the goals even if there are various hindrances.

Research Methodology

Objectives of the Study

- To measure association between self-motivation for education and gender of students of Rajkot district commerce colleges

- To measure association between self-motivation for education and residential status of students of Rajkot district commerce colleges

- To measure association between self-motivation for education and monthly income of family of students of Rajkot district commerce colleges

- To measure association between self-motivation for education and medium of language for study of students of Rajkot district commerce colleges

Source of the Data

Data has been collected through primary data collection method i.e. questionnaire.

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Sample Size

Sample of the study is decided for 50 students going to Rajkot district commerce colleges.

Sampling Technique

Samples are collected through simple random sampling technique in this study.

Tools and Techniques of the Study

- Tools and techniques are applied with the help of IBM SPSS Statistics 23.
- Frequency Distribution
- Monte Carlo Chi Square Test
- Cramer's V Test

Limitations of the Study

- The study has been conducted only for students of Rajkot district commerce colleges.
- This research has been done with small sample size.
- The results obtained can't be generalized to the whole country.
- Simple random sampling method is carried out for the collection of data in this study as per the convenience of the researcher.
- This study has been conducted in the limited time period.

Data Analysis and Interpretation

Frequency Distributions

Gender	
	Frequency
Male	20
Female	30
Total	50

Residential status	
	Frequency
Rural	12
Semi Urban	09
Urban	29
Total	50

Monthly income of family	
	Frequency
Below 25000	16
25000-50000	14
Above 50000	20
Total	50

Medium of language	
	Frequency
English	16
Gujarati	34
Total	50

Monte Carlo Chi Square Tests and Cramer's V Test

H₀: There is no association between self-motivation for education and gender of students of Rajkot district commerce colleges

	Value	Df	Monte Carlo Sig. (2-sided)
Pearson Chi-Square	12.905	4	.003
Likelihood Ratio	14.862	4	.005
Linear-by-Linear Association	11.665	1	.000
N of Valid Cases	50		

		Value	Monte Carlo Sig.
Nominal by Nominal	Phi	.508	.003
	Cramer's V	.508	.003
N of Valid Cases		50	

H₀: There is no association between self-motivation for education and residential status of students of Rajkot district commerce colleges

	Value	df	Monte Carlo Sig. (2-sided)
Pearson Chi-Square	8.403	8	.399
Likelihood Ratio	10.397	8	.332
Linear-by-Linear Association	.127	1	.771
N of Valid Cases	50		

H₀: There is no association between self-motivation for education and monthly income of family of students of Rajkot district commerce colleges

	Value	df	Monte Carlo Sig. (2-sided)
Pearson Chi-Square	6.529	8	.648
Likelihood Ratio	8.915	8	.574
Linear-by-Linear Association	.653	1	.445
N of Valid Cases	50		

H₀: There is no association between self-motivation for education and medium of language for study of students of Rajkot district commerce colleges

	Value	df	Monte Carlo Sig. (2-sided)
Pearson Chi-Square	2.768	4	.673
Likelihood Ratio	3.226	4	.677
Linear-by-Linear Association	.051	1	.866
N of Valid Cases	50		

Findings

All the above tables show the Monte Carlo sig. values more than 0.05 except the test between self-motivation for education and gender of respondents. Hence, null hypothesis is rejected for the test between self-motivation for education and gender of respondents and it is proved that there is a significant association between self-motivation for education and gender of students of Rajkot district commerce colleges. Moreover, Cramer's V value for the association is 0.508 which shows moderate association between self-motivation for education and gender of respondents. And, on the basis of the cross tabulation analysis between self-motivation for education and gender, we can say that this association is due to high level of self-motivation for education of female students and neutral level of self-motivation for education of male students of Rajkot district commerce colleges.

Suggestions

Colleges should interact with students as well as parents to find the reasons for not having very high level of self-motivation for education. There should be an arrangement for counselling for students at regular interval of time at colleges. Colleges should deliver frequent, sufficient and effective study material to students. Disadvantages along with advantages of usage of mobiles and social media platforms should be elaborated to students. Significance of education should be described to students for their future prospects. Colleges should consider feedbacks and suggestions of students. These suggestions should be implemented in efficient ways especially for male students.

Conclusion

Hence, it is concluded that female students are having high level and male students are having neutral level of self-motivation for education. Self-motivation can provide enthusiasm and zeal as per need and requirement of a person. Male students should not get distracted from education and keep themselves motivated and determined all the time to secure the better future.

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Teachers Perception of Students Employability Skills

Dr. Minal Sharma*

Introduction

Teachers play a vibrant role in the education and growth of students. They are responsible for imparting knowledge, skills, and values that prepare students for their future careers. One of the critical components of this preparation is employability skills. Employability skills refer to a set of skills, attitudes, and behaviors that make individuals more attractive to potential employers. These skills include communication, teamwork, problem-solving, critical thinking, time management, adaptability, and many others.

Teachers' perceptions of their students' employability skills can have a significant impact on students' success in the job market. If teachers have a positive perception of their students' employability skills, they are more likely to recommend them for job opportunities and provide them with references. Conversely, if teachers have a negative perception of their students' employability skills, they may be less likely to recommend them for job opportunities, and students may struggle to find employment.

The employability of college students of arts and science are being serious question in India. There are observations and question are raised about adopting employability skill of college students among the vital stakeholders namely students, facilitators and employers. Therefore, the biggest challenges for the arts and science colleges are to develop employable skills, enhance knowledge and make the students more employable in the corporate organization. Most of the researchers and research studies points out that fresh graduates who possess 'soft skills' have immense opportunities to become employable in reputed corporate and business firms. Soft skills are vital to the employee's ability, knowledge and to work smarter and deal with people at the emotional level. Enhancing the employability is a process of developing

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the arts and science graduate's potential to magnify and establish an ample of series of skills needed for successful employment. Hence, enhancement of employability through soft skill training process merits interest of in-depth research. There is a need to understand the curriculum of soft skills, needs of soft skill facilitators, training process and global resources that enable immediate employment opportunities. Hence, this study is attempted to know the perception of college students and teachers awareness, opinion, measures to improve employability skills of arts and science students through soft skill training in the arts and science college graduates.

Concept of Soft Skill

Soft skills are a very popular term now a days used to indicate personal transversal competencies such as social aptitudes, earning edge and communication capability, friendliness and ability of working in team and other personal traits that characterize the relationship between people. Soft skills are traditionally considered complementary of hard skills, which are abilities to perform a certain type of task or activity soft skills are strategic to be successful in personal and professional life then are essential for a candidate when he tries to obtain any kind of job. Corporate houses generally hire new employees, in particular recent graduates, taking more in consideration their soft skills than their hard skills.

Soft skills refer to a set of personal attributes, personality traits, communication abilities, and social skills that enable individuals to interact effectively and harmoniously with others in the workplace and beyond. Soft skills are sometimes called "people skills," as they are essential for building positive relationships with colleagues, customers, clients, and other stakeholders.

Some examples of soft skills include:

- **Communication:** The skill to communicate efficiently with others, both verbally and in writing.
- **Emotional intelligence:** The ability to understand and manage one's emotions, as well as the emotions of others.
- **Teamwork:** The ability to work collaboratively with others, including listening, compromising, and being supportive.
- **Leadership:** The ability to lead and motivate others, as well as to manage conflicts and provide feedback.
- **Problem-solving:** The ability to identify problems, analyze them, and find effective solutions.
- **Time management:** The ability to manage one's time effectively, prioritize tasks, and meet deadlines.
- **Adaptability:** The ability to adapt to changing circumstances and situations, and to be open to new ideas and approaches.

Soft skills are critical in the workplace as they enable individuals to work well with others, communicate effectively, and solve problems efficiently. They are often seen as a complement to technical skills, as having a combination of both can make individuals more successful in their careers.

Employers value soft skills because they contribute to a positive work environment, increase productivity, and promote effective teamwork. Soft skills are also important for career advancement, as they are often seen as essential for leadership roles and positions that require working with diverse groups of people.

Why Soft Skills?

Soft skills are important because they help individuals interact effectively with others in both personal and professional settings. Soft skills are personal attributes that enable someone to communicate effectively, work well with others, manage their time effectively, and adapt to changing circumstances.

Importance of the study Arts and science graduate student should learn to differentiate between formal and Informal and work place versus social situations in order to equip himself or herself with soft skills. This learning will help the students to work in the global atmosphere. In this scenario, India is ever make looking academic to produce human resources with distinct kind of competencies, skills and knowledge to meet the 21st century needs. The universities and colleges are expected to facilitate knowledge based economy and cutting edge technology through an effective coalition between colleges, universities and industry preparing young people for the job markets has, therefore, become a significant responsibility of higher educational institutions. In facts, the quality of universities, arts and science colleges are assessed in terms of placement records, postgraduation opportunities and academic accomplishment. Tamil Nadu is a pioneer state having largest number of colleges of Government aided and self financing colleges. The number of colleges have grown by an order of magnitude in the last two to three decades. This rapid expansion has raised serious concerns about quality of arts and science colleges in Tamil Nadu. Hence, developing employability skills in arts and science colleges are need of the hour and this study is an attempt in this direction by collecting opinion of students and teachers.

Some of the reasons why soft skills are important include:

- **Communication:** Soft skills are essential for effective communication. Good communication skills help individuals to convey their ideas and thoughts in a clear and concise manner, which is important in both personal and professional relationships.

- **Teamwork:** Soft skills are also important for working in a team. Effective teamwork requires individuals to be able to communicate, collaborate, and support each other.

- **Leadership:** Soft skills are critical for leadership roles. Leaders need to be able to motivate and inspire their team, delegate tasks, and communicate effectively.

- **Adaptability:** Soft skills also help individuals to be adaptable and flexible. In today's fast-paced and rapidly changing world, individuals need to be able to adapt to new situations and challenges.

- **Problem-solving:** Soft skills also help individuals to think critically and creatively to solve problems. This is important in both personal and professional contexts.

Overall, soft skills are essential for success in both personal and professional life, and can help individuals to build strong relationships, work effectively in teams, and navigate complex situations.

Importance of Employability Skills

Employability skills are those abilities that are essential for success in the workplace. They are the skills that enable individuals to get and keep a job, progress in their careers, and contribute positively to their organizations. Some examples of employability skills include communication skills, teamwork, problem-solving, time management, adaptability, creativity, and critical thinking.

Employability skills are important for several reasons:

- **Increased Employability:** Possessing employability skills can increase an individual's chances of finding employment. Employers look for individuals who possess these skills as they make employees more productive, efficient and effective.

- **Career Advancement:** Employability skills are crucial to advancing in one's career. They help individuals stand out from the crowd, and can lead to promotions, increased responsibilities and higher pay.

- **Adaptability:** Employability skills help individuals adapt to changing work environments, industry changes and new technologies. With the fast pace of change in today's workplace, the ability to adapt and learn new skills is essential.

- **Job Retention:** Employability skills help individuals perform their jobs well, and this in turn helps them to retain their jobs. Employees who possess these skills are more likely to be reliable, productive and successful in their roles.

- **Transferable Skills:** Employability skills are transferable across different industries and jobs. These skills can be applied to a wide range of positions and industries, making individuals more versatile and increasing their career opportunities.

Overall, employability skills are critical for success in today's fast-paced and constantly changing job market. By possessing these skills, individuals can enhance their employability, career advancement opportunities, and overall job performance. The employability being influenced by the nature and the type of the skills imparted to the students and the perception by the stakeholders. The students who are the ultimate winners or one, who lag behind in their academic progress, must yelled themselves to understanding the significance of the skills to put on and the teachers who are the main instruments to show the correct seeds at the correct time in the minds of the students. The skills which are main device for employability the perception of the students regarding importance of learning the employability skills, enables the stakeholders to facilitate the implementation of progressive plans. Hence, the present study is focused on the perception of employability skills of college students.

Teachers play a critical role in bridging the skill gap of students. They are responsible for identifying the specific skill gaps that exist among their students and then developing appropriate strategies to help them acquire the necessary skills.

One way that teachers can bridge the skill gap of students is by using differentiated instruction. This involves tailoring their teaching methods to meet the individual needs and learning styles of each student. By doing so, teachers can ensure that all students have access to the material and can learn in a way that is most effective for them.

Another approach that teachers can take is to incorporate real-world experiences into their teaching. By using practical examples and scenarios that students are likely to encounter in the workplace, teachers can help students develop the skills and knowledge that they will need in their future careers.

Teachers can also work with industry partners and community organizations to bring in speakers, organize field trips, and provide hands-on experiences for their students. This can help students see the relevance of what they are learning and gain valuable insights into the skills and competencies that are valued in the workplace.

In addition, teachers can help students develop critical thinking skills by encouraging them to ask questions, analyze information, and think creatively. By doing so, students can become more adept at problem-solving and decision-making, which are essential skills in any profession.

Finally, teachers can provide ongoing feedback and support to help students build on their strengths and improve their weaknesses. By providing constructive feedback and personalized guidance, teachers can help students stay motivated and engaged in the learning process, which can help them bridge any skill gaps that they may have.

Overall, teachers have a critical role to play in bridging the skill gap of students. By using differentiated instruction, incorporating real-world experiences, working with industry partners, encouraging critical thinking, and providing ongoing feedback and support, teachers can help students develop the skills and competencies that they need to flourish in the workplace.

Aim and Scope of the Study

The objective of this study is identify employability skills required for arts and science college students and to examine the opinion of the students and teachers about the employability skills acquired by them. The study is restricted to the analysis of enhancing the college students perception of employability skills through soft training in arts and science colleges in India. The research contemplates on soft skills like communication skills, team building of expertise, problem solving abilities, self-management proficiencies and multi – cultural understandings.

Review of Literature

The Research studies of employability skills are reviewed and analysed in order to develop research frame work of the present study which is narrated as under: Shane Robinson (2008). This research reveals that the graduates have given importance to the aspects like solving problems, working independently and functioning well in stressful circumstances and they give least importance to the political consequences of the decision made. In terms of aptitude, graduates supposed themselves to be most competent at working independently relating well with managers and working well with associated employees and least competent of categorizing political Consequence of the decision to be made.

He studied the perception of Yarmouk university students on employability skills which has shown the relationship among the students from science colleges and humanities colleges on their perspectives toward acquiring employability skills. It is further revealed that the students from science colleges scored higher than from humanities colleges on three domains (empathy, communication and coping with stress). This research identified significant difference between the disciplines and the application of cognitive and affective skills like human touch, feelings, emotion and conversations. Among the various discipline's studies, the Georgia students displayed a significant higher learning experience in technological skills than environmental students or planning students due to the nature of the discipline. Planning students on the other hand found meaningfully advanced utility in the application of managing skills.

Methodology

The research study is both analytical and descriptive methodology by using primary data and secondary data. The survey is conducted amount the students of Arts and Science colleges in the state of Tamil Nadu. To have wholesome approach of the study and to have realistic resets, Arts and Science college of all Districts of

Tamil Nadu are covered. Pilot study is tested with the help of Cronbach Alpha method. Sample size of the student respondents are 3045 and teacher respondents are 1347 by using convenient sampling method.

Results

The study on "Teachers Perception of Students Employability Skills" provides a qualitative analysis of the perceptions of teachers regarding employability skills of students. The study involved 16 participants, including teachers from Malaysia, China, and the UK.

The study found that teachers perceived employability skills as a combination of both hard and soft skills. The most commonly mentioned hard skills were digital literacy and numeracy, while the most commonly mentioned soft skills were communication, teamwork, problem-solving, and critical thinking. The teachers believed that these skills should be integrated into the curriculum and taught explicitly, with a specific focus on assessing and developing them.

The study also revealed that teachers felt that they needed more training in identifying, teaching, and assessing employability skills among their students. The teachers acknowledged the importance of their role in developing these skills but felt that they lacked the necessary knowledge and skills to do so effectively.

Overall, the study highlights the importance of employability skills and the need for teachers to develop their understanding and expertise in this area. The findings of the study suggest that policymakers should consider investing in teacher training programs that focus on employability skills and integrate them into the curriculum.

In conclusion, the study provides valuable insights into the perceptions of teachers regarding employability skills and their importance. It highlights the need for collaboration between employers, policymakers, and educators to prepare students for the workforce and enhance their employability prospects.

Discussion

The research paper titled "Teachers Perception of Students Employability Skills" sheds light on the perspectives of teachers on the employability skills of students. The study is significant in the current scenario where employability has become a significant concern globally, and it is believed that schools and universities have a crucial role to play in preparing students for the workforce. The study uses a qualitative approach to explore teachers' perceptions on employability skills in different regions, including Malaysia, China, and the UK. The results of the study reveal that teachers view employability skills as a combination of both hard and soft skills. Teachers believe that these skills should be integrated into the curriculum and taught explicitly, and there should be a specific focus on assessing and developing them.

The research paper also highlights the importance of teacher preparation in developing students' employability skills. It suggests that teacher training programs should equip teachers with the necessary skills to identify, teach, and assess employability skills among students. This approach would help in developing an understanding of the importance of employability skills, their integration into the curriculum, and the assessment of these skills.

The study is significant because it adds to the literature on the importance of employability skills and the role of teachers in their development. The paper highlights the need for collaboration between employers, policymakers, and educators to prepare students for the workforce. However, the research has some limitations, such as the small sample size and the fact that it is based on the perspectives of teachers only. Overall, the research paper provides valuable insights into the importance of employability skills and the role of teachers in developing them. The findings of this study could be used to inform policy decisions aimed at enhancing the employability of graduates globally. The study suggests that there is a need for further research in this area, particularly from the perspective of students and employers, to develop a comprehensive understanding of the importance of employability skills in the current job market.

Conclusion

The study provides significant insights into the perspectives of teachers on employability skills of students. The study involved 16 participants, including teachers from Malaysia, China, and the UK. The study found that teachers perceived employability skills as a combination of both hard and soft skills. The most commonly mentioned skills were digital literacy, communication, teamwork, problem-solving, critical thinking, and numeracy. The study suggests that these skills should be integrated into the curriculum and taught explicitly, with a focus on assessing and developing them. The study highlights the importance of teacher preparation in developing employability skills among students. It suggests that teacher training programs should equip teachers with the necessary knowledge and skills to identify, teach, and assess employability skills effectively. The study also emphasizes the importance of collaboration between policymakers, employers, and educators to enhance the employability of graduates in the current job market.

The findings of the study have significant implications for policy decisions aimed at enhancing the employability of graduates globally. The study recommends that policymakers should consider investing in teacher training programs that focus on employability skills and integrate them into the curriculum. This approach would help to develop an understanding of the importance of employability skills and equip teachers with the necessary knowledge and skills to teach and assess these skills among students.

In conclusion, the study provides valuable insights into the perceptions of teachers regarding employability skills and their importance in preparing students for the workforce. The study highlights the need for collaboration between policymakers, employers, and educators to enhance the employability of graduates and improve their prospects in the current job market.

The essence of employability skills must be invariably found familiar and sound similar among the colleges. The variation skills in the course of curriculam, diverse administration between institutions, autonomy granted to the colleges in conducting exams, the geographical location of the colleges should not be the hindrance for promoting the awareness of employability skills to the students. It is observed that this study concludes that students and teacher's opinion is that basic skills, communication skills, planning and innovative skills decision-making abilities and numerical and technology are essentials of arts and science college students to get their placement in corporate organisation. This study suggest that the arts and science college must include soft skills as a subject of continuous learning which will pave the way for arts and science graduates more employable.

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A Study of Mahatma Gandhi's Contribution to Philosophy of Education in India

Fr. Baiju Thomas[*]

Introduction

The everyday lives of Indians were profoundly affected by his efforts to create India, a more progressive and environmentally friendly nation. He had strong moral principles and always acted under them. He yearned for an answer that would enable him to put his values into practice. His philosophy of teaching combines naturalism and pragmatism with idealism. Choosing any of these three alternatives does not entail giving up on the others. Gandhi's idealism is supported by naturalism and pragmatism alike. Gandhi emphasized introspection when discussing truth, nonviolence, and morality. He takes a naturalist's stance when talking about the kid's biological growth yet a pragmatic perspective when discussing the value of experiential learning in the classroom. That is why getting a liberal arts education and the overall development it affords is trending upwards (Dar, R. A, 2021). India's history is not perfect, but it has evolved into an enormous wealth of culture and a highly developed civilization. This demonstrates the incontestable efficacy of learning, which is due in no small part to globalization's role in propelling Indian Civilization to the pinnacle of human accomplishment. There is little question that fifty years from now, Gandhi will still be revered as an important figure in India and the lives of Indians. He offered balanced and practical perspectives on various topics, including society, government, the economy, health care, and education. The thoughtfulness and honesty he showed moved him significantly. When he was in school for economics, he focused on problems that only rural areas faced. His grim predictions regarding the

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future of British education were spot on. Some would question Gandhi's commitment to education and his model of primary education, which incorporates his philosophy, technique, and strategy, given that the illiteracy rate in India has reached worth a look percent and crime, Violence, corruption, and poverty are at record highs (Dehury, D, 2006). When it comes to the field of education, no one else can compare to Gandhi. To my knowledge, he was the first Native American to advocate publicly for culturally relevant education that respects and incorporates indigenous worldviews and knowledge systems. When we last met him, India was still under British rule, and he was fighting for the independence of the country's educational system. According to Gandhi, the colonial educational system was doomed from the start because it was conducted in a foreign language, placed an excessive emphasis on students' intellectual advancement, and was based on a foreign culture that eradicated the indigenous one. The atmosphere he created and the ideals he advocated for profoundly affected Indian culture and way of life. The hopeless romantic within him was always there. He needed to figure out a way to put his ideals into action. His approach to education strikes a balance between idealism, realism, and pragmatism. Keep in mind that is often overlapping material among the three areas. Though grounded in idealism, naturalism, and pragmatism, Gandhi's worldview is compelling. According to Gandhi, one can find fulfilments by committing oneself to truth, nonviolence, and moral principles. He sounds like a naturalist when he discusses how a child develops under his nature, but like a pragmatic advocate, he argues for children to learn and grow via experience. The combination of these factors undoubtedly brings about substantial development and improvement across all fields. He sparked a reformation that has impacted how we view education. He believed that a young person's worth did not depend on their potential in the long run. These exercises only work if the teacher helps the learner see the connections between ideas that initially seem unrelated. Until then, the kid will not be able to relax and be himself.

A Short Life Sketch of Mahatma Gandhi

Mahatma Gandhi, one of India's great leaders, deserved this honour. He has set a high standard for how we should all try to live our lives now. His mother's spiritual beliefs profoundly affected him, helping him become more forthright and honest. Mahatma Gandhi worked tirelessly to advance human rights for the rest of his life. On October 2, 1869, Mohandas Karamchand Gandhi was born in the Indian port city of Porbandar on the Kathiawar Peninsula north of Bombay. His family was wealthy and well-connected (Indian social class). A member of the Gandhi family, he was born to Prime Minister Karamchand Gandhi and his fourth wife, Purtlibai, who ruled three independent city-states together. According to Gandhi, his mother was a devout Hindu who regularly attended prayers. Mohandas had difficulty in school, was very shy, and would instead read than play sports. He was only 13 years old when he

married Kasturbai, a girl who was only a year or two older than he. He had planned to follow in Gandhi's footsteps and become a doctor like his hero Gandhi, but his father forbade it because of the stigma connected with Mohandas's caste. Mohandas helped his new wife graduate high school with the help of a tutor after they got married. Gandhi left for England to further his schooling in September 1888. While still in India, he struck a pact with his mother that neither of them would eat beef again. Even while traveling, he stuck to his vegetarian diet. He went to law school in England but never quite fit in. He moved to Bombay right after finishing law school in 1891. Before representing the prince of Porbandar, he practiced law in Rajkot and Bombay (Agnihotri, A., 2021).

As early as 1893, Gandhi found work in a Muslim law company in Pretoria, the capital of Transvaal in the Union of South Africa. In Natal, South Africa, Gandhi stepped down from his first-class train compartment at the request of a white traveller. Instead of finishing his train ride, he got off at the next stop to meditate. After everything he went through, he was more resolved than ever to do whatever it took to eradicate racism for good. He had not planned to spend more than a year in South Africa, but he got embroiled with a cause that held him there until 1914. For political reasons, Gandhi and his family left Africa in 1896 and moved back to India. In January of 1915, after Gandhi had returned to India, the poet Rabindranath Tagore bestowed upon him the title of "Mahatma" (1861–1941). One who has a "great soul" is being lauded. After hearing Gandhi speak, many people were moved to take up arms and fight for a better life. He told them about his vision of a new kind of free Indian and how they might build their nation's borders from the start. During 1934 and 1939, Gandhi launched an aggressive campaign to expand India's textile industry, provide elementary education to all children, and make Hindi the official language of the country. A close friend at the time was Jawaharlal Nehru, chairman of the Congress Working Committee (1889-1964). Although they had their differences, Gandhi finally chose Nehru as his successor and said of him, "I know this, that once I am gone, he will speak my language." India was forced to fight in World War II (1939–45) after England re-joined the Allies. Gandhi said that the United Kingdom had not made any political sacrifices acceptable to nationalist leaders to prevent India from joining the war against Japan in August 1942. Arresting two prominent Congress Party members—Gandhi and Nehru—caused widespread unrest in India. The severity of his sickness prevented him from being released until May 6, 1944 (Lev, S.,2018).

Gandhi's independence directly threatened Muhammad Ali Jinnah's (1876–1948) vision of a Muslim-only state in Pakistan. When Jinnah called for a day of "Direct Action" on August 16, 1946, it was to protest British control. In Calcutta, 5,000 people were killed, and 15,000 were injured in communal massacres on that day and the days that followed. Violence and lawlessness reached unprecedented levels across the country. Gandhi skipped the Independence Day celebrations on August 15,

1947, because he was disheartened that his government was not responding to his plea for peace and harmony. On September 1, 1947, after an angry Hindu mob broke into the home he was living in, Gandhi began his fast, declaring he would end it "only if and when sanity returns to Calcutta." Gandhi ended his fast after the heads of the Hindu and Muslim faiths called an end to the bloodshed (Nanda, B. R.,1958). On January 13, 1948, Gandhi began his final fast for Indian independence in Delhi. On January 30, Nathuram Godse, the editor of an extremist Hindu Mahasabha tabloid in Poona, shot him dead while attending a religious service.

Mahatma Gandhi's Viewpoint on Education

It is impossible to underestimate Gandhi's influence on education in India. He believes that education's principal function is to aid students in developing their full potential. As Gandhi saw it, everyone must be able to provide for themselves. He advocated a curriculum that focused more on time-honoured trades to reduce the high unemployment rate among new college graduates. He stressed the importance of hands-on agriculture experience and worked with his students. Since people's careers would not be tied to their ability to make money, they could pick whatever they wanted to do. A school should be "sincere," "fearless in the quest for truth," and "boldest experiment," he continued, always provided that they are sound and founded upon deep thinking, matured and purified by a life of dedication (Tendulkar, D. G., 1960). The significance of education in India has been raised primarily due to Gandhi. He concluded that Indians feel inferior because of the colonial educational system. He thought that if Indian children were educated, they might be able to reclaim their honour. Gandhi's call for paradigm shifts in how children are taught was one of his more controversial proposals. He thought that kids from the poorest families would benefit the most from his "basic education" philosophy and the lessons. This type of discussion suggested that people were getting ready for a significant societal shift. Its claimed mission was to reform the way education is perceived and understood and how students are taught in schools. Teaching young children fundamentals that will serve them well throughout life is the primary objective of early childhood programs. According to him, schools have a right to strive for self-sufficiency in funding. He emphasized the importance of honing one's "Hand, Heart, and Head." I agree that every successful school needs to devote time and resources to physical education and the arts to paraphrase what he said. An education can make one appear innocent on the outside. In his mind, every student in his classes was a practicing Braham Chari. He thinks that students should not have to pay for the costs of attending college. He placed a higher value on scientific proof than on logical argument. Both Gandhi and Froebel believed that schooling should focus on assisting pupils in recognizing and developing their strengths. He also felt the kid needed to get some real-world experience. Educators, in his opinion, should do what they can to pique their students' enthusiasm for learning because those genuinely interested in

education will succeed the best. One example is that he opposed gender bias training programs. Equal educational opportunities for persons of both sexes were significant to him. He pushed for the value of acquiring real-world experience. He emphasized the need for students to take an active role in their education. In his opinion, the most effective learning occurs when the subject matter is engaging and fun (Rukmani, S., & Vasimalairaja,2020). The education system in India does not prepare its students to contribute to developing a more equitable, scientific, and peaceful society in its current state. Too many young people never experience the joy of becoming an adult. Despite a record number of high school grads, many are ill-prepared for the challenges of the modern labour market. Thus, Mahatma Gandhi devoted his entire life to studying and advocating for what he termed "Basic education." His philosophy on teaching reflects his values and beliefs. Kids must understand the importance of putting their classroom knowledge to use as early as possible in life. Gandhi believed that lack of education was a factor in perpetuating oppressive systems. When he began campaigning for what he dubbed "basic education," it ushered in a new era in India's educational institutions. This research delves into how the Basic Schooling paradigm has impacted contemporary pedagogical practices.

Basic Philosophies of Education

The study's overarching purpose was to integrate Mahatma Gandhi's educational philosophy into one convenient location. M. K. Gandhi, an intriguing and amazingly well-informed worldwide character, was born in the India of the modern era. He acknowledged that we live in a contemporary environment but stressed the need for education to preserve a timeless spiritual perspective. He was also a philosopher, socialist, and teacher, in addition to being a prominent politician. The works and lives of great educational philosophers are remembered for future generations because of the timeless quality of their ideas. Our educational system has been many improvements during the past 250 years. Many Eastern-inspired discoveries have had far-reaching effects on Western academia. Gandhi was not as interested in gaining political power as he was in fostering social change and progress. He is sceptical that Eves can craft a just law. He reasoned that this proved that any successful political revolution would involve a period of social turmoil and institutional restructuring. Therefore, getting as much knowledge as possible on the topic is essential. It is not hard to spot the many student subcultures at work on campus. For as long as you live, you will be responsible for this. Young guys are being conditioned to be cretins in today's classrooms. To realize one's most significant potential, one must be allowed to pursue and complete a high-quality education. Investing in a child's education has never been more critical. Based on the study (Tater, S. R., 2016). Education, in this perspective, is not merely a means to an end but a way of life that helps one become their best self and realize their full potential. The example of Gandhi lends credence to this position. He became one of India's most well-known proponents of modern

education because he approached teaching from the perspective of enhancing his students' lives in any manner he could (spiritual, intellectual, social, political, and economic). In Gandhi's opinion, school is not the last destination but a stepping stone to more incredible things. How well Gandhi's educational ideals apply to elementary and secondary school settings has been investigated. The problem is that most people do not know how to better themselves through education. We may evaluate our educational system the same way we consider any other part of our culture or ecosystem.

For this reason, we are committed to offering only those courses and concentrations proven to increase graduates' earnings potential. Both individual and social progress are ignored. In today's world, bold leadership is more essential than ever. Literacy and education are crucial to India's development. People of all faiths can openly practice their rituals in Gandhi's idealized new India. Its origin is India, a nation whose people are regarded as among the most courageous in the world. We do not doubt that Gandhi was there. His teaching philosophy centers on cultivating a community where students treat one another with kindness and respect. His mind is unparalleled in the history of the human race. He is heralded as the one who introduced the values of development and humanism and started with a clean slate in the modern world. Modern and practical, the Gandhian approach to teaching has won widespread support. Gandhi believed that the best way to alter India and its people's future was via education. It is not shocking that he changed his mind on the role of religion in the classroom in favour of a more secular stance. Education is beneficial for the individuals who receive it and society as a whole. It shows what a society's foundations are made of. As a result of his travels, he has a thorough familiarity with South Africa and its people (Tater, S. R., 2016). The study described here is primarily factual and scientific; it examines Gandhi's views on education from several angles, such as his worldview, the history, function, and defining characteristics of basic schooling. The primary objective of this study is to offer a comprehensive evaluation of the importance of classical education in the modern world. He theorized that the people would rise in revolt if schools went back to emphasizing "old skills" and encouraging students to seek introspection and the truth. In conclusion, the significance of Gandhi's pedagogical ideals to contemporary education is discussed. This indicates that the text can help understand Gandhi's ideas on basic philosophies of education.

Basic Principles of Educational Philosophy

- Gandhi undoubtedly displayed a modern scientific technique through this creative educational framework, even if society's middle and upper sections disregarded the primary education system. His social interest in it cannot be ignored, despite many issues. It was unsuccessful as an outcome of poor technical execution. Gandhi insisted that everyone's way of life should include

a dedication to education. The effects of Gandhi's educational philosophy have been investigated with an emphasis on the primary education curriculum.

- From the age of seven to fourteen, every child should have equal access to education that is free of charge and without any restrictions. School curriculum will be offered in addition to primary education for seven years.

- Activities and the arts should take priority in education. It ought to be practical, functional, and craft-oriented. It is intended to deliver education in its entirety. Your developmental process could be benefited from activity and action. Without practice, whatever knowledge is obtained is quickly forgotten.

- Gandhi believed that education should be independent and self-sufficient. He was well aware of our people's financial plight. To succeed academically, he aimed to become independent. He was unable to wait for the state to provide the funding. So he made a case for making education self-sufficient.

- The primary teaching language must be the mother tongue. He believed that if children learned to speak their native dialect, they would be able to do it effectively, precisely, and simply. They would also be able to understand the detailed history of other people's views, motivations, and aspirations.

- Gandhi was a fervent advocate for peaceful protest. A nonviolent morality should be the basis of education. Politics, the economy, and the educational system must be based on the values of equality, integrity, and nonviolence.

- Nationality should ideally be: A fundamental aspect of primary education is the Ideal of Citizenship. The young person shows a strong sense of civic responsibility.

- Education and living ought to be directly related in some manner. All areas of primary education need to teach the concept of connection.

- Living and learning ought to be related in some way. Every area of primary education must offer classes on interconnections.

- The key element of primary education is a correlation.

- It focuses primarily on cooperation over competition. Neighbourhood clean-ups, mealtime gatherings, crafts, participation in Sarvodaya programs, and similar activities are examples of community-building activities—the International Journal of Advanced Educational Research, volume 315.

- Non-formal testing: Basic education focuses less on formal testing than the traditional system does. Elementary and middle school graduates are exempt from having to sit for public or external exams. When necessary records must be preserved, students' daily, irregular, inconsistent, monthly, and term-to-term homework should be used to evaluate their academic development.

Women Education

Men and women enjoy equal legal rights in a republic. Everyone should be allowed to continue their education. Women have distinct responsibilities than men. Women occasionally need special training in addition to the regular education given to men. Since each depends on the other, it is impossible to comprehend why one exists without the other. They perform better as a unit. When creating any plan for women's education, this fundamental idea must always be kept in mind (Patra, G.). Gandhi prioritizes women's education. He contends that women are not just our mothers, sisters, and wives but also social beings, people, and the most important representation of God. They want to provide women's protection the same way men do men's as an outcome. The wife is not the master of her husband. Gandhi was a staunch advocate for women's rights and urged them to "fight for their self-development." He said that men and women are like the two wheels of an automobile. He wants to employ education to give women the ideal form, like Sita, Dropati, etc. My inability to compare men's and women's educational experiences, let alone where to start, is apparent. I believe women should have equal access to modern utilities as men, especially when facilities are required. Mahatma Gandhi stated that "women are the most wonderful creatures created by God" and that "she is even superior to man in her religious commitment." He saw women as "a manifestation of nonviolence." The issue that arises is how Gandhi might encourage genuine respect for women. His mother and sister heavily impacted him as a child. After being married, Kasturba affected him. Meeraben and Amrit Kaur's genuineness and dedication to the Ashram way of life profoundly influenced him. Gandhi firmly believed that women are inherently nonviolent. Gandhi fervently pushed Indian women to join the independence movement from the beginning of his fight for the independence of India.

Conclusion

Gandhi was a major proponent of education and understood that it had the most significant impact on a nation's social, moral, and economic development. He believed that the ultimate goal of education is self-realization. "Character development must be the objective of all knowledge," Gandhi once said. Gandhi regarded character development in students as necessary. Gandhi believed that an excellent education prepares people for all facets of life. A society free from Violence and exploitation is what education tries to create. Even if the middle and upper classes of humanity chose to ignore the primary education system, Gandhi served as an example of a new scientific method through this state-of-the-art educational approach. Despite his shortcomings, it is evident that he cares about society. Mechanical execution was mostly to blame for its failure. Gandhi emphasized strongly that everyone's way of life should include a commitment to education. How Gandhi's educational philosophy affects the foundational subjects taught in schools has been studied. Gandhi's approach to education is examined in light of topics like life philosophy, the

development of fundamental education, its significance, and the primary goals of education. In this study, Gandhi's educational philosophy is examined concerning life philosophy, the origins of excellent education, its significance, different features, and the core curriculum. Most of the time, it has an empirical and analytical tone. Furthermore, his idea is unchallenged. Gandhi thought that women should serve as role models and advocates for gender equality in society because they would be the ones to nurture the next generation of Indian citizens. If parents install in their children regard and honour for not just the dignity of their family members but also all women from a young age, the ideal of women's independence will eventually come true.

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The Impact of Leadership Styles in Employee Work Performance

Dr. Rajitha Xavior*

Introduction

Leadership is the process of influencing the behavior of people towards the achievement of desired goals. It is essential for the success of any business unit. Good leadership can transform a sick unit into a successful unit. It makes the people action oriented and bridges the gaps with in the organization. It are one of the important elements of direction. In the words of Keith Davis, "leadership is the human factor which binds a group together and motivates it towards goals". Shamaki (2015) discussed that the success of an organization depends on the way or manner in which a leader operates to succeed; a leader has to adopt a particular leadership style or blending of styles together to achieve the aim and the objective of that organization.

A leadership style refers to the way of style a leader adopts in directing the way of subordinates towards the attainment of organizational goals. It is the way in which a leader behaves. Different types of leadership styles are:-

Autocratic Leadership Style

In autocratic leadership style, a leader or manager centralizes decision-making power in himself. He takes all decisions himself without consulting the followers or subordinates. Leader makes use of his authority to enforce discipline and obedience among followers. Discipline is enforced by rewards and punishments. Communication will be only in one way. Jung, Jeong and Mills (2014) described an autocratic leadership style on a continuum and opined that autocratic leaders make decisions and announce them, without inviting suggestions from subordinates.

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Democratic Leadership Style

In a democratic leadership style, the leader decentralizes his power. He delegates authority. He involves subordinates in decision making. Decisions are made in consultation with the subordinates. Leader gives freedom to his subordinates. More importance is given to co-operation and protection of group interest. McGregor and Cutcher- Gershenfeld (2006) described this leadership style as benevolent, participative, and believing in people; they equated democratic leader to the Theory Y manager which is associated with increased follower productivity, satisfaction, involvement, and commitment.

Laissez-Fair Leadership

In this style, a manager gives complete freedom to his subordinates. The leader allows group members to set their own goals, to take decisions and to implement these decisions themselves. The role of the leader is to give advice when it is needed. Leader does not exercise any control over his subordinates. . Laissez-faire leader lives and work with whatever structure put in place without any suggestions or criticisms. Goals and objectives are established only when necessary and required. The leader is not control-frisk and abdicates controlling to employees. Such leaders shun decision-making as best as they can and would like to avoid communication, and converses only when needed. Thus, the business of employee development is not a concern to the laissez faire leader, as they believe that employees can take care of themselves (Wong & Giessner 2015).

Review of Literature

Sergio Fernandez (2008) examining the effects of leadership behavior on employee perceptions of performance and job satisfaction and found out that t all three types of leadership behavior are positively related to perceptions of performance, while relations-oriented and development-oriented behavior are positively related to job satisfaction.

Daniel E. Palmer (2009) examined the three levels of ethical analysis of business leadership and found out that leadership is what drives innovation, expansion, and achievement within the world of business.

Muhammad Fiaz (2017) analyzed leadership styles and employees' motivation and the result shows that Autocratic leadership style is found to be more dominant and exhibits significant negative relationship with employees' motivation, whereas democratic and laissez-faire leadership styles are shown to positively predict motivation of employees.

Anurag Raj Singh (2022) in his study says that leadership has a strong and positive effect on the organizational culture, a strong and positive effect of leadership on the employee performance and a strong and positive effect of organizational culture on employee performance as well.

Hayru Lale (2022) according to his study, he reveals that MSE leader's need to encourage employee participation and involvement in decision making and problem solving in order to develop employees sense of ownership and belongingness through democratic leadership

Statement of the Problem

This research focuses on to investigate the impact of various leadership styles, specially autocratic, democratic, and laissez-faire style- on employee work performance. That is to know which leadership style motivates the employee more for their work performance. So the research question is:-

Which leadership style influences the employees to perform more?

Significance of the Study

This study will help to gain a better understanding on various leadership styles and to know which leadership style helps the employee to perform well during their work. This awareness will help the business men or the manager to know how to motivate his employees and which leadership style is to be adopted to motivate his subordinate for their work performance.

Research Methodology

This study was designed as a descriptive one based on primary and secondary data. Primary data were collected from 100 employees working at various super markets at Wayanad district of Kerala by using a structured questionnaire. Secondary data were collected from journals, magazines and books. Simple mathematical tools like mean, standard deviation and regression analysis were used for statistical analysis.

Objective of the Study

To investigate the impact of various leadership styles, specially autocratic, democratic, and laissez-faire style- on employee work performance.

Conceptual Model of Leadership Styles for Work Performance
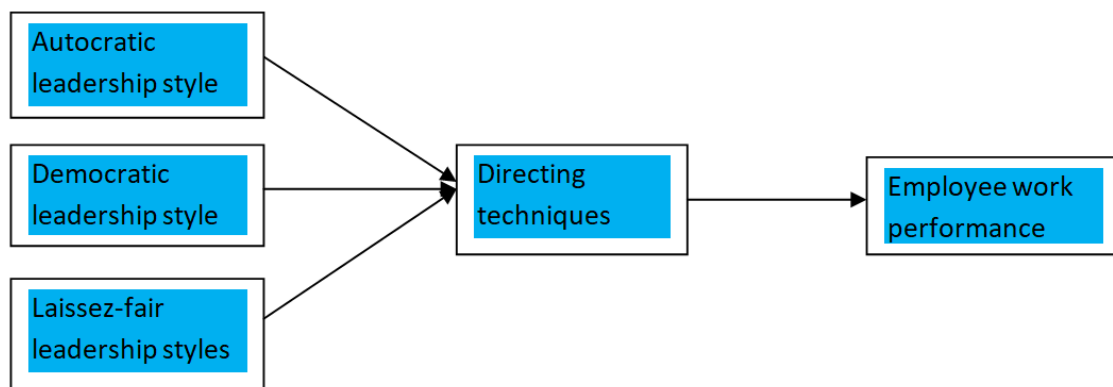
Results and Discussions

Leadership styles preferred by employees of various super markets at Wayanad

To identify the most influencing leadership styles style for employees of various super markets at Wayanad, mean score measurement was used. Each leadership style consist of six variables and was prepared as scaling questions with 5-strongly agree, 4-agree, 3-moderately agree, 2-disagree and 1- strongly disagree closed end options. Therefore, the descriptive statistics was used as a way to examine the mean and standard deviation to determine the most motivating leadership style in super market for their work performance.

Table 1: Descriptive statistics of Leadership Styles

Variables	Mean	Std. Devation	N
Autocratic	2.5350	.44809	100
Democratic	3.5850	.55416	100
Laissez -faire	3.2925	.65042	100
Performance	3.6338	.62897	100

Based on the above table, the employees were highly motivated by democratic leadership style for their work performance as it shows the highest mean score. Secondly they were influenced by laissez-faire style and least influenced by autocratic leadership style for their work performance with in the super markets.

Influence of Leadership Styles and employee work Performance

Leadership styles variables were expected to influence super market employees work performance either positively or negatively. Multiple regression analysis is used to establish the strengths of relationship between dependent variable (work performance of super market employees) and the predicting or independent variables; (various leadership style such as autocratic, democratic and laissez –faire styles)

Table 2: Results of Regression Test

Model	R	R^2	DF	F value	Significance
Regression	.717	.514	3	33.854	.000

Beta coefficients of regression equation are computed and presented in Table 3

Table 3: Beta Coefficients of Regression Equation

Factors	Beta
Constant Value	.621
Autocratic	-.110
Democratic	.505
Laissez -faire	.450

Autocratic leadership style beta coefficient value is -0.110, hence the autocratic leadership was found to have a negative impact on employee work performance. This indicates that autocratic power produces negative influence on employee of super market. Democratic leadership style beta coefficient value is 0.505, hence democratic leadership was found to have a positive impact on employee work performance. Laissez-faire leadership style beta coefficient value is 0.450, hence laissez-faire leadership was found to have a positive impact on super market employee work performance.

Findings, Suggestions and Conclusion

The majority of the respondents (employees of super markets in Wayanad) were highly motivated by democratic leadership style for their work performance as it shows a mean score of 3.58. The respondents were also motivated by laissez-fair leadership styles for their work performance as it shows a mean score of 3.29. The respondents were least motivated by autocratic leadership style as it shows a mean score of 2.53. The work performances of the respondents were influenced by the various leadership styles as it shows a mean score of 3.63. Democratic leadership style has a positive impact on employee work performance. Laissez-faire leadership style also has a positive impact on employee work performance. Autocratic leadership style was found to have a negative impact on employee work performance.

As it is found that the employees of super market in Wayanad were highly motivated for their work performance by democratic and Laissez-faire leadership style, so the superiors in this type of organizations may follow such leadership styles. Leaders influence their followers in different ways. The way the leader influences his or her followers is called leadership styles. Here the result of the study shows that employees were more motivated for their work performance by democratic and laissez-faire leadership styles and least motivated by autocratic leadership style.

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The Role of Behavioral Finance Biases on an Individual Investor's Investment Decision Making

B.Suneetha[*]
Dr. A.Amruth Prasad Reddy[**]

Introduction

Investment is a necessary phenomenon that allows the individuals in order yield returns inform of investment/ interest and capital profits. Individual are spending money on economic activities to meet their consumption needs in any economy. The savings are the result of deferred consumption. The people have been making investments with a view to future returns. The purpose of the investment decision making process is to achieve two objectives such as to understand the need for investments in light of a person's changing social and historical conditions and the second is to choose adjusting strategy for the selection of assets. The choice of an investment takes meticulous planning. People regularly lose their well-deserved money as a result of poor planning. Numerous behavioral finance tendencies impact on the individual decision-making process for investments.

Either internal or external influences apply to these factors. Internal factors are unique and diverse among people, they differ from individual to individual, and they influence individual's decision-making, choices, and inclination which provide guidance towards investment decision process. External factors are generally accepted, normal, and common to all and influence each person similarly.

Literature Review

Rabin (1996) said to be a combination of psychological and financial aspects, behavioral finance examines what occurs in markets if certain investors exhibit human limits and difficulties.

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Kent Daniel and Sheridan Titman (1999) highlighted in their study how this psychological bias affects financial decisions and why individuals are prone to overconfidence. They claim that too optimistic investor sentiment has the ability to increase the return on investment, and that this upward trend's impact is likely to be most pronounced for firms whose values depend on how one interprets confusing data. Additionally, they assert that the portfolio of investments that may be advised by the overconfidence hypothesis provide anomalous returns that are exceedingly large and persistent.

Ricciardi.V. and Simon. H.K. (2000) opined that the goal of behavioral finance is to explain and ascertain comprehend ways in which investors make decisions, as well as the behavioral elements that play a role in those decisions and the extent to which they are influenced by them.

According to Frankfurther and McGoun (2002), "behavioral finance is a subfield of behavioral economics that aims to identify and explain phenomena that defy the traditional framework of expected utility of money and narrowly defined rational behavior. It does this by drawing on theories from other behavioral sciences, particularly psychology and sociology".

Ritter (2003) arrived that "Psychology explains behavioral finance by arguing that a number of cognitive illusions might affect how people make decisions. These illusions are separated into two categories: heuristic decision-making-related illusions and prospect theory-related illusions anchored in the enactment of mental frameworks".

Sewell (2007) opined that "Behavioral finance is the study of how psychology affects how financial professionals behave and how this influences markets. The theory of behavioral finance contends that some financial events may be understood using models in which certain investors are completely rational, meaning that their investment decisions are based on risk and return considerations".

Behavioral finance theories are founded on cognitive psychological research which suggests that a variety of cognitive illusions contribute to human decision-making. The theory of prospects and heuristic theory are the two basic ideas that make up these deceptions Waweru, Munyoki, & Uliana (2008).

Gunay and Demirel (2011) determined that five financial behavior characteristics like overreaction, herding, cognitive dissonance, irrational thinking, and investment decision making interact with socioeconomic and financial behavior parameters.
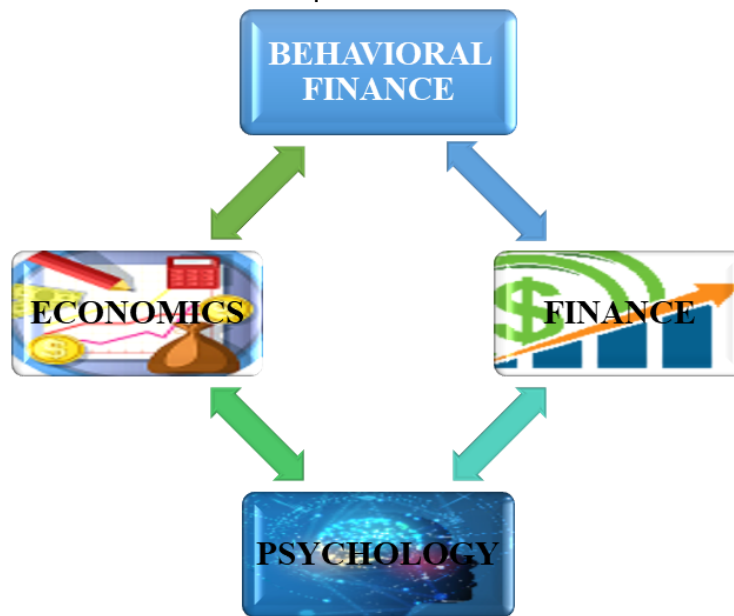
Behavioral Finance

The development of behavioural finance is founded on three factors: psychological, economic, and financial origins. The goal of behavioral finance is to explain why every individual make certain financial decisions. It is a relatively recent

discipline. It incorporates traditional economics and finance with cognitive and behavioural psychology theories. Within the framework of efficient markets, behavioural finance is growing as a result of the inability to maximise the expected utility of rational investors. A market's potential inefficiency is explained by behavioural finance.

A vital principle of behavioral finance is that both an individual's investment decision making and the recital of the market are consistently influenced by the statistical format as well as features of market participants. Investor uses emotional filters and quick cuts to interpret information like an individual would.

In the 1960s and 1970s, philosophers Daniel Kahneman and Amos Tversky—the Fathers of Behavioural Finance—investigated a new theory in the field of finance. Behavioural finance is a recent field that studies psychology, economics, and finance. It considers how one's preferences, beliefs, and ideas impact their financial and investing decisions in particular.

The following are some ways that behavioural finance might be explained:

- The combination of traditional economics and finance with psychology and the decision-making sciences is known as behavioural finance.

- The goal of behavioural finance is to provide an explanation for some of the abnormalities that have been noted and documented in the literature on finance.

- The study of investor'mental mistakes' or systematic errors in judgement is known as behavioural finance.

Behavioral Finance Bias

- Heuristics,

- Framing

- Emotional influences, and

- Market impact

- HEURISTICS as a decision-maker, an investor has a range of options with varying degrees of confidence and limited capacity to quantify outcomes. This results in the discovery and comprehension of every heuristic influencing financial decision-making. Representativeness, grounding and alterations, comfort, optimism, regret avoidance, conservative thinking, mental accountability, accessibility, uncertainty fear, and impact are a few of the heuristics. Heuristics assist in decision-making.
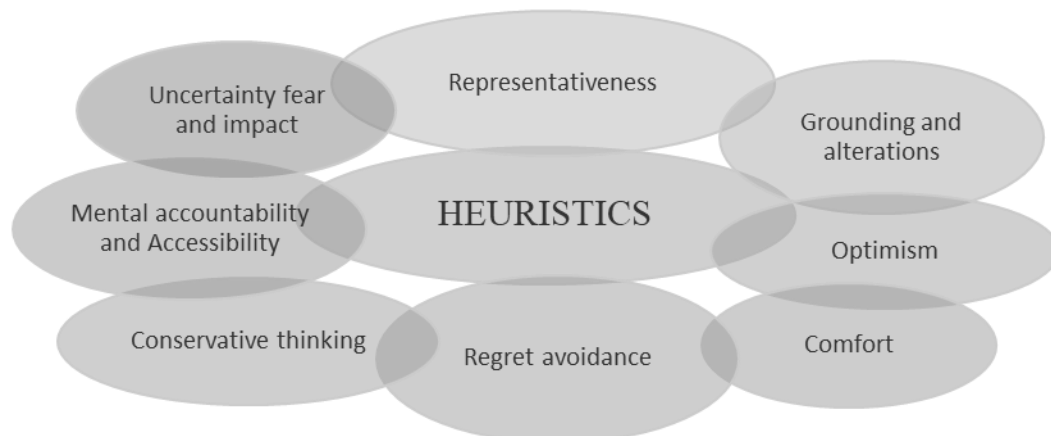

  - *Representativeness* Individuals frequently adopt stereotypes. Individuals are influenced to make effective financial decisions in the future as well, and they have a propensity to detect patterns when none truly exist. This implies that individuals are not making any wagers on long-term trends or take into account the law of averages. Short-term trends are given more

weight, such as a rise in the price of an existing stock or an industry that has recently outperformed others in the market. Any current fluctuations in stock prices ought not to have any bearing on the future values of that stock if markets were entirely rational.

- *Grounding and alterations* Investors frequently grounding their choices on only one number or piece of information. There might be a number of causes for this, including a lack of knowledge or just having too much information to comprehend. Investors frequently make biassed investing judgements and risk losing money in the long term by disregarding significant amount of knowledge and basing decisions only on one piece of information.

- *Comfort* Individual investors frequently base their comfort only on one number or piece of information. There may be a number of causes for this, including an inability to digest the amount of data available, a lack of time, or a simple lack of knowledge.

- *Optimism* Investors are aware that horrible things may and do occur in the financial market. They frequently believe that these negative things cannot actually happen to them, though. They unconsciously assume that only other people may experience such terrible experiences.

- *Regret avoidance* Irrational behaviour, such as avoiding regret, is an example. As opposed to using a rational decision-making process, people invest or spend money based on emotions and emotion. These kinds of individuals place a higher value on prior investments than they do on future investments that will help them recoup their earlier investments.

- *Conservative thinking* Individual investor who are conservative tend to overestimate their base rates and underreact to sample data. In light of fresh information, they do not respond as a sane person would. When individuals with a tendency towards conservatism do respond to newly acquired information, they frequently do so very slowly.

- *Mental accounting and accessibility* According to the behavioural economics theory known as "mental accounting," people have diverse valuations of money, which causes them to make illogical decisions.

- *Uncertainty fear and impact* When there is significant market volatility, investors find it challenging to predict both the present and the future state of the market.

- FRAMING illustrates how factors such as emotions among individuals, presumptions, and psychological constraints on one's ability to understand and react to information have a significant influence on investment choices about matters such as savings, payments, as well as threat, and personal debt. In a

perfect world, investors would monitor changes in their whole net worth. Wide framing in its cross-sectional meaning refers to the tendency of investors to view individual investments rather than the investment portfolio as a whole.

They therefore pay greater attention to price movements in certain equities and are less concerned with how their portfolio as a whole is performing. The most significant idea in behavioural finance, was put out by Kahneman and Tversky and offers an alternate explanation of how humans frame and evaluate a decision with uncertainty. According to this explanation, utility depends on changes in wealth rather than the level of wealth as it does according to conventional traditional theory. Utility is concave for enemy gains.
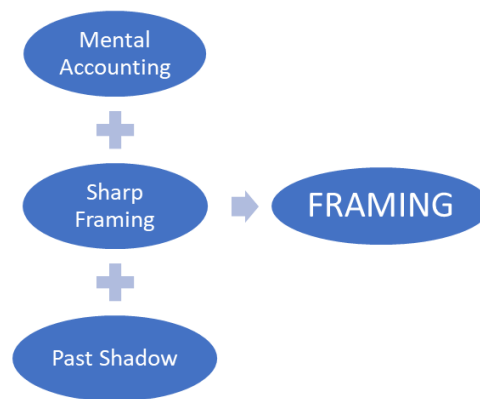
- *Mental Accounting* according to traditional financial theory, money and wealth in general must be viewed as fungible, and every financial choice should be grounded in a calculated analysis of how it will affect one's overall position in terms of wealth. But in reality, people lack the computational ability and motivation to assess decisions in terms of how they will affect general wealth.

- *Sharp Framing* individual investors should ideally monitor changes in their whole wealth. Investors frequently see each investment independently rather than the portfolio as a whole due to narrow framing in the cross sectional sense. As a result, they pay greater attention to price movements in specific stocks and are less concerned with the performance of the whole market.

- *Past Shadow* individuals are more inclined to take greater risk after experiencing success. Amateur gamblers are encouraged to risk more money after gain money in a wager because they don't completely see the profit as their own. This is known as the "house money effect" among gamblers. When they suffer a loss, individuals are less likely to take chances. The snake bite effect is another name for this. A loss is comparable to a snake bite which increases vigilance.

- EMOTIONAL INFLUENCES many human decisions are influenced by emotions and the corresponding enthusiasm, unconscious wants, fantasies, and anxieties of individuals. Risk tolerance is influenced by emotions, and portfolio choice is influenced by risk tolerance. Investors experience a range of emotions as they weigh their options, choose the amount of risk to take, see their choices come to fruition, determine whether their initial strategy has to be modified, and eventually discover how far along they are in accomplishing their financial goal.
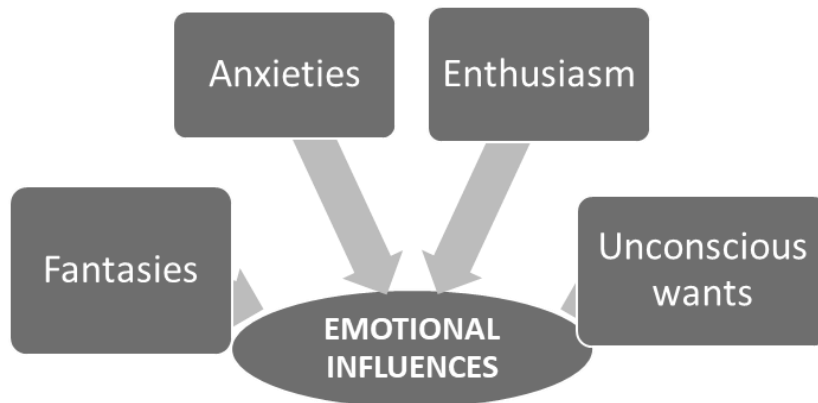
- MARKET IMPACT Market pricing didn't seem to be fair, which was behavioural finance's major draw. How did market abnormalities fuel interest in the idea that psychology would be able to account for them? According to conventional finance, when prices diverge from intrinsic value, sensible investors would take advantage of the errors for their own financial gain, preventing investor errors from having an impact on market prices.

Research's Contribution

As it is mentioned already, the purpose of study is to investigate how behavioural finance bias impact on individual investment' decision-making. The investors might use this enquiry as a resource or tool for better understanding of the security markets and the individual investrs while they make the investment decisions.

Behavioral Finance Bias Impact

Behavioral finance bias may have an influence on the decisions and actions taken by participants in the financial market. By being understanding of these biases, investors in the financial markets may be able to prevent or counteract them, which would probably improve economic outcomes. Behavioral finance biases come in two basic flavors': cognitive errors and emotional biases. Prejudice can either be modified or accommodated depending on its kind. The following are a few of the impacts raised in the behavioral finance bias:

- Recognizing and comprehending biases is the first step in lessening the influence of bias on financial decisions. By understanding behavioral finance biases, participants in the financial market may be able to reduce or compensate for behavioral prejudice and, as a result, improve economic outcomes.

- Market anomalies, or apparent departures from market efficiency, may be explained in part by behavioral finance.

- Behavioral finance bias may have an effect on people, preventing individuals from making decisions that are in their greatest interest and are based on all of the available facts.

- Financial behavioral prejudice can be characterized as either cognitive errors or emotional biases. Nevertheless, one bias may prevail while still including components of the other two.

- Cognitive errors can result from simple statistically significant information-processing, or memory problems; reasoning errors are the most frequent culprits.

- Emotionally biased reasoning typically results from impulsive or intuitive thinking that is influenced by feelings.

Suggestions

Investor conduct in financial markets is significantly influenced by behavioral finance. Even while it is hard for investors to completely remove themselves from such prejudice and have the underlying awareness that they exist, they may still make logical judgments' that maximize profits and minimize losses. Well-read investors who are aware of their own biases while making investments are better able to overcome

them. Investors participate in the market in groups. Finding sources with opposing opinions is essential, and you should utilize their arguments and reasoning to back up your own. The individual making the investment is likely to make their decision with far more understanding. However, it's crucial to learn from such errors and reorient while keeping the lessons in mind in order to prevent repeating them in the future.

Conclusion

For individual investors, behavioral finance biases and psychological variances play a decisive part in the decision-making process when making investments, hence behavioral financial theories are quite essential. After analyzing several researches, it was shown that behavioral finance plays a significant part in individual investor decision-making, playing a bigger role than rational investment decision-making. Additionally, more behavioral finance bias is taken into account by investors when making investment decisions.

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**The Power of Influence:
A Guide to Leadership and Management Success**

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Dr. Asha Rathi*

Introduction

Leadership and management are not solely defined by authority and control. In fact, the true essence of effective leadership lies in the power of influence. Leaders who can positively impact others, inspire action, and drive change have the ability to achieve remarkable results. This article delves into the concept of influence in leadership and management, exploring its significance, strategies for cultivating it, and its impact on achieving success.

What is Management?

Management refers to the process of coordinating and overseeing the activities and resources of an organization to achieve specific goals and objectives. It involves leading, organizing, planning, and controlling various aspects of the organization to ensure its smooth operation and success.

What is Leadership?

Leadership is the ability to inspire, influence, and guide individuals or groups toward achieving a common goal. It goes beyond formal authority or position and involves inspiring others to willingly follow and contribute their best efforts. Leadership encompasses a wide range of qualities, behaviors, and skills that enable individuals to motivate and guide others effectively.

Similarities between Leadership and Management

While leadership and management are distinct concepts, they also share several similarities and often go hand in hand. Here are some of the key similarities between leadership and management:

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- **Goal-Oriented:** Both leadership and management are focused on achieving goals and objectives. Whether it is organizational goals or team-specific objectives, leaders and managers work toward aligning efforts and resources to accomplish desired outcomes.

- **Influence and Direction:** Both leadership and management involve guiding and influencing others towards a common purpose. While leaders inspire and motivate individuals to voluntarily follow their vision and direction, managers provide guidance and direction by assigning tasks, setting expectations, and ensuring work is carried out effectively.

- **Decision-Making:** Both leaders and managers make decisions that impact the organization or team. Leaders make strategic decisions that shape the overall direction and vision of the organization, while managers make operational and tactical decisions that contribute to the achievement of specific goals.

- **People Management:** Both leadership and management involve working with people. Leaders focus on building relationships, inspiring others, and creating a positive work culture. Managers, on the other hand, are responsible for organizing and coordinating resources, assigning tasks, and ensuring that work is completed efficiently.

- **Communication:** Effective communication is essential for both leadership and management. Leaders communicate their vision, values, and expectations to inspire and engage others. Managers communicate plans, instructions, and feedback to ensure that work is carried out effectively and goals are achieved.

- **Adaptability:** Both leaders and managers need to be adaptable and responsive to changes in the business environment. They must be able to navigate challenges, make adjustments, and lead their teams through periods of change and uncertainty.

- **Continuous Improvement:** Both leadership and management involve a commitment to continuous improvement. Leaders and managers seek opportunities for growth, encourage learning, and foster a culture of innovation and development within their teams and organizations.

Difference between Leadership and Management

Leadership and management are two distinct concepts, each with its own focus and approach. While they share some similarities, there are key differences between leadership and management. Here are the main distinctions:

Focus

- **Leadership:** Leadership primarily focuses on setting a vision, inspiring and influencing others, and guiding them towards a common purpose. It involves creating a sense of direction and aligning individuals with a shared goal.

Leadership is more about the people and their motivation, inspiring them to reach their full potential.

- **Management:** Management, on the other hand, primarily focuses on the efficient and effective utilization of resources to achieve specific goals. It involves planning, organizing, coordinating, and controlling various aspects of operations to ensure tasks are carried out smoothly. Management is more about the processes and systems that drive the accomplishment of objectives.

Management
- Task-oriented
- Transactional
- Doing things right
- Events and tasks
- Rational thinking
- Instructs people
- Cognitive intelligence
- Relies on authority
- Push-approach
- Status quo

Leadership
- People-oriented
- Transformational
- Doing the right things
- Attitudes and behaviours
- Inspirational and visionary
- Listens and empowers
- Emotional Intelligence
- Leads through others
- Asks people
- Pull-approach
- Risk taking

Approach

- **Leadership:** Leadership emphasizes leading by example, empowering others, and fostering a positive work culture. Leaders inspire and motivate their team members through vision, values, and personal influence. They focus on developing people, building relationships, and encouraging innovation and creativity.

- **Management:** Management emphasizes planning, organizing, and controlling. Managers focus on executing plans, organizing resources, assigning tasks, and ensuring that work is completed efficiently. They are responsible for implementing processes and procedures, monitoring performance, and making sure that goals are met.

Scope of Influence

- **Leadership:** Leaders have a broader scope of influence that extends beyond their positional authority. They can influence individuals at all levels of an organization and even beyond its boundaries. Leadership is not limited to a specific role or title; it can emerge from any level within an organization.

- **Management:** Managers typically have formal authority and influence over individuals within their designated roles and responsibilities. Their scope of influence is often limited to their immediate team or department.

Orientation

- **Leadership:** Leadership is future-oriented, focusing on long-term vision, innovation, and adaptation to change. Leaders anticipate and shape the future, guiding their teams and organizations toward new possibilities and opportunities.

- **Management:** Management is more present-oriented, focusing on day-to-day operations, efficiency, and maintaining stability. Managers ensure that established processes are followed, goals are met, and tasks are completed within set parameters.

Risk-Taking

- **Leadership:** Leadership often involves taking calculated risks and embracing uncertainty. Leaders are willing to challenge the status quo, encourage experimentation, and take bold actions to drive progress and innovation.

- **Management:** Management tends to emphasize risk mitigation and minimizing uncertainty. Managers focus on optimizing resources, adhering to established procedures, and ensuring that work is carried out in a controlled and predictable manner.

While leadership and management are distinct, successful organizations benefit from a combination of effective leadership and competent management. Balancing these two functions allows for the development of a motivated and high-performing workforce while achieving organizational goals efficiently and effectively.

Power vs Influence

- What is Power?

Power is the capacity to enforce one's will or influence how others behave based on one's authority.

You can command someone to act a certain manner or do a certain thing if you have control over them.

They might not agree with you or hold the same values that you do. However, they'll carry out their acts because they think your source of authority will bring about penalties if they don't or incentives if they do.

Let's say, for illustration, that you have the authority to determine who gets promoted and who is fired. Because they want to make more money or are concerned about being laid off, your employees could heed your recommendations.

- **What is Influence?**

Influence is the capacity to alter another person's behaviour or thought process by persuasion rather than force.

Influence, in contrast to power, does not provide you the ability to directly affect another person's actions or behaviour by merely instructing them to do something.

Instead, you can use your unique skills to persuade people to alter their behaviour, perspective, or actions. Persuasion and inspiration talents are among these abilities.

Influence will also be impacted through relationships. Your actions and behaviours are more likely to have an impact on your peers when you establish a good rapport with them that is built on trust.

Achieving leadership and management success through 'power and influence' involves effectively utilizing both aspects to drive positive outcomes. Here are some key considerations for leveraging 'power and influence':

Understanding Power: Power is the ability to make things happen and influence others' behaviors or decisions. It can be derived from formal authority, expertise, control over resources, or relationships. Recognize the different sources of power available to you and how they can be utilized to achieve your goals. However, it's important to use power responsibly, ethically, and in the best interest of the organization and its members.

- **Building Relationships:** Relationships are the foundation for influence. Invest in building positive and authentic connections with individuals across all levels of the organization. Develop trust, credibility, and rapport by actively listening, valuing diverse perspectives, and demonstrating empathy. Strong relationships create a conducive environment for influence and collaboration.

- **Developing Influence Strategies:** Understand the needs, motivations, and aspirations of the people you lead or manage. Tailor your influence strategies to resonate with their values and align with their goals. Effective influence techniques may include inspiring through a compelling vision, providing mentorship and support, offering rewards and recognition, or appealing to shared values and purpose.

- **Communication Excellence:** Communication is a powerful tool for both 'power and influence'. Hone your communication skills to effectively convey your ideas, expectations, and decisions. Craft compelling messages that resonate with your audience, adapting your communication style to different individuals and situations. Clear, transparent, and persuasive communication enhances your ability to influence and engage others.

- **Lead by Example:** Your own behavior and actions are critical in gaining 'power and influence'. Lead by example, demonstrating integrity, professionalism, and ethical conduct. Model the behaviors and values you expect from others. When your actions align with your words, it strengthens your credibility and enhances your ability to influence others positively.

- **Empowering Others:** Effective leadership and management involve empowering others to contribute their best. Encourage autonomy, delegate responsibilities, and provide opportunities for growth and development. By empowering individuals, you cultivate a sense of ownership and engagement, which amplifies their commitment to achieving shared goals.

- **Continual Learning and Growth:** Successful leaders and managers understand the importance of continuous learning and personal growth. Stay abreast of industry trends, best practices, and emerging leadership strategies. Continually refine your skills, expand your knowledge base, and seek feedback to enhance your effectiveness as a leader.

- **Adapting to Change:** 'Power and influence' are essential during periods of change and transformation. Embrace a growth mindset and encourage others to do the same. Use your 'power and influence' to communicate the benefits of change, address concerns, and inspire a positive attitude toward adaptation. By navigating change effectively, you demonstrate your leadership and management abilities.

By effectively combining 'power and influence', you can create a positive impact, inspire your team, and drive success in your leadership and management endeavors. Remember to use 'power and influence' responsibly, focusing on the best interests of the organization and its members, while fostering a culture of collaboration and growth.

Mastering both 'power and influence; is beneficial for individuals in leadership and management roles for several reasons:

- **Enhanced Effectiveness:** 'Power and influence' complement each other and can be used in combination to maximize effectiveness. Power provides the authority and ability to make decisions, allocate resources, and enforce compliance. Influence, on the other hand, enables leaders to inspire and motivate others, build relationships, and drive voluntary commitment. By mastering both, individuals can leverage power when necessary and utilize influence to foster engagement, collaboration, and positive outcomes.

- **Flexibility in Leadership Style:** Different situations call for different approaches to leadership. Having mastery over both 'power and influence' allows leaders to adapt their leadership style based on the

specific circumstances. In some instances, the use of power and authority may be required to make quick decisions and enforce compliance. In other situations, leaders may rely more on influence to build consensus, inspire others, and drive change. The ability to flexibly switch between different leadership styles enhances adaptability and effectiveness in various contexts.

- **Building Trust and Credibility:** Influence is closely tied to building trust and credibility. Leaders who can influence others positively are often perceived as trustworthy and credible. However, without a foundation of power, influence alone may not be enough to drive change and achieve desired outcomes. Power provides a level of authority that enhances credibility and trustworthiness. When leaders demonstrate integrity, competence, and consistency, while effectively utilizing their 'power and influence', they build trust and credibility with their team members, peers, and stakeholders.

- **Engaging and Motivating Others:** Mastery over 'power and influence' enables leaders to engage and motivate their team members effectively. Power can be used to set clear expectations, assign tasks, and provide guidance and direction. Influence, on the other hand, helps leaders inspire and motivate individuals by connecting with their values, providing a compelling vision, and creating a positive work environment. By combining 'power and influence', leaders can create a balance between providing structure and autonomy, leading to higher levels of engagement, commitment, and motivation among their team members.

- **Driving Change and Innovation:** 'Power and influence' are instrumental in driving change and fostering innovation within organizations. Power allows leaders to make decisions, allocate resources, and establish new initiatives. However, influence is critical for gaining buy-in, overcoming resistance, and inspiring others to embrace change and contribute innovative ideas. By mastering both 'power and influence, leaders can navigate complex change processes, facilitate collaboration, and create an environment that encourages creativity and innovation.

In conclusion, mastering both 'power and influence' provides leaders with a well-rounded toolkit to effectively lead and manage others. By leveraging 'power and influence' in combination, leaders can enhance their effectiveness, build trust and credibility, engage and motivate others, drive change, and foster innovation.

Conclusion

The power of influence lies at the heart of leadership and management success. By cultivating trust, credibility, and effective communication, leading by example, empowering others, building relationships, and adapting to change, leaders can amplify their influence and create a positive impact on their teams and organizations.

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Customer Relationship Management in Reference to Stock Market

Dr. Nidhi Gupta[*]

Introduction

From an investor's point of view, the vulnerability of the markets has led to increased query. The growing fashionability of the stock market investment has been apparent from the nonstop increase in the number of individual investors. The investment in stock doesn't guarantee the investor with a fixed return since the price of the stock at the end of the investment period is indeterminate. The Indian capital market has made a rapid metamorphosis in both the primary and the secondary markets. the major issues faced by the investors are evaporating companies stock swindles bigwig trading lack of necessary professional moxie and frequent pitfalls from understanding the investor's enterprises will help the capital market make better directorial opinions regarding furnishing the right product or service to their customer. One might like a low threat another may prefer high pitfalls. One might ask for a recommendation of specialists to presume whereas another may invest on one's own. One might invest with one's own resources whereas another may adopt and produce investments. Exploring the behaviour of investors is important to concoct applicable strategies and to vend applicable fiscal products to satisfy their requirements. Investment products are available in the stock market ranging from bonds to options. Investors choose investment products that match their threat forbearance. Also, the knowledge of the investors about the fiscal market and their experience contribute a lot towards their threat assessment. A better understanding of the behavioral processes and their issues are significant for the fiscal itineraries because an understanding of the investor s response to the market movements would help them in contriving the applicable strategies for it's veritably delicate to understand the conditioning of the capital market.

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The Economical Aspect and Stock Market

The growth of any economy depends upon a well- organized fiscal System. The system is largely sensitive and unpredictable to the demand of economical thing achievement. Growth materializes when savings are conducted into productive investment s, which in turn enhance the capability of the economy to produce goods and services. The economical development of a country is told by its fiscal market and fiscal services. The contribution of the fiscal system towards public growth is high and an thick bone. The fiscal system promotes investment and savings for the briskly economical development of any economy. The fiscal market plays a central part in the economical development of a country. It facilitates the allocation of resources by transferring them from saviors to borrowers, thereby accelerating the investment conditioning. The fiscal market plays a vital part in the artificial growth and economical growth and development. The worldwide development of economical markets has appreciated the number of actors within the retail investment throughout recent times by swinging a miscellaneous fiscal market and investment chance. The Indian stock market has witnessed major metamorphosis and structural changes during the once three decades similarly enduring economical reforms initiated by the Government. Stock market refers to the market place for buying and selling of stocks for an investor or a dealer. In the stock market the long- term capital is raised by the assiduity and commerce the government and the original authorities and it's regarded as the capital market. A stock market is a market place for the trading of stocks and security bonds. The stock market contributes to the economical growth of arising husbandry and they're considered as a variable in explaining the economical growth in the most advanced bones. Stock markets appreciatively affect the average productivity of capital. Indian share market is the oldest share market incorporated in 1875. Originally the Bombay stock exchange was named as share trading association in India, latterly on, that was changed to Bombay stock exchange. The creation of the stock market is grounded on the following principles contributing to the economical development. Acting as a motorist for capital for investment, Encouraging the conformation of private savings, Allowing and guiding the structuring of a pluralistic society grounded on a market economy, allowing the collaborative participation astronomically in economical the movement of share prices is an index of the general trend in the economy.

Client Relationship Management

The client is a source of information that's necessary for the perpetration of the marketing strategy. In relation to changes in the market place and active the participation of the customer in communicating the marketing conditioning, relationship marketing becomes imperative. The complexity in ultramodern business, increased competition, complication of the customer, globalization and the development of information technology all have changed the buying behaviour of the customer. Thus, associations attach lesser significance to customer and rather of mass product,

concentrate on effective client service and attention to their satisfaction. Client relationship management helps associations to identify the crucial customer and conserving them for future exchange. Organizations have admitted that customer is an important asset; therefore, the relationship with customer as the center stage is the need of the management. In this period of violent competition where the client is the king, the ultimate strategy of the ultramodern business is the client- centric approach. Ultimately, there has been a continuing move in marketing studies and practices, from product- centric approach to client- centric approach, this change in marketing is taking place because of the towering completion and multitudinous druthers handed to the customer. The competitive market place provides customer with choices noway before possible for the former generation. At present, treating customer with respect is the main organizational exertion and a prerequisite to its actuality. The client's relationship management has evolved as a strategy to maintain a long- term relationship with the customer. Now, it's a crucial factor for the association as a shift down from client accession towards client retention and churns reduction strategies mandate a need for the stylish client relationship management process. In the phase of globalization, the changing client preferences and choices have led to the challenge of retaining the customer for there for associations currently go for a client relationship management, program. Client relationship management is a business approach that recognizes the significance of customer as the driving force behind the success of any business. Client relationship management is a directorial gospel that seeks to make a long- term relationship with customer. Client relationship management enables the association to maintain dissect and act upon the information reckoned as being applicable to ameliorate its relationship with the client and therefore enhance its success. Client relationship management enables better client service allows better management of client prospects and improves client fidelity. Client relationship management comprises of all the marketing management that are planned to determine to develop and sustain a successful relationship with the focused customer.

Types of Client Relationship Management

The following are various types of client relationship management:

- **Traditional Client Relationship Management:** According to this type, client relationship management systems are operated as integral tools of IT to ameliorate client relationship and satisfaction. In fact, client relationship management could be considered as an management of IT including an input, which is a collection element, a data storage, and a system for delivery. client relationship management under this type is divided to 5 way collection of client's data, enforcing the collected information to manage customer' contact, development of marketing and business strategy, marketing programs development and measuring of successfulness while refining and adding the client database.

- **Functional Client Relationship Management:** The functional client relationship management is also called as frontal office client relationship management. It means the areas that are in direct contact with customer in an association that's also known as touch points. The touch points can be inbound client contact and outbound client contact. A client call to a hotline client service means he has an inbound contact and elevations similar as a particular deals call or dispatch refers to the outbound contact points. This type at the primary position consists of contact software that acquires the information from customer, stores and retrieves them in a standalone pattern.

- **Analytical Client Relationship Management**: Analytical client relationship management builds on functional client relationship management and establishes information on client parts, behaviour and value using statistical styles. Understanding to dissect the conditioning of the customer that passed in the frontal office is called logical client relationship management and is known as aft office client relationship management. In this type, technology is needed to reuse and collect the captured data from customer to make the as saying of the data more eased and enriching the practices of eased client commerce by enforcing new business processes to increase the profitability and the client fidelity.

- **Cooperative Client Relationship Management**: Cooperative client relationship management concentrates on client integration using a coordinated blend of commerce channels. The cooperative client relationship management refers to sharing of information- captured customer by different departments similar as deals, marketing, client service, specialized support services and so on. This type consists of two broad aspects videlicet commerce management and channel management. The commerce management means designing the applicable commerce channel process within the establishment in association with customer to increase the extent of communication between both the parties. The rear most technological aspects have to be applied to ameliorate the channel communication that aids the association to interact with customer in the stylish ways to understand their conditions more. Adding client fidelity and satisfaction is the main end of uniting client relationship management.

Significance of Customer Relationship Management

Modern marketing gospel advocates that client relationship management is the most abecedarian strategy for keeping and conserving customer. In recent times, client relationship management has attracted lots of attention in different fields of marketing, information technology, etc. Organizations have considerably honored that customer are their important possession and they consider communicating with customer as economical trading. Now, the competitiveness is a crucial issue and it's regarded as a

means of penetrating an ideal economical growth. The long- term relationship among companies and customer will give benefit to both sides. Rapid changes in technology and the changes in customer' everyday life have enabled the successful perpetration of client relationship management generalities and new forms of communication. The reasons why associations acclimate their business processes to customer' requirements are retention of customer. As beforehand in 1979, since also it has progressed through artificial marketing, societal marketing, and services marketing, with relationship marketing arising in the 1990s. Client relationship management began in the early 1990s as a marketer's term to ameliorate client- related business practices. The emergence of client relationship management can be traced back from 1990. The 1990s brought two new generalities that challenged the business geography deregulation and the internet. These forces brought down the walls of entry performing in a environment of violent competition. The explosion in information allowed consumers to compare features, and prices across multiple providers. Companies realized that they demanded to concentrate on their enterprise customer. previous to the elaboration of the client relationship management, there was two main markets; deals force robotization and client service. Utmost authors agreed that relationship management is the origin of client relationship management. Growing intermediation process is one of the factors that gave room for the emergence of client relationship management. The preface of computer and telecommunication technologies contributed a lot to the development of client relationship management. The main motive for the development of client relationship management is for shifting the business focus from transactional marketing to relationship marketing. The birth of client relationship management lies in deals forces robotization tools. As companies concentrated more on client connections, fresh managements surfaced in areas of client support, field support, and marketing robotization. utmost client relationship management companies moment are retrying to address four areas generally by partnering with other companies similar as e-mail management, deals force robotization, specialized support and marketing juggernauts, among others. The arrival of electronic client relationship management managements was the first big step for furnishing better support to strategic business customer. Still, companies haven't reached the end of the client relationship management road. Numerous companies faced the unsettling incongruity of having advanced data vacuity and logical ways that snappily outpaced their capability to absorb and apply the information. There are presently over 200 client relationship management software merchandisers and the number continues to grow.

Conclusion

The economical development of a country is told by its fiscal market and its fiscal services. The Indian stock market has witnessed major metamorphosis and structural changes during the once three decades since 1991; the Government of India has initiated numerous economical reforms. The unscientific investors enter the market and buy shares as per their own want and pleasure. In order to serve the

equity investors, the various interposers similar as stock exchanges, brokers and sub brokers are laboriously involved in the stock markets. In this environment, the present study is accepted to study the factors converting the investors, investment behaviour of the investors, and satisfaction position of the investors towards the client relationship management practices and the problems of the investors in the stock market ensuring a positive outgrowth and paying attention to the factors linked in the suggested frame are demanded for perfecting the client relationship management in the stock market with reference to the stock broking enterprises. As suggestion, experimenter suggests that every stock broking establishment shall constitute an "Investor Relationship Committee" conforming of the staff and the investors of the various parts. The investors can lodge their complaints and offer their recommendation on various matters pertaining to the services of the stock broking enterprises. These complaints shall be bandied at the investor relationship commission meeting every month.

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Bhagwat Gita and Emotional Intelligence

Ms. Neelam Trivedi[*]

Introduction

As described by Goleman (1998), the concept of emotional intelligence explains why people with a high IQ sometimes fail while, at the same time, some who are school dropouts and are considered to be of average IQ become the most successful ones in their field. In his book Emotional Intelligence: Why It Can Matter More Than IQ, Goleman (1995) claims Emotional Intelligence more powerful than IQ. In 1990, Mayer and Salovey introduced the concept of Emotional Intelligence as a distinct form of intelligence which can be measured and evaluated. This paper analyses the possibility of developing the theory of EI into a more comprehensive one. as discussed in the Bhagavad-Gita. Emotional Intelligence is How We Perceive, Evaluate, Express, and Control Emotions. Interest in teaching and learning social and emotional intelligence has grown in recent years. Social and emotional learning (SEL) programs have become a standard part of the curriculum for many schools. Thus, adding chapters from Bhagwad Gita as small lesson and life skills will add to Social Studies Textbook curriculum too. Certain factors like ANGER Management, Time Management, Self-Awareness, Self Confidence, Empathy for others, Kindness Act play major role in the development of a student and all is explained in such a wonderful way in Bhagwad Gita and do wonder in a life of a student. The divine teaching of lord Krishna is amazing and Krishna should not only be limited to any religion, caste and creed, he stands as a bright icon to all and emphasis as a biggest motivator to the students. Thus, the study throw light to add the content in social studies textbook.

Objectives of the Study

- To study that teaching of Bhagwad Gita can add to the Educational Journey of students in bias of caste, creed and religion

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- To study that Emotional Intelligence is par supreme than Artificial Intelligence
- To study that Bhagwad Gita and EI added to Social Studies curriculum can do wonders in the life of student.
- To study that the following factors are important for the students and they are presented well in the Bhagwad Gita
  - Anger Management
  - Greater Self Awareness
  - Time Management
  - Self Confidence
  - Empathy
  - Kindness
- To study that NOT only IQ makes a man successful the blend of EI is utmost important as a parameter for success.

Hypothesis of the Study

H_{o1}: There will be no significant difference between mean score of boys and girls with respect to Teaching and Learning of Bhagwad Gita.

H_{o2}: There will be no significant difference between mean score of caste and creed with respect to Teaching and Learning of Bhagwad Gita.

Variables of the Study

In this study the following types of variables are selected.

Independent Variable

In this study Gender (Boys and girls) will be taken as independent variable.

Dependent Variable

In this study Emotional Intelligence will be taken as dependent variable.

Definitions of Keywords

- **(EI) Emotional Intelligence**

Emotional intelligence (EI or EQ for "emotional quotient") is the ability to perceive, interpret, demonstrate, control, evaluate, and use emotions to communicate with and relate to others effectively and constructively. This ability to express and control emotions is essential, but so is the ability to understand, interpret, and respond to the emotions of others.

- **(IQ) Intelligence Quotient**

An intelligence quotient (IQ) is a total score derived from a set of standardised tests or subtests designed to assess human intelligence.[1] The abbreviation "IQ" was coined by the psychologist William Stern for the German term Intelligenzquotient, his term for a scoring method for intelligence tests at University of Breslau he advocated in a 1912 book.

- **Artificial Intelligence**

Artificial intelligence (AI) is intelligence demonstrated by computers, as opposed to human or animal intelligence. AI applications include advanced web search engines (e.g., Google Search), recommendation systems (used by YouTube, Amazon, and Netflix), understanding human speech (such as Siri and Alexa), self-driving cars (e.g., Waymo), generative or creative tools (ChatGPT and AI art), and competing at the highest level in strategic game systems (such as chess and Go)

- **Intelligence**

"Intelligence" encompasses the ability to learn and to reason, to generalize, and to infer meaning**.**

- **Holistic Development**

Holistic development is an approach to early and late childhood development that focuses on the whole child – mind, body, and spirit. While "old-school" approaches to childhood development may focus solely on intellectual abilities, holistic development focuses on various developmental factors.

Limitations of the Study

Limitations of present study are as follows:

- The present study was conducted on students of Ahmedabad district only.
- The present study was conducted on students of GSEB only.
- There can be discrimination on the base of Caste and Creed.

Research Method

The method use is Primary method collecting data through Quantitative method that is represented by Pie chart (Survey Method). The data collected is comprehensive information gathered from a target audience about a specific topic to conduct this research. The researcher went to private coaching classes and when the class were dispersed the researcher had Interview the students also (Interview Method) Qualitative method.

Sample of the Study

The researcher conducted survey on Students of 4 to 5 Schools of Ahmedabad, going to Private Coaching classes and conducting survey with the help of Students.

Research Tool

Online survey through Questionnaire (Google Form)

Online Surveys

Online surveys are the most cost-effective and can reach the maximum number of people in comparison to the other mediums. The performance of these surveys is much more widespread than the other data collection methods. In

situations where there is more than one question to be asked to the target sample, certain researchers prefer conducting online surveys over the traditional face-to-face or telephone.

Data Collection

Data collection was the most important task of present research. The researcher selected few schools and with permission had send Google forms and however the researcher collected more off data by going to private classes or coaching class and direct Interviewing the students.

Data Analysis and Results

The data analysis has been done with the help of google forms and the interpretation through the statistical PIE CHARTS. A pie chart is a type of graph that represents the data in the circular graph.

- **The results in the Circular Statistical Graphs And their results:**

Yes, no and may be were the solutions to the questions

Do you feel lessons that we can take from this Time tested book called Bhagwad Gita are innumerable and this paper adds a drop to the Ocean, and Chapters should be added from Bhagwad Gita in Social Study Textbook?

Yes	No	May be
93.3%	NIL	6.7%

The possibility of developing the theory of EI- Emotional Stability into more comprehensive is discussed in BHAGWAD GITA

Yes	No	May be
96.7%	2.3%	Nil

Not Only IQ Makes a man Successful the blend of EI is utmost Important as a parameter for success

Yes	No
96.7 %	6.3%

Thus, many of students wish to have chapters for bhagwad gita in social studies textbook and it add to the emotional intelligence too.

Findings

Students showed good enthusiasm and were open to have certain chapters in their Social Studies textbook. Understanding the essence of the Bhagavad Gita can inspire children and help them cultivate good values. The parents of students also agreed to have the chapters which can connect to Emotional Intelligence in spite of caste and creed discrimination.

Conclusion

- The results showed that the Bhagavad Gita intervention group of students showed statistically significant increased scores for the three positive variables, Hope, Optimism and Resilience, compared to control group.

- More than half of the respondents feels that the course is easily understandable and motivational. They felt that simple day-to-day examples in life if used in the classes which made it interesting and helped them apply certain principles of the Gita in their daily life.

- They can imbibe the wisdom of the Gita and lead their lives enriched by its spiritual force and light. The students will enrich their Emotional Stability adding to Emotional Intelligence.

- Emotions and reason are intertwined, and both are critical to problem-solving.

"Yam hi na vyathayanthyethe purusham purusharshabha Samadhukha sukham dheeram somruthathvaya kalpathe"

[In Sanskrit]- sums up the entire concept of Emotional Intelligence (EI). It says: a person who is calm and remains unperturbed by either pain or pleasure is the one who attains immortality.

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Human Resource Management (HRM) and Customer Satisfaction

Dr. Rashmi Tripathi[*]

Introduction

In terms of marketing, employees are considered internal customers and the customers who buy goods and services of the organization are termed as external customers.[1] In marketing terminology, this is known as internal marketing. Internal marketing refers to involvement of staff at all levels in effective marketing programme by enabling them to understand their role within the marketing process. "Internal marketing programmes consist of training and staff development, effective internal communications and integration schemes, designed to enhance knowledge and understanding of the overall marketing orientation within the organisation."[2] It may be noted that internal marketing is closely related to HRM. When HRM practices are carried out keeping in view the customers centric marketing philosophy the employees of the organisation will act as a very good internal customers who further generate greater satisfaction to outside customers. Recruitment, selection, training, compensation, promotion, transfer, etc., come within the scope of HRM which further influence the employee's performance, efficiency and effectiveness.

We also know that customer satisfaction is based on the achievements of customer expectations which are a combination of emotional and economic benefits. The behaviour of the employees helps in fulfilling customer expectations and which further lead to customer satisfaction or dissatisfaction.

HRM and Customer Satisfaction Status in Banks

It is a well known fact that the banking industry in India has been practising HRM practices since long with a view to attracting and selecting the appropriate employees who may provide effective services not only to the outside customers but also to the stakeholders of the bank. It is also a truth that normally the banking employees have a positive attitudes and behaviour towards the main stakeholders of the bank. i.e. the shareholders and the management. So far as the outside customers

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are concerned, the approaches, attitudes and behaviour of the employees vary from one bank to another and from one banking unit to another within the same bank. There are units of different commercial banks operating in the city of Varanasi where, on an average, the managerial staff are considered customer-centric or customer friendly but so far as the operating staffs are concerned, the approach is not considered up to the mark. However, the behaviour of average employees of a private sector banking unit is much more customer friendly than that of the public sector banking units. It may be noted that the operating staff of the bank are on the front and they are the first with whom customers interact for different purposes. Normally, customers rarely interact with managerial personnels of a banking unit. Even a casual visit of a few public sector banking units would clearly confirm this hypothesis. Sometimes, even an old customer of a public sector banking unit becomes irritated with the operating staff and sometimes the behaviour of operating staff creates an ugly scene within the bank premises. The grievances are more or less related to the way the operating employees adopt during the interaction with customers. It is also true that sometimes customers also of their own even for a tribal matter create unpleasant scene in the banking unit. As a matter of fact, employees are the representatives of the bank and, therefore, the employees have to bear the customers who come in the bank to fulfil their different banking needs.

In order to create a unique and pleasant banking unit, bank employees have to bear more responsibility than the outside customers. If possible, the entire gamut of HR practices be reviewed keeping in view the philosophy of customer relationship management.

The Customer and Employee - Centric Organisation

An enterprise cannot run with only customers or only employees. It needs both for the success of the business. Therefore, the enterprise works on building strong and long lasting relationship with both the customers i.e., employees and customers. Customers of the organisation are the main (core) focus, followed by the employees of the enterprise. Therefore, an enterprise aims at building customer relationship management and employee's relationship management. [3] This is shown with the help of Figure 1.
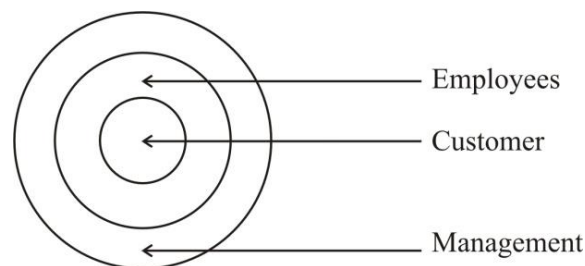
Figure 1: Customer and Employee Centric Organisation
Source: Das, Kallol; Strategic Marketing, Vol. III, p. 42, September-October 2004.

An enterprise produces goods and/or services for its customers. The enterprise being an artificial entity cannot come in direct contact with the customer. It is employee who on behalf of the enterprise sells goods and services to outside customers. For this reason, the enterprise pays special care to its employees and their needs and requirements. In fact, no enterprise can become customer oriented until its employees feel the necessity of it and reorient them to achieve this noble objects.[4] Customers start liking the enterprise if they find that its human resources have knowledge and skill, positive attitude and orientation towards customer's bond.[5]

Today, it is normally believed that employees are asked to do more with less. It is also believed that enterprise withdraws the old employment contract, based on security and predictable promotions, and replaces it with faint promises of trust, employees respond in kind. The relationship with the enterprise becomes transactional. Therefore, it is considered for the enterprise to pay due care to its employees.

The human resources in their new role are also accountable for ensuring that employees are engaged. That they feel committed to the organization and contribute fully. Engaged employees means that the employees should feel that they are also the part and parcel of the organization. Therefore, they possess some value in it. This feeling motivates them to spend more time with a lot of interest in favour of the organisation. Employees share their ideas, work harder and relate better to customer. Human resource professionals also act as an advocate for employees; hence employees take part in management discussions, offer opportunities for personal and professional growth, and provide resources that help employees meet their demands.[6]

Employees Empowerment

Whether their employees are empowered to make decisions in favour of the customer:[7]

- The aspect of limited empowerment gets re-enforced when one looks at the linkage between the employees' rewards with customer centric behaviour.

- Facilitation of employees for their role fulfilment through IT is another aspect of employee's empowerment. It helps employees respond to customer queries and provide support in a fast and timely manner. It helps them access information which is normally spread across the organisation.

Requisites of Good Employee

Employees constitute an important part of the organisation. They directly interact with customers and respond them too. Therefore, it becomes necessary to develop some special features in employees, either by training or by creating appropriate atmosphere for it. Employees need to possess the following attributes to attract the customers – cool and patient, positive thinker, analytical and logical, pro-active and integrator, comprehensive, empathy, object assessor, solution finder and no problem creator, relationship builder and etc. (Figure 2). [8]
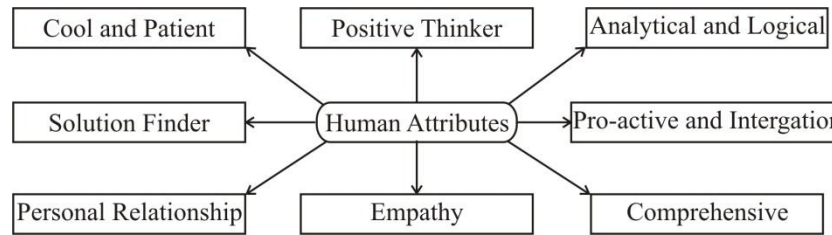
Figure 2: Human Attributes for Good Response

Source: Sugandhi, R.K., Customer Relationship Management, op.cit., p. 107.

Employees need to be trained enough that they possess the quality of controlling their temper when customers irritate them by putting unnecessary queries about the products and services. They need to think and re-think the situation and try to put themselves in their customer's shoes to understand their problems from their point of view. Employees need to develop the art of handling their customer's problems and avoid controversies and arguments so that they can create positive and strong first impression on the customers.[9]

Measurement

In any organisation customers are considered an important asset, followed by employees who serve these customers needs, wants and aspiration. For this reason, organisation feels the responsibility of looking after their employees. Organisations also need to motivate and encourage their employees to deliver the quality service to the customers. The work place should also be like fun place so that employees may enjoy while working. For instance, creating special surprise for the employees like booking the entire theatre screening titanic for the weekend and handling out four tickets to each employee. This makes family of the employee also feel proud of being part of such an organisation.[10]

Employee satisfaction is an important task before organisation because "satisfaction guaranteed or your money back."[11] It needs to be measured on regular basis and synchronized with the organisational performance. Questions about job satisfaction and employees motivation may be asked and co-related with customer satisfaction, or loyalty measures. Satisfaction with the job can be measured in a generalized manner that reflects how satisfied employees are with the job and the kind of work performed. Satisfaction can also be assessed in regards to specific aspects of the job, such as, the employee's motivation, supervision, level of rewards, or any number of other facts. A key task for the manager is to define the drivers of the employee's satisfaction and improve those components overtime.[12] It is the truth of business that if employees do not care about their organisation, they will in the end contribute to its demise. And it is up to the organisation to give them a reason to care.[13]

Our study also reveals that to meet the new challenges, banks have to devise novel ways to meeting the customers demands. To help the banking staff to get

sufficient exposure to technology, suitable package relating to hardware and software applications in relation to their works are to be provided. Further, a separate marketing wing may be created in every bank to market their banking services. They must be trained suitably to keep the pace with the changing environment. In order to meet the challenges, the Human Resource Department (HRD) in banks has to prepare appropriate manpower plans and strategies.[14]

As the banking industry thrives on the services rendered, it becomes necessary to imbibe the 'PQRST' strategy to maintain CRM, where[15]

P: Peace of mind for the customer.

Q: Quality of service rendered, which should commensurate to the expectations of the customer.

R: Respect to be given to the customer irrespective of his economic background.

S: Sincerity in the discharge of duties to the customers, with a personal touch.

T: Time bound which plays a vital role for the customer to have a pleasant experience.

In experiencing "PRIDE" while dealing with customers where-

P: Personal involvement is taken up by the agency.

R: Leading to responsibility for the actions of the team members.

I: In.

D: Delivering.

E: Excellence in the service rendered.

To attain the novel objectives of the banks, banking personnels are required to be trained in more scientific and professional way.[16] Periodical training for the personnel in any organisation is essential for the self development of the employee and for better output for the employer. By imparting training both the employer and the employee are benefited.[17] In fact, a well trained staff/employee can make a difference between success and failure.[18] Therefore, the training programme for the new recruits is more important than for the experienced personnel. Beginners should be given 'orientation training' which help them to understand the organisation, its goal and expectation in a better way. Followed by the orientation programme, the training programme should be on the job profile. The training will give them insight into their job and will enable them to perform well.

For the service industry like banking in addition to the induction programme for the beginners, there should be programmes which concentrate on "Customer Relationship Management", Interpersonal Relationship and Confidence Building, etc. Due to technological development the concentration should be more on these areas, rather than on the banking subjects, as all the banking transactions are through the

software designed according to the requirement of the respective banks. With the knowledge of computer, the employees can easily handle the general banking transaction, credit appraisal and foreign exchange, etc.[19]

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Employee Engagement during Work from Home: A Conceptual Study

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Introduction

Even while the notion of working from home has somewhat become mainstream in the recently created IT and software industry, it was a word that had never been used in other fundamental industries involved in manufacturing, production, or even the service sector. The recent Corona pandemic epidemic, which is still active today, severely hampered global operations and had a long-lasting impact on employee performance. With the aid of accommodating virtual technologies that closely simulate real-time functioning, working from anyplace and working from home have become the new normal in many functional areas of companies. Despite the fact that it is becoming the norms and that many businesses and institutions are changing their work cultures,

Despite the limitations and constraints that every government in the world has set to safeguard humanity, corporations must discover new ways to maintain their output. The world has experienced lockdowns in many places. The alternative that come in handy to sustain the operations of the Businesses include cloud functioning, cloud computing, virtual working, virtual online productivity sessions, and virtual meetings. Businesses who were compelled to use these techniques have since discovered the true benefits of operating leanly and keeping costs under control, and they wish to continue doing so in some employee groups without compromising quality or productivity. The core foundations of how businesses operate have been in spite of the curbs and limits practically all governments throughout the world have

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placed in order to safeguard humanity, corporations must discover new ways to maintain their output. Everywhere in the world has been on lockdown. The alternative that come in useful to keep businesses operating smoothly include cloud functioning, cloud computing, virtual working, and virtual online productivity sessions and meetings. Businesses who had to use these tools because they were required to use them now see the true benefits of operating efficiently and keeping costs under control, and they want to continue doing so with some groups of employees without compromising output or quality. The fundamental principles of how businesses operate have been basic principles of how businesses operate have been.

However, whenever a new shift is introduced into a traditional work pattern or culture, there are significant flaws that cause a portion of the population to oppose it and criticize the shortcomings of the new shift.

Global Workplace Analytics and various other studies conducted in the USA have revealed the following:

- 50 lakh employees (3.6% of the workforce) are presently working from home, often more than half the time.

Since 2005, working from home has increased by 173%, outpacing the rest of the workforce's growth rate of 15% by 11%.

It is the human resources management's duty to address the increase in remote employees in a methodical, step-by-step manner in order to eliminate any defects and to maximise the effectiveness of the new work-from-home culture.

Why is Engagement of Employees Important?

Employee engagement, a phenomena in human resources, is essentially the degree of commitment and self-inflicted motivation/enthusiasm a person feels towards their job and which naturally coincides with the best interests of their firm, resulting in good effect and growth.

A study by Deloitte in 2017 found that 83% of the companies it surveyed had issues and challenges with organisational culture and employee engagement. According to the Linked-in 2020 HRM Survey, 94% of HRM experts concur that the employee experience is the primary factor that motivates employees to work towards the company's end goals. This point, which is particularly relevant to regular work schedules and employment.

Nearly 200 world leaders joined forces to sign a "Statement on the purpose of a Corporation" during an event in 2019. This was a significant summit, and the declaration adopted there declares that, as previously said, a company's mission now involves investing in its personnel. Employee experience and engagement are extremely important. When it comes to the distant working circumstances, they become much more important.

The Drawbacks of the rise of remote work Culture:

- Due to a mental barrier, employees might not be able to transition into this work mode at first. unclear boundaries between their personal and work lives.

- Covid 19 is the fundamental cause of the WFH and it may have a detrimental effect on the employee's mental health as well as their loved ones and their safety.

- The worry that there won't be any emergency assistance from the corporation due to current policy issues, which often require time for decision-making.

- Employees may lack faith and confidence in the new work channels, which are in the implementation stage and have inherent problems, despite the urge that they work from home.

Detailing the Issues and Offering Remedies

- **The Employee's Cognitive Impediment**

Although the IT, software, and other young industries that use cloud-based services and solutions have long practiced the culture of remote working, roughly two-thirds of the global workforce hasn't had the opportunity to do so. Their reduced productivity and the efficiency of these collaboration technologies were negatively impacted by the lack of in-person connections they lose while working from home. To deal with this problem, some sort of onboarding strategy needs to be created. It has been extensively debated in the human resources department that policies for the culture of remote work need to be developed. According to a new study, the frequency of distant online meetings has a serious and negative impact on the workers. Although a zoom and other cloud meetings initially cause the employees to have a sense of pleasant closeness, the length and timing of the meeting may cause them to become burned out. If it is not addressed appropriately, people start to lose interest in attending meetings.

A Monster poll revealed that over 69% of workers report feeling burned out when working from home. According to a recent Harris/Prezi poll, meetings should go no longer than 18 minutes.

Following that, it is alleged that those who work from home lose interest and their attention begins to wander. They began to have a propensity to leave the meeting early.

To solve this issue, frequent effective communication and group surveys supported by feedback sessions asking for those critical factors that may differ from person to person but discourage productivity must be conducted. Open-ended questions include:

- When does the employee believe he should start working to produce the greatest results for himself personally?

- Do they feel at ease with the scope of the task, the weekly work hours, and the other factors relevant to the job?

- What do they believe to be the main form of engagement that produces successful interactions? Do they believe that, in comparison to the other technologies available, email is antiquated and non-interactive?

- Do they have any further problems that prohibit them from adhering to the new standard, which requires all employees to gather in an online group and arrive precisely at a certain time?

- Do they lack any resources to set up a virtual office that may contain a chair and a table area that are ergonomically constructed in addition to the usual technology that supports prolonged, fatigue-free working?

- Do they understand the day's, week's, and month's goals when defining goals to reach the shared intended outcomes?

- Do they struggle to disconnect from work solely because the demands and exhausting job expectations?

- Will they find it difficult to enter the personal sphere of raising a family? Do they genuinely struggle to draw the line between their personal and professional lives? Have they experienced burnout as a result?

- Do you believe that you have strong enough relationships with your coworkers to act quickly when necessary?

- What else do you now find to be the largest obstacle preventing you from working from home?

Long-term, this form of transparent and productive communication will instill in the workers an instant confidence that, in the absence of it, will develop over time and hinder production. Today, it's crucial to have HR staff role-play.

- **The Fear of Safety**

The management team for human resources is suddenly thrust into duties it has previously fulfilled. The HR staff has to take on a role as careers for their workers that extends outside the company's boundaries into individual employee's lives rather than just hiring, training, getting the best out of people, and terminating. Yes, the HR team must consider the needs of the entire employee family Regardless of caste, creed, nation, age, or other factors, everyone now fears for their own lives as well as the lives of their loved ones as a result of the pandemic breakout. A sudden shift in their routine at home as they adjust to their new social position and way of life poses a hazard to them.

The organization has to adopt the following procedures during this time to eliminate the discouraging fear and menace and maintain highly motivated and engaged staff.

- The companies have begun establishing a media center for their personnel that only responds to pertinent and pandemic-related questions. Given the severity of the pandemic, it is being done in addition to the regularly established medical care facilities. Some businesses with a specialized medical practitioner on staff have also created the title of Chief Covid officer.

- To protect employees at first, businesses began mass immunizing their workforce in designated camps by purchasing the vaccinations straight from the manufacturer in lots. They even don't mind paying a little bit more to get the vaccinations because it will protect their workforce, an essential resource, more quickly.

- This immunisation effort does not just cover the workforce. To assuage the worried employee, however, the family members of the employees are also covid-screened and immunised.

- A few businesses have gone so far as to build up special "war rooms" that take care of the needs of employees who have been touched by an emergency and their loved ones. These topics deal with issues like finding a bed, hospital availability, oxygen cylinder supply, etc.

- Other online resources provided to employees include mental health workshops, yoga webinars, and sessions on prevention strategies.

- **Change in Employee Medical Insurance Policies**

  Despite the human resources team's best efforts, they were forced to declare and deal with the pandemic-related deaths of a number of employees. Employees who are already fearful have been keeping a close eye on how HR handled this loss and its management.

  - In order to handle the problem of people reaching out their helping hands, businesses must modify their policies.

  - Budget proposals have to be created to increase the amount of financial aid while prioritizing employee safety. The business cannot accomplish its objective without personnel.

  - The group insurance plans obtained had to be verified to see if they covered Covid-related difficulties as well, and if not, a renegotiation with the insurance provider had to be started for an addition.

  - Team HR must endeavor to inform senior management of the pandemic scenario, the need to promptly enact these rules that go above and above to meet the emergency of every other individual employee, and the urgency of doing so.

▪ In order to raise doubt about how the organisation would handle any resulting anguish, all these policy change-related measures must be conveyed through regular interactions through email or virtual meetings.

The challenges of work from home and to overcome the challenges are as follows:

Challenges of Work from Home

1. Concerns over productivity
2. Availability of digital tools
3. Internet connectivity
4. Teamwork and Collaboration
5. Employee Engagement

How to Overcome the Challenges

1. Enabling a digital workplace
2. Support for infrastructure and connectivity
3. Training and coaching
4. Regular communication
5. Flexible working hours

Review of the Literature

Work from home, or WFH as it is commonly known, refers to an employee working from their home rather than an office. Many businesses have a WFH policy that permits workers to work remotely or even entirely from home. This was first used in the software sector since the majority of the job can be done from home, but it is now also being used to other sectors and divisions.

Work from home policies have to be adhered to internationally since the Covid19 epidemic compelled everyone to live in seclusion. We evolved together with our technology to make this possible. With the advent of new communication methods, video chatting and messaging applications like Zoom, Slack, etc. have gained popularity and are currently in high demand. Work rooms and home offices are becoming commonplace in households and for all family members.

WFH undoubtedly had both beneficial and bad effects on everyone involved, including owners, investors, workers, and clients. In this research, we'll go through the details and talk about the results.

Garrote Sanchez and colleagues (2021) According to the author, employees who work from home are more productive since there is no conflict between jobs, and they feel more at ease at work because they are in a familiar environment. Working from home is an HR empowerment concept aimed towards employees.

Massar et al.(2022). The author's research on autonomy and positive outcomes during the epidemic yielded contradictory results. During the pandemic, they noticed that the flexibility provided by home-based telecommuting jobs had a major influence on individuals' work-life balance and caused increasing burnout.

Objectives of the Study

- To examine the prevalence of job satisfaction and its effect on workers' motivation, which contributes to employee engagement.
- To increase employee engagement and performance by putting in place the necessary infrastructure.
- Work-life balance and employee motivation are crucial for achieving employee engagement goals.
- To comprehend workers and motivate them to provide frequent feedback via open lines of communication and surveys.
- To promote employee engagement, work on the work-life balance.
- To promote work-life balance and motivation among workers

Research Gap

Employee engagement is a crucial component that everybody can understand, even if they aren't human resources experts. It has an effect via modifying people's attitudes and behaviors at work. To keep their staff members interested and active, many organizations make an effort. Businesses that provide a memorable employee experience get outstanding commercial outcomes. Despite the advent of the term "Employee Engagement," it has been noted that the majority of businesses still lack a system specifically created to monitor employee engagement from the appropriate angle. Positive attitudes and proactive actions are taken by engaged employees to advance the reputation and interests of the organization. Therefore, it is useful to understand how people are feeling at work. These statistics would also aid in the improvement process. Employee engagement places a strong emphasis on fostering a great workplace culture so that workers are inspired and excited about their work.

Research Model
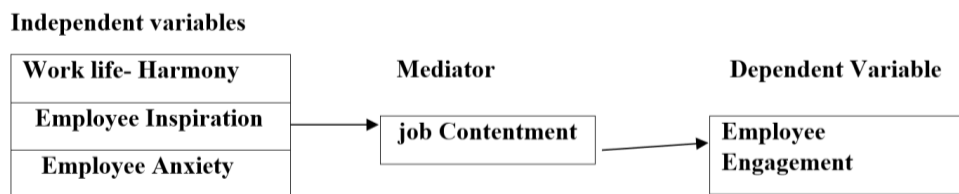
Scope of the Study

This study will provide information on how workers adjust to working from home, how engaged they are, and how HR managed the issue during a pandemic throughout the world. News stories, academic papers, and journals were used as

research and secondary data sources to get this information. A rough search was conducted to gather material from sources like the Asia Pacific Management Review, the Journal of Public Affairs, and others.

Discussion

This article's primary goals were employee involvement, work-life balance, and values, all of which contribute to job happiness. The current study made assumptions about the relationship between employee motivation, which results in job satisfaction and employee engagement, According to Appelbaum et al. (2000), an organization's capacity to successfully manage its human resources also contributes to its success and competitive advantages. These factors include strategy, products, and services. An organization's success and employee engagement are improved by investing in its employees and acknowledging their efforts. Additionally, Sundaray (2011) recognized employee involvement as a key factor in job satisfaction. This implies that a contented, committed, and motivated workforce may completely contribute to the success of the business. Finally, this study examined the effects of several practices on organizational performance and employee engagement separately. The implication is that employee motivation, which focuses on job satisfaction and employee engagement, affects an organization's goals.

Conclusion

Though the change to a work-from-home culture has a negative effect on employee engagement, it also presents a huge opportunity to redefine the new normal in order to get the most out of it. The moment has come for every industry to implement a work from home strategy. The advantages of adjusting to this new trend in the right areas of an industry were enormous. A certain group of individuals who are encouraged to work from home have reduced travel time, which improves their productivity on both a personal and professional level.

Employee motivation, employee stress, work schedules from home, ongoing wage payments despite some employees' inability to work from home, training staff members to improve work-life balance by making the most of the circumstance, online information sharing, and learning sessions to hone employees' talents all played significant roles in the business. Actually, it refers to a company's operating costs being reduced. Studies have shown that setting appropriate regulations and guidelines with clear objectives boosts staff productivity. Additionally, it entails more flexible work schedules, lower absenteeism, and fewer medical excuses for missed shifts.

In conclusion, it can be claimed that there is no issue with employee engagement. Instead, it is a chance to increase and inject employee involvement.

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