

CONFERENCE PROCEEDINGS



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INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
ON INNOVATIONS, RESEARCH AND CHALLENGES IN
CURRENT GLOBAL SCENARIO

COMMERCE, MANAGEMENT, EDUCATION, TECHNOLOGY, HUMANITIES, APPLIED SCIENCE & SOCIAL SCIENCES

CONFERENCE
PROCEEDINGS

AUGUST, 2022



Edited by:
Prof. (Dr.) Urvashi Sharma
Dr. Manita Matharu



INSPIRA
JAIPUR - INDIA

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**Technical Session-I
(Friday) 26.08.2022**

**INNOVATIONS, RESEARCH AND CHALLENGES IN
COMMERCE, MANAGEMENT AND TECHNOLOGY**

Chief Guest (Inaugural)

Prof. (Dr.) Sibaram Khara
VICE CHANCELLOR
SHARDA UNIVERSITY, NOIDA, UP



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School of Management
Rattanakosin International College of
Creative Entrepreneurship(RICE)
Rajamangala University of Technology,
Rattanakosin, Thailand

Addl. Chairperson



Dr. Manvinder Singh Pahwa
Professor & Dean
School of Business
The Assam Kaziranga University
Assam, India

Keynote Speakers



Dr. Dababrata Chowdhury (Daba)
Associate Professor
Entrepreneurship and Marketing, UK &
COO, Truefeedback



CMA Dr. Kinnarry V Thakkar
Professor & Head
Department of Commerce
University of Mumbai, Kalina, Santacruz (E)

ICIRC-2022

**INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
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CURRENT GLOBAL SCENARIO**

Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences



**Technical Session-II
(Saturday) 27.08.2022**

**INNOVATIONS, RESEARCH AND CHALLENGES IN
EDUCATION, HUMANITIES, APPLIED SCIENCE & SOCIAL SCIENCES**



**”
(ICIRC-2022)**

Chairperson



Beatriz Lucia Salvador Bizotto

University Center
Unifacvest Lages Sc
Unifacvest, Brazil

Addl. Chairperson



Prof. (Dr.) Anil Mehta

Professor of Management
Former Head, Department of Business Administration
University of Rajasthan, Jaipur, India
School of Legal Studies, Banasthali University
Vanasthali, Rajasthan, India

Keynote Speakers



Enkeleda Lulaj

Professor
University Haxhi Zeka,
Kosovo, Europe



Prof. (Dr.) Mamta Jain

Professor & Chairman BOS (EAFM)
Department of Economic Administration & Financial Management
University of Rajasthan, Jaipur, India

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INDEX

S. No.	Contents	Page
1.	Messages	
	Hon'ble Sh. Kushal Hegde	07
	Dr. Ashok Agrawal	08
	Prof. (Dr.) S S Modi	09
	Dr. Ravi Kant Modi	10
	Dr Aarti Chopra	11
2.	Abstracts	12-74

Message

HON'BLE SH. KUSHAL HEGDE
President
Kannada Sangha
Pune, Maharashtra



I am very happy to know that Kaveri College of Arts, Science and Commerce has organised International Multidisciplinary Conference on Innovations, Research and Challenges in Current Global Scenario (ICIRC-2022) in collaboration with INSPIRA Research Association on 26-27 August 2022. Eminent speakers from Brazil, Thailand, Europe and India are invited as Keynote Speakers for this conference. It is a matter of pride that the conference has received very good response across the globe; more than 100 research papers are received. I welcome all the researchers, academicians, paper presenters to this conference.

I congratulate Principal Dr. Ashok Agrawal and Prof. Modi and the entire team of Kaveri College and INSPIRA for making this conference magnificent and providing the international platform to the researchers.

Sh. Kushal Hegde

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Message



DR. ASHOK AGRAWAL
Principal
Kaveri College of Arts, Science and
Commerce
Pune, Maharashtra



I express my heartfelt congratulations to the entire team of Kaveri College and INSPIRA for a grand success of two days International Multidisciplinary Conference on Innovations, Research and Challenges in Current Global Scenario (ICIRC-2022) organised on 26-27 August 2022.

I welcome researchers, academicians and all the participants for a grand intellectual platform to discuss on the topics of Multidisciplinary Innovations, Research and Challenges in Current Global Scenario.

The conference aims to provide an international platform to the researchers to showcase their talent and share their research outcomes on global platform. The conference covers wide range of topics such as Accounting, Banking & Finance, Behavioural Operations Management, Big Data Analytics, Cloud Computing and Accounting, Economic and financial stabilization etc.

More than 100 research papers are received from the academicians and researchers across the globe. The conference is very well planned and provides the platform to academicians, researchers to interact with each other and share their views.

I thank Prof. Modi, President INSPIRA and congratulate the entire organising team for tireless efforts who have worked for 2-3 months to make this conference a grand success.

I welcome all the academicians, researchers and participants across the globe for this conference.

Dr. Ashok Agrawal

**INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
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Message



PROF. (DR.) S S MODI

President
Inspira Research Association, Jaipur
Former President
Indian Accounting Association-IAA
Former Head,
Department of ABST (Commerce)
University of Rajasthan, Jaipur



I take this opportunity to extend my heartfelt congratulation and best wishes to the **Inspira Research Association (IRA), Jaipur, Rajasthan** for organising a two days **International Multidisciplinary Conference on Innovations, Research and Challenges in Current Global Scenario [Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences] (ICIRC-2022)** during August 26-27, 2022 in association with **Kaveri College of Arts, Science and Commerce, Pune, Maharashtra** to focus on Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences.

The conference is programmed and structured to provide a broad range of information across the entire academia and other platforms. I hope that the two days conference will be interesting and informative for all participants and paper presenters. Wide range of topics covered under the umbrella of discussion starting from Management, Commerce, Education, Humanities, Applied Sciences and Social Sciences which will surely stimulate for active participation to add to the richness of conference and make event a memorable one.

Prof. (Dr.) S S Modi

**INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
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Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences



Message



DR. RAVI KANT MODI
General Secretary
INSPIRA Research Association (IRA) &
Associate Professor & Head
Faculty of Commerce
LBS PG College, Jaipur, India



Warm greetings from Inspira Research Association-IRA, Jaipur

When good things are ordained, the whole universe conspires to make them happen. **Inspira Research Association-IRA** feels extremely proud and privileged to host the virtual two days **International Multidisciplinary Conference on Innovations, Research and Challenges in Current Global Scenario** [Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences] (**ICIRC-2022**)” during August 26-27, 2022 in association with **Kaveri College of Arts, Science and Commerce, Pune, Maharashtra**, a reputed leading college.

We are extremely thankful to the members of the Executive Body of IRA, Life Members of IRA & Team Kaveri College, distinguished guests, resource persons, the teaching faculty, administrative staff, students and participants from across the world who made this event a grand success. Our executive members are the backbone of our efforts. We are deeply indebted to them for their silent yet solid support to us for all times.

Best regards.

A handwritten signature in black ink, appearing to read 'Ravi'.

Dr. Ravi Kant Modi

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Message



DR AARTI CHOPRA

Joint Secretary, IRA, Jaipur &

Principal

Bhavan's College of Communication and Management,
Jaipur



In the words of Dalai Lama, 'Open your arms to change, but do not let go your values.' Innovation and Research work as the fuel to the economy whereas the values work as the steering. With this firm belief, our theme of the conference will prove to be apt for the young researchers. I am honored and delighted to greet you to the International Multidisciplinary Conference on Innovations, Research and Challenges in Current Global Scenario. The conference would be in collaboration with Kaveri College of Arts, Science and Commerce, Pune which would further add to the utility because the faculty, researchers and the students from all the fields would participate and present their papers on varied subjects. Delegates and keynote speakers would include the researchers, academicians and the industry experts making the platform reap productive output through valuable deliberations and exchange of ideas. This conference would evidently be catalyst in this regard.

Inspira Research Association, right from its inception has developed the necessary environment for the growth of the researchers and academicians by providing them a fruitful platform for brainstorming. With the commitment of the organizers and the life members, the organization endeavors to make a mark in the fields of research, publication and academics.

I wish the conference to be a huge success and request all the participants from throughout the nation to present their view on the major areas of the conference.

Dr. Aarti Chopra

Abstracts

CRYPTOCURRENCY: NEW ARCHITECTURE FOR FINANCIAL TRANSACTIONS

Aakansha Mitawa

Research Scholar, Department of Computer Science Engineering, VGU University Jaipur,
Rajasthan

Dr. Pawan Bhambu

Associate Professor, Department of Computer Science Engineering, VGU University Jaipur,
Rajasthan

Crypto is any form of currency that exists digitally or virtually. Unlike centralized systems, cryptocurrencies are decentralized and are issued new units based on data collected by a decentralized system. Bitcoin, Ethereum, and other cryptocurrencies are digital currencies that can be used as a type of payment. Crypto wallets are needed to use cryptocurrency. Crypto has performed well over the past five years. It might be a good option to invest in and counteract depreciating cash as inflation takes its toll. There is no longer a need to pay a fee for cryptocurrency transactions. You can make transactions at any time with no limitations. Unlike setting up a bank account, you don't need special documentation and other paperwork—anyone can use cryptocurrency.

SOFT SKILLS FOR FACING INNOVATIONS AND RESEARCH CHALLENGES IN CURRENT GLOBAL SCENARIO

B R Natarajan

Department of Chemical Engineering, Banasthali Vidyapith, Rajasthan India

Satish Chandra Shukla

Department of Chemical Engineering, Banasthali Vidyapith, Rajasthan India

Sandeep Kumar Patel

Department of Chemical Engineering, Banasthali Vidyapith, Rajasthan India

Research turns efforts and money into knowledge while innovation is the process of creating business out of this knowledge. Research is to be conducted in a systematic process and impact of research is innovation. The process of innovation is research and the final result of it is innovation. The science of innovation could be referred to as research; whilst innovation refers to the effective use of this knowledge. Technically, innovation is larger than research and development as it includes three definite parts - discovery, incubation, and acceleration. Innovation is driving new value and value streams, whereas research is focusing on what one might already have. While research is more about technology and that the efforts around research tend to be more internally focused whereas innovation is more about bringing products and services to market faster while not only developing and improving the products and services themselves but also using and improving the processes and business models for this to happen. The essential ingredients of innovation and research are creativity, the capacity to think differently, and soft skills to complement technical abilities - a dish best seasoned with

a healthy dose of motivation. To decode the difference between success and failure, it must be said that hard skills are obviously the foundation, while soft skills are the essence. The interesting thing about soft skills is that they don't really cost any money. For an innovator and researcher to achieve reputation in addition to hard skills also require a fundamental and essential set of soft skills. Fundamental set of soft skills include Empathy, Negotiation, Public Speaking, Relationship Building, Leadership, Time Management and Communication Skills. Essential set of soft skills include Conflict Management, Stress Management, Creativity, Persuasion, Collaboration, Adaptability and Emotional Intelligence.

**WILLINGNESS TO TAKE THE COVID-19 VACCINE: MOTIVATOR AND BARRIER
FACTORS ASSOCIATED WITH VACCINE ACCEPTANCE DECISION AMONG
HEALTHCARE STUDENTS OF INDIA**

Ashaben Sharma

Research Scholar, Department of Clinical Research, Himgiri Zee University, Dehradun, India

Dr. Kiran Dongar Patil

Assistant Professor, Institute of Clinical Research (India), Dehradun, India

Dr. Ritika Chanan

Assistant Professor, Institute of Clinical Research (India), Dehradun, India

Healthcare students are among the group of frontline healthcare providers being exposed to COVID-19. As future healthcare providers, they will be responsible for recommending vaccination to their future patients and entrusted with counseling to their future vaccine-hesitant patients. Thus, it is very important to achieve high COVID-19 vaccination acceptance rates in these groups. This study aims to explore the level of the acceptability of a COVID-19 vaccine among healthcare students in India and determine the motivators and barriers factors that may affect vaccine acceptance decision-making. After the second wave of the pandemic, an online cross-sectional questionnaire survey study was carried out among the intended population in many states of India from December 2021 to January 2022. Bivariate analysis and multivariable logistic regression models were utilized to describe and formulate the frequency of all the variables, including the sociodemographic characteristics, and the factors associated with vaccine acceptance and hesitancy. Among 597 respondents, 89.3% would willing to get accept a COVID-19 vaccine. Urban students were 2.5 times more willing to take vaccines compared to rural students. Factors behind the willingness to get vaccinated were to know someone who had COVID-19 and wanted to protect own selves from COVID-19 (87.1%). Concerns regarding COVID-19 vaccine's side effects (50%), poor vaccine efficacy (48.4%), unduly rapid vaccine development (39.1%), belief regarding the non-existence of COVID-19 (32%), and insufficient information regarding the COVID-19 vaccine's benefits (28.1%) as some of the possible factors associated with hesitancy. The results highlight the need for an evidenced-based educational interventional curriculum to enhance student vaccine

knowledge, promote uptake of the COVID-19 vaccine, and alleviate any fear/disbelief associated with the COVID-19 vaccine.

BIODIESEL PRODUCTION FROM OLEAGINOUS YEAST USING *BRASSICA JUNCEA* AS SUBSTRATE

Ashok Kumar Yadav

Department of Chemical Engineering, Banasthali Vidyapith, Rajasthan, India

Arindam Kuila

Department of Chemical Engineering, Banasthali Vidyapith, Rajasthan, India

The current work investigates the synthesis of biodiesel using oleaginous yeast and lignocellulosic biomass as a substrate. *Brassica juncea*, the first chosen lignocellulosic biomass, was thermochemically processed using diluted sulphuric acid. Optimizing the thermochemical pretreatment resulted in the considerable removal of lignin and hemicellulose, without changing the overall cellulose content,. Additionally, the pretreated biomass served as a growth medium for a particular oleaginous yeast (*Cryptococcus* sp. MTCC 5455). At 25 °C temperature, pH 6.0, and after 5 days of incubation, the maximum biomass and lipid content of 35.25 g/L and 11.20 g/L, respectively, were obtained. In order to trans-esterify oleaginous yeast lipid further, lipase from *Fusarium incarnatum* MTCC 10292 was used. After 12 hours of an enzymatic process, the highest fatty acid methyl ester (FAME) (18%) was produced. Next, characterization of trans-esterified lipid showed its similarity with standard petrol diesel. The present study can be useful for lignocellulosic biomass based biodiesel production by using potential oleaginous yeast.

INDIAN BANKING SECTOR: CHANGING SCENARIO

Arun Mondal

Assistant Professor in Commerce, Bangabasi College, Kolkata

Banks emphasize to increase customer satisfaction as it enhance customer loyalty. Customers are aware about their rights and they expect high quality banking services. Banks adopt advanced technology to provide banking facilities properly to the customers. Customers prefer e-banking more than traditional banking in recent years. Traditional banking is based on branch banking whereas e-banking is based on internet. Customers can avail e-banking facilities from their homes and offices. They need not visit banking branches to avail banking services. The cost of e-banking is less than traditional banking. E-banking saves the time of customers. The inclination towards e-banking has been increased in recent years. Educated customers prefer e-banking than traditional banking. Banks focus on customer satisfaction as it helps in customer retention. The success of banks depends on customer satisfaction. Banks are compelled to provide traditional banking services and e-banking services accurately to the customers to survive in the competitive environment of banking sector. Urban customers prefer

e-banking more than traditional banking. Private sector banks deliver better banking facilities to the customers than public sector banks.

**PHYTOCHEMICAL EVALUATION AND DETERMINATION OF ANTIMICROBIAL ACTIVITY
OF ROOT EXTRACTS FROM ALOE VERA**

Anil Sharma

Associate Professor, Dr. K. N. Modi University, Newai, Rajasthan

Dr. Shailesh Sharma

Professor, Dr. K. N. Modi University, Newai, Rajasthan

Girish Kumar Vyas

Associate professor, Dr. K. N. Modi University, Newai, Rajasthan

Manmohan Sharma

Associate professor, Dr. K. N. Modi University, Newai, Rajasthan

Antibiotics are the most successful family of drugs as yet developed for improving animal and human health. Due to increasing resistance to antibiotics of many bacteria, plant extracts are of new interest as antiseptics and antimicrobial agents in medicine. Aloe vera is a medicinal plant part of the family Liliaceae. This study was to investigate phytoconstituents and antimicrobial activity of Aloe vera root extract. Phytochemical screening confirmed that the methanolic extract showed best possible number of phytochemicals compared with solvent like acetone and chloroform. Extract of roots in chloroform exhibits the presence of rich phytochemicals compared with acetone and methanol. The antimicrobial activity of Aloe vera root extract was examined using disc diffusion method in 3 human pathogens like Escherichia coli, Staphylococcus aureus, Bacillus subtilis and fungus like Aspergillus Niger and Penicillium chrysogenum. The extract has inhibitory effect against both bacteria and fungus. This research study would be helpful for development of new medications and formulations.

**STUDY OF GESTURE BASED INTERACTION FOR INFORMATION AND
COMMUNICATION TECHNOLOGY (ICT) APPLICATIONS**

Anand Buddhikot

Kaveri College of Arts, Science and Commerce, Pune, India

The advancement in technology has revolutionized the way of communication with computing devices. The conventional interaction technique consists of input devices such as mouse, keyboard and pointers which require physical handling. A multimedia interaction approach provides a comfortable, touch-less, novel solution. Consequently, several approaches have been proposed as a mode of communication for the information and communication technology applications. In recent years, the ubiquitous computing with conventional camera is progressing towards potential gesture based communication as a novel modality for human computer interaction HCI. The gesture based technology is gaining

popularity as it proves to be natural and intuitive mode of communication. The target application of such hand gesture interactive system includes smart environments like training institutes, office, home, malls etc. In fact the modern work places and business environments which are equipped with dedicated conference room having computer assisted systems can be enhanced with gesture based technology. However, the gesture interface is a complex research problem as it involves image processing techniques for gesture recognition. The basic challenge in designing a gesture interface lies in dealing with various factors such as illumination, background, camera characteristics, and ethnicity. A typical gesture interface setup consists of computing system, camera and efficient algorithm. It is required that the gesture interface should be simple, user friendly and respond in real time. Thus, the performance of interface depends on the hardware and software techniques used. In present work a comprehensive study of multimedia interfaces for ICT applications is conducted. A review of various gesture recognition techniques is performed to identify optimum method for real time interaction. A preliminary study of implementing gesture interaction for computer system is done. Accordingly, a prototype is developed that recognizes hand gesture and converts it into actions to interact with various computer applications such as VLC, PPT etc.

**WOMEN EMPOWERMENT THROUGH SOCIAL NETWORKING GROUP WITH
REFERENCE TO PULA (PUNE LADIES GROUP)**

Bhakti Abhijit Joshirao

M.Com, SET (Commerce), MBA (HR) Pursuing, Ph.D. Pursuing

Abstract: Empowering women means giving women means to be financially and intellectually independent in their choices and believing that a woman is also equal to everyone else and that they have equal rights to decide their path in life. Empowerment is a process through which those women who were earlier denied of making any choice for them acquire such an ability. To estimate the degree of empowerment of women, the most important criteria is status of women. It is generally accepted that a change in the economic status of a woman is a good indicator of empowerment. Women play an important role in all fields of development, so it is important that they should be strong socially and economically. Empowering a woman is a solution to many problems in our society. The present research paper topic of study of women empowerment through social networking group PULA is based on the financial independence, productivity, efficiency and overall development of women in our society. PULA is a Facebook group exclusively for women who have Pune connection i.e. born or brought up or living or lived in Pune. PULA group is one such group which does not differentiate women on basis of their economic background. The group celebrated its 7th anniversary on July 26th 2022 and has become the largest city specific women group. PULA is a big hit among women entrepreneurs and home business owners in Pune who have found a safe place to connect with customers. The group was formed in the year 2015 with merely 300 people in the friend list of Sonia Agarwal Konjeti. The founder and admin of the group Mrs. Sonia Agarwal Konjeti had set clear guidelines for the group and allotted Wednesdays and

Sundays as #PulaBazaar. This group on social media is an example of how women can set up their own business and look after themselves and their families. PULA is a flourishing platform for women entrepreneurs in Pune and thus it contributes towards women empowerment.

WELL-BEING IN RELATION TO JOB SATISFACTION AMONG POLICE OFFICERS

Anju Rani

Research Scholar, Department of Psychology

The General Well-being as a construct refers to the harmonious functioning of the physical as well as the psychological aspect of the personality giving satisfaction to the self and the society. Job satisfaction also implies the positive and optimistic emotions and thoughts of workers to their jobs. Job satisfaction is associated with positive mood and positive psychology of workers. On the other hand, job satisfaction is also related to the motivation, performance, and efficiency. The present study is designed to examine the study of wellbeing in relation job satisfaction among Police Officers. A sample of 200 police personnel was assessed on Muthayya's Job Satisfaction Questionnaire and General Wellbeing Scale developed by V. L. Chauhan and R. K. Didwania (2015). Results revealed that the measures of job satisfaction positively correlate with correlate significantly with some measures of general well-being scale. Multiple regression analysis indicated that job satisfaction contribute substantially in General wellbeing among Police Officers.

RURAL WOMEN AND ENTREPRENEURSHIP IN INDIA

Dr. Vijaylaxmi Mishra

Assistant professor, Department of Public Administration, S S Jain Subodh P G
Mahilamahavidyalaya, Jaipur, Rajasthan

Females constitute about 48% of rural population in India. Their empowerment is very important for social-economic development of the country. Therefore the Government of India has started several programs, plans and initiatives for empowerment of women in country . Today women are breaking prevalent stereotypes and playing an important role in making of new India. As entrepreneurship is an empowering mechanism needs to be strengthened, provide the opportunity of financial independent, giving control over the assets and leading to economic freedom. It plays a significant role in economic growth of country also. So women entrepreneurship is centre to any country's sustainable development. Transforming rural women into a successful entrepreneur is a social and economic necessity .Now rural women are showing great interest in setting up small but self reliant enterprises through skill training. In this direction several schemes are underway to equip them with professional knowledge and technical skills. This paper is focusing on these schemes in detail with the constraints and challenges in the way of rural women entrepreneurs in India.

WEARABLE TECHNOLOGIES IN PHYSIOTHERAPY FOR BETTER TREATMENT

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Dr. Shantanu Sharma

Associate Professor and HOD of Physiotherapy Department, UEM school of physiotherapy,
Jaipur, Rajasthan, India

Dr. Anamika Beniwal

Assistant Professor, UEM school of physiotherapy, Jaipur, Rajasthan, India

With the development of technology, remote monitoring gives physical therapists the ability to assess their patient's progress and make sure they are doing it correctly. Robotics and bionics can help therapists diagnose more precisely, increase clinic efficiencies, and reach more patients. Virtual PT is a way for clinicians to see more patient per day, which could lead to lower physical therapy costs. There are also many benefits associated with this technology. Artificial intelligence improves patient engagement, which in turn can lead to improved outcomes. Wearable sensors automatically monitor and store physical therapy data. This data can then be analysed online or on a mobile device. Wearable technology in healthcare that can be worn by a consumer, such as Fitbits and smartwatches. Healthcare professionals are able to access the data of patients wearing these devices in real time.

**A STUDY ON GOVERNMENT PROGRAMS SUPPORTING ENTREPRENEURIAL ACTIVITY
AND ITS IMPACT ON EMPLOYMENT**

Dr. Preeti Mishra

Professor, Department of Management, Babu Banarasi Das Institute of Technology and
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This paper tends to analyse the impact of entrepreneurship policies and their role to support the ecosystem of rising start-ups culture in India. It is indeed known that education and culture influence positively on opportunity to startup. Along with legislative also positively influence on opportunity to startup. The economic and technological determinants are considered to classify the different start-ups under heads of technical and non-technical Start-up. These days we observed huge emergence in entrepreneurial activity and emergence of new Start-ups. Most of them are based on technology rather than traditional start-ups. In this paper we to analyse the relationship between educational attainment and entrepreneurial activity in any economy. Increased entrepreneurial activity increases the turnover which in turn creates. In this paper we also try This research paper will make an analysis of impact of government support to entrepreneurial ecosystem and its consequent impact on increasing employability. So in nutshell we try to establish the relationship of government policies in inculcating the startup ecosystem and then increasing the employment.

**POST-COVID-19 GLOBAL LANDSCAPE: FROM THE PERSPECTIVE OF THE INDIAN
EDUCATION SYSTEM NEP-2020**

Dr. Kavita Yadav

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It is welcoming for the education sector worldwide to reopen their educational institutes after the long closure owing to lockdown as a remedial medical measure in case of prevailing COVID-19, to its fullest capacity. In the rerun of the show of life after an unprecedented global medical emergency, it becomes the duty of the administration, educators, teachers, parents, and students to evaluate and assess the learning outcome among the students through online mode and stay-at-home learning modules. In this paper, the prognosis of the upcoming structural, transformational, ethical, and behavioral changes in the education sector would be studied. The National Education Policy-2020 is about to roll out in the near future which claims to be a search engine about the origin, theories, and contents of disciplines like mathematics, biology, physics, Astro-physics, chemistry, psychology, humanities, social sciences, anthropology, economics, commerce, etc in indigenous languages and their subsequent impact on the conduct of the learners. The research and curiosity among the educationists and academicians are the geneses of every related theory. The paper shall oversee the impact and contribution of the Indian Education System in an international format. The unified purpose of the study would be to capacitate and facilitate the younger generation of global citizens keeping their interests, choice, and preferences in line with human values. In order to enhance the competence, skills, and character-building of the forthcoming generations with resilience, and compassion in practice and the motto of earning a livelihood, the paper is designed to lay focus on international collaborations in the education sector. To develop & bend them toward an entrepreneurial mindset at a younger age, unity, uniformity, and sustainability, a global educational approach is extremely significant to discuss post-COVID-19.

A STUDY ON PERFORMANCE OF PRIVATE SECTOR BANKS IN INDIA

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One of the crucial components of the nation's economic growth that ensures a regular flow of funds from one hand to another is the banking sector. A well-run and controlled financial system facilitates the socioeconomic sector's effective and considerable expansion of the nation's circumstances. One of the factors driving the U.S. economy is banking. It gives families and businesses the liquidity they need to make future investments. The performance of commercial banks in India is the main topic of the current papers including details about the public sector, the private sector, and foreign banks.

PEROVSKITE AS AN ENERGY DEMAND FOR TOMORROW

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In a carbon-constrained world, solar radiation-based cells are one of the most notable sustainable energy sources that may assist reduce dependency on imported energy while enhancing energy supply security. The methylamine lead halide solar cell is a relatively new addition to solar energy world. The key argument in their favour is that they have the potential to be a more cost-effective and environmentally friendly alternative to traditional silicon-based technologies. This paper evaluates various parameters such as performance, production processes, economic difficulty, current research efforts and technological challenges in future developments. MAPbX₃PSCs seem to be a more ecologically friendly and sustainable alternative than other PV technologies like silicon based, according to the key results and sensitivity analysis, with the shortest energy payback period. The evaluation and analysis offered here provide useful information and help in identifying future PV design pathways and windows of opportunity. Author has also concluded that in next five demand of solar energy as in the year of 2026-2027 will be 3965.7 MW.

INDIAN START-UP SCHEME AND EMPLOYMENT GENERATION

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The Government of India launched the flagship program Start-up India with the goal of fostering the start-up culture and creating a robust and inclusive ecosystem for innovation and entrepreneurship in India. Start-up India has released a number of initiatives with the goal of assisting entrepreneurs and changing India into a nation of job creators rather than job seekers. The primary objective of the Indian Start-up Scheme is to develop and innovate products and services and create more job opportunities in India. This would further lead to an increased employment rate and help strengthen the economy. The government of India has all set to implement the scheme and has provided all the basic infrastructure for the implementation of the scheme in right perspective. The State of Maharashtra is ranking first at the all-India level in generation of employment opportunities. According to the Economic Survey 2021–22, India has approximately 61,400 startups recognized by the Department for Promotion of Industry and Internal Trade (DPIIT), with at least 14,000 recognized for the fiscal year 2022. The State of Maharashtra is ranking first at the all-India level in generation of employment opportunities. The above statistics indicates that the initiatives taken by the Govt. of India and the State-Government to foster the growth of Start-Ups has yielded fruits. The number of Indian youths is coming up in greater number, with their innovative ideas and making it a commercial preposition. Startup is the latest buzzword in today's society. Startups

are growing more rapidly than ever. Both men and women are starting their own businesses. Even women are contributing more ideas and taking the risk necessary to maintain their credibility. Indian startups make an effort to create a start-up environment with significant talent, education, and creativity as well as incubators and communication with financial organizations.

INTERNET OF THINGS FOR INDUSTRY 4.0: THE DIGITAL TRANSFORMATION OF MANUFACTURING

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The Fourth Industrial Revolution is the proceeding automation of traditional manufacturing and industrial practices, using many agile technologies like IOT (internet of things), AI (Artificial intelligence), and RPA(Robotic Process Automation). We can say that the word 4IR (Industrial Revolution) is the union of advance and agile technology which is adapting to all smart industry. With increasing in competition from other economies, it is becoming essential that all manufacturing has access to intelligent system tools and skills needed to adapt to future changes. It will be sure that in Digital transformation, intelligent automation will help all the manufacturing industries in making of their high productivity and high quality of product.

E-COMMERCE AND ITS RELIABILITY IN COMPARISON TO PHYSICAL MARKETS

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E- Commerce has its origin way back in the 1960's. The development of internet also was a gateway for online shopping. Initially, many people though aware of online trading were not fascinated in it as they preferred to do physical trading of goods. E-Commerce had it's own pros and cons and were trying to exert a pull on customers world wide. Online trading sites were able to succeed to a certain extent but there still existed a hesitation due to fraudulent trading. They strongly believed that online trading would not give them the ultimate satisfaction they would extract from physical trading. The current scenario has however witnessed a drastic change as people have greater accessibility to the internet and have no time to spare for physical shopping. In spite of the various incidents heard by people on online fraudulent trading , it has shown a tremendous growth in the recent times due to the increasing work pressure and globalised working hours. Though E-Commerce has its own drawbacks it has turned out to be an essential part of our life.

AN EMPIRICAL STUDY OF THE RELATIONSHIP BETWEEN POVERTY AND UNEMPLOYMENT

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Poverty may be defined as a phenomenon where a section or sub section of the society is unable to fulfil even the basic needs of life either for subsistence or maintaining efficiency to work when any person joins the swelling ranks of unemployed persons, poverty is the result because unemployment is a situation when a person of working age, qualified and able to work at the current wage rate does not get the job. That is why it is generally called that poverty and unemployment are the two sides of the same coin. Extensive survey by Azim Poinji University and Hunger watching the Right to Food Campaign have highlighted rising vulnerability across states with a majority of population losing jobs and income as a consequence of the Covid-19 pandemic and 68 days harsh lockdown when all economic activities came to an end. One can understand the plight of migratory workers when they started to go with to their native places. (On foot or on cycle with luggage on their shoulder and babies in their arms). Agriculture sector was the only ray of hope. Organised sector in Indian economy is quite insignificant that is why a significant proportion of workforce is engaged in unorganised sector. Literary writings of Munshi Premchand clearly reflects the true stories of poverty, backwardness and unemployment and the names of the characters are also worth reading. Russia-Ukraine war has added the challenges in different forms at Global level and they have question marked the validity of traditional theories because a moderate price-rise is not proving concomitant to growth and inverse relationship between inflation and volume of unemployment in the economy etc. Supply chain has been badly affected. Economics are facing supply shocks and deficiency in aggregate demand also. Rising prices of essential inputs has resulted into an increase in the cost of producing goods and service, on the other side the purchasing capacity of the people in general has not gone up accordingly. This mismatch has been examined in this paper: a circular constellation of the forces of poverty and backwardness act and reach in such a way that both become the cause and effect of each other.

**THE TRANSFORMATION OF HUMAN RESOURCE MANAGEMENT SYSTEM WITH THE
ADHERENCE OF ARTIFICIAL INTELLIGENCE**

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Intelligent system now plays a major role in the decision making process which was earlier a complex task for human mind. It is a foregone conclusion that the human resource professionals help to improve the quality of business and investment decisions. In this connection now the time has come to imagine and think over use of artificial intelligence to solve fundamental business problems and transform its approach in order to prove its

potential. Artificial intelligence is a powerful system to improve the quality and accuracy of various human resource management process by superseding human efforts. So an effort has been made in this article to understand the strength and weakness of this new technology in order to transform its approach in human resource management. At the same time an attempt has been made to find out ways so that humans and computers can work together. With the fast changing situations in business and human resource management system it is necessary to find out how artificial intelligence can solve human resource and business problems, challenges of the modern business house, improve the skill of the human resource managers to be expert in business aspects like planning, organizing, staffing, directing, coordinating, controlling as well as decision making process. This article focus the transformation of human resource management system using artificial intelligence in human resource profession so that the decisions will be more useful and beneficial for the society.

IMPACT OF TRAINING ON KNOWLEDGE AND AWARENESS OF FIRST YEAR MEDICAL STUDENTS

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Dr. Arun Singh

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Background

Today with growing and emerging Health care, Managing Biomedical Waste is the biggest challenge. Then on segregated or untreated waste cause infectious diseases and environmental degradation.

Objective

The objective of the study is to analyze impact of training on knowledge and awareness of under graduate first year medical students regarding bio medical waste management

Material and Methods

The study was conducted during the academic year 2019-2020 in selected medical college. Undergraduate medical students willing to participate were included in the study. A total of 80 students were selected, and a self-administered questionnaire was given to the respondents. The questionnaire consisted of 8 structured questions to assess the students knowledge and awareness regarding BMW management pre test was taken before scheduling of training session and a post test is taken immediately after training for bio medical waste management

Results

The survey was conducted on 80 medical students. The knowledge score before and after training was calculated and shows drastic improvement after training

Conclusion

The results indicate that training students on BMW management made a huge impact on the knowledge of medical student. Hence, there is an utmost need to educate all students on a regular basis for bringing change in bio medical waste management.

EFFICIENT COMPREHENSIVE PACKAGE FOR DELHI METRO COMMUTERS

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Public vehicles provide significant benefits to society. It cuts vehicle ownership and operating costs, avoid road congestion and parking problems, and improve safety. However, the service used by the nation depends on the quality of service provided by the public transport provider and government, such as comfort, speed, safety, time discipline, connectivity from place to metro station, non-crowding, and speed. The users' needs and preferences determine the savings and benefits of public transportation, the number of transit users, and the service quality. For maintaining efficient public services, the service providers must earn sufficient revenues to sustain. The study's objective is to calculate the reasonable fare for passengers based on passing metro stations, increase the revenue of providers/ Delhi metro, and recommend the "Efficient Comprehensive package". This efficient, comprehensive package develops with the help of personal interviews with metro commuters. Given a metro line with stops, the study shows that the fare should be based on the number of metro stations passed by the traveller's boarding and arrival stops to maximize the benefit obtained from the sale of tickets to the travelers. The Paper presents a package that includes qualitative factors, such as comfort, convenience, travel time valuation, transit service quality and transit ridership. The Paper Contains 4 sections. Section I Includes the Introduction and objective of the Paper. Section II Covers a Review of the literature and methodology. Section III Contains calculations of Cost- Per passenger KM and a Comparison of Existing Fare with the Proposed Fare. Section IV contains "efficient comprehensive metro package" & Conclusion.

FINANCIAL ISSUES DURING POST PANDEMIC 2020 W.R.T. MSMEs IN INDIA

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The growth of Micro Small Medium Enterprises (MSMEs) in India over past a decade has notably increased. Its significant contribution to the economy has brought attention of the government towards its growth & development. The incentive package announced by the Finance Minister of India towards this sector during pandemic acknowledges the need for the support of MSMEs because of their important role. Several policies and schemes were introduced by the government to boost this sector. It is therefore crucial to study how the pandemic has affected the business of MSMEs. It is important to study also whether the various

financial disbursement from governments has facilitated towards the survival of MSMEs. This research paper deals with the role of MSMEs in India, the financial disbursement to this sector from the government in the span of 3 years (2019-22), and the status of NPAs amongst Micro, Small and Medium Enterprises. This research study will enable to understand the initiative taken by the government to support the interest of MSMEs during this trying times.

ENVIRONMENTAL ETHICS AND SOCIAL JUSTICE NEED FOR SUSTAINABLE DEVELOPMENT

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Environmental ethics is a branch of ethics that studies the relation of human beings and the environment and how ethics play a role in this. Environmental ethics believe that humans are a part of society as well as other living creatures, which includes plants and animals. These items are a very important part of the world and are considered to be a functional part of human life. Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment. If this equilibrium is maintained, then social responsibility is accomplished. Sustainable development is a deeply contentious term, marked by repeated attempts to salvage it and to savage it. It lends itself easily, far too easily perhaps, to the efforts of international agencies and nation-states to protect the natural resource base with the overt or covert intention of converting nature into capital. Sustainable development is a deeply contentious term, marked by repeated attempts. Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society. Social responsibility is a duty every individual has to maintain; a balance between the economy and the ecosystem one lives within. A might perhaps exist between economic development, in the material sense, and the welfare of the society and environment. Social responsibility pertains not only to business organizations but also to everyone whose actions impact the environment. It aims to ensure secure healthcare for people living in rural areas and eliminate barriers like distance, financial condition, etc. Another example is keeping the outdoors free of trash and litter by using the ethical framework combining the resources of land managers, municipalities, nonprofits, educational institutions, businesses, manufacturers, and individual volunteers, which will be required to solve the ocean crisis. Social responsibility is a moral obligation on a company or an individual to take decisions or actions that is in favour and useful to society. Social responsibility in business is commonly known as Corporate Social Responsibility or CSR. For any company, this responsibility indicates that they acknowledge and appreciate the goals of the society, and therefore, would support them to achieve these goals.

ROLE OF UN AGENCIES REGARDING GLOBAL ISSUES

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World War II was over but the nations were in ruins and the world wanted peace. Fifty-one countries gathered in San Francisco that year to sign a document. The document was a Charter which created an organization, the United Nations, Established on October 24, 1945. One of the main objectives of the United Nations is to solve economic, social, cultural and humanitarian Global issues through international cooperation. A number of specialized UN Agencies have been established to achieve these goals . A global issue is any issue (problem, risk) that adversely affects the global community and the environment. UNagencies play an important role in solving these global issues. Currently, there are 15 specialized agencies in the United Nations that work on global issues. As the world today becomes more globalized and interconnected, interconnected global issues are increasing in importance. These issues cannot be resolved by some powerful countries or even through regional efforts. These include a range of issues such as climate change, global public health challenges, drug trafficking, human trafficking, proliferation of weapons of mass destruction and international terrorism. New dimensions of cyber security and space security have also been added to this. These issues can be solved unified only and for this special UNAgencies are playing an important role.

WOMEN EMPOWERMENT: CHANGES & ISSUES

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For centuries women were not treated equal to men in many ways. They did not have share in the property of their parents, they had no voting rights, and they had no freedom to choose their work or job and so on. Now that we have come out of those dark days of oppression of women, there is a need for strong movement to fight for the rights of women and to ensure that they get all the rights which men have or in other words a movement for the Empowerment of Women. The present paper has been planned with a view to discuss the various issues related to the Empowerment of Women and to suggest measures for achieving this end. The purpose of the paper is to discuss the historical and sociological dimensions of the issue of Women Empowerment, to know the role of education in Women Empowerment, need for Women Empowerment in modern context, measures for ensuring Women Empowerment and to know about the hurdles in achieving women empowerment.

IMPACT OF TERRORISM ON WORLD PEACE

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Today almost every country is facing the problem of terrorism, in real sense terrorism has taken the shape of global problem, whole world is affected by this danger. Terrorism is not only curse to the society but also curse to whole humanity. It results in the heavy loss of men, money and property. It squashes the world peace. Al Qaeda, ISIS and Boko Haram these are some terrorist organizations which have put the whole world in danger. These organizations with their chiefs such as Osama, Zawahiri and Baghdadi are actively working in some countries like Afghanistan, Syria, Yemen and Pakistan due to this; the conditions of these countries are deteriorating day by day. In this paper, an attempt has been made to highlight such problems and trying to find its solutions.

E-MEDICINE AND ITS LEGAL ISSUES

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Information and communication technologies (ICT) have been continuously developing giving rise to various technologies which are used in almost all walks of life. Information and communication technologies have captured the social aspect of individuals such as mode of communication and information as well as the service industry is known as 'social informatics'. Social informatics has changed the social picture including the practice in medicine. The ICT development has led to dramatic changes in the field of medical practice such as introduction of online medical consultation, online pharmacies, telemedicine, medical information system, etc. These kinds of informatics have offered great choices to individuals as the medical services are available at one click. This kind of transformation in medical practice is due to different applications of e-medicine. E-medicine is not just providing medical services online but also includes providing information. Telemedicine involves the use of ICT to deliver health care to patients abroad. The main legal concern relating to telemedicine is the jurisdiction governing such exchange of information and the right to practice of the doctors. The next most popular mode of e-medicine is online pharmacy. There are many internet pharmacies that not only provide medicines online but also provide online consultation as well. The conduct of such pharmacies will be regulated by which law and what will be consequences of wrong consultation are few of the major challenges. The paper will focus on the various modes and usages of e-medicine and the likely consequences and the legal issues around it. The paper will also deal with the privacy and confidentiality issues which are the integral part of medical ethics as the doctor-patient relationship is of fiduciary nature. The technology used in e-medicine may be advanced but it should also follow certain medical ethics.

AN IMPACT OF EMOTIONAL INTELLIGENCE ON ORGANIZATIONAL PERFORMANCE WITH REFERENCE TO PRIVATE UNIVERSITIES OF WESTERN UTTAR PRADESH

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Importance to organizational excellence and effectiveness for leaders and employees, it has drawn a lot of attention from scholars and human capital (HR) professionals. The theories of Emotional Intelligence and examine the results to demonstrate the constructive relationships between Emotional Intelligence, leaders, and workers. The current dynamics of Leadership ideologies are required by the business operating environment that acknowledges that the employees have emotional needs that need to be satisfied at work, thus management should be done in a way that keeps people always capable and prepared to deliver improved performances. It has attracted great attention among researchers and Human Resource (HR) practitioners because of its input for leaders and employees and its key role in organizational effectiveness and excellence. The key to success in the highly competitive business environment of today is leadership that has the capacity to turn its team members into willing competitors with the necessary synergy to realize jointly decided company missions and aspirations. This research claims that the combination of human resource management methods (flexible versus dedication) and team management style (informational versus interpersonal) has a significant impact on the direction and substance of the performance appraisal. All organizations' management largely depends on human resource management (HRM). Human resources management is crucial because it helps organizations manage their strategic plans by daily increasing the productivity of their human resources. One of the most significant aspects of human behavior and a recently explored topic is leadership. There are numerous definitions of leadership in the literature. It has been discovered that knowing an employee's level of emotional intelligence assists in achieving the intended result and that training managers and staff on how to control their emotions would help them accomplish the goals of the business successfully and quickly. There is a distinction between management and leadership the former is focused on the immediate problems facing a corporation, whilst the latter adopts and considers larger perspectives. They summarized up the traditional conceptions of leadership as being responsible for managing his team. They also summarized that the fundamental dynamics and essence of all leadership—the monitoring of group achievements. In terms of roles, that claimed the leader was superior and the following are subordinates. As a result, the effective process is delivered by the effective leader. However, there is no doubt that good leadership contributes to the success and performance of the firm.

FACTORS DETERMINING E-LOYALTY: A REVIEW

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The internet has completely altered the relationship between customers and retailers. The negligible cost for a customer to switch brands (compared to the significant costs for

organizations to acquire new e-Customers) justifies the need for online organizations to build a loyal customer base, as well as to monitor the value of each fragment to avoid unprofitable customer relationships during the initial phases of online activity. The customer base is growing in size. Numerous Web pioneers have competed in a manner that disregards nearly all conventional rules of successful strategy. Taking everything into account, the expanding quantity of online businesses in the market demonstrates how imperative it is for business retailers to comprehend the business climate, to target customers to compete with or surpass competitors, and to sustain their firms in the long run. The present study aims to understand the concept of e-loyalty and what determines e-loyalty for a consumer. This study is based on the reviewed literature and opens the scope investigate the study further in this area.

SUSTAINABLE DEVELOPMENT WITH GREEN MARKETING CONCEPT: A REVIEW

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Green marketing is the marketing of items that are dared to be naturally protected. In this manner green marketing integrates an expansive scope of exercises, including item adjustment, changes to the creation interaction, bundling changes, as well as altering publicizing. However characterizing green marketing is certainly not a straightforward undertaking where a few implications converge and go against one another; an illustration of this will be the presence of changing social, natural and retail definitions joined to this term. Other comparable terms utilized are Natural Marketing and Biological Marketing. Hence, "Green Marketing" alludes to comprehensive marketing idea wherein the creation, marketing utilization a removal of items and administrations occur in a way that is less adverse to the climate with developing mindfulness about the ramifications of an unnatural weather change, non-biodegradable strong waste, unsafe effect of contaminations and so forth, the two advertisers and shoppers are turning out to be progressively touchy to the requirement for switch in to green items and administrations. While the shift to "green" may seem, by all accounts, to be costly temporarily, it will end up being basic and favorable, cost-wise as well, over the long haul.

BAYESIAN NEURAL NETWORKS FOR STOCK PRICE FORECASTING

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This paper describes and discusses Bayesian Neural Network (BNN). The paper showcases a few different applications of them for classification and regression problems. BNNs are comprised of a Probabilistic Model and a Neural Network. The intent of such a design is to combine the strengths of Neural Networks and Stochastic modeling. Neural Networks exhibit continuous function approximate capabilities. Bayesian neural networks feature Bayesian inference for providing inference (training) of model parameters that provides a rigorous methodology for uncertainty quantification in predictions. Markov Chain Monte Carlo (MCMC) sampling methods have been prominent in implementing inference of Bayesian neural networks; however certain limitations existed due to a large number of parameters and the need for better computational resources. Recently, there has been much progress in the area of Bayesian neural networks given the use of Langevin gradients with parallel tempering MCMC that can be implemented in a parallel computing environment. The COVID-19 pandemic had a drastic impact in the world economy and stock markets given different levels of lockdowns due to rise and fall of daily infections. It is important to investigate the performance of related forecasting models during the COVID-19 pandemic given volatility in stock markets.

MAKE IN INDIA PROGRAM: OPPORTUNITIES & CHALLENGES

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Make in India is a major national program of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure in the country. This program is a worldwide marketing technique intellectualized by the current Prime Minister on 25 September 2014. The Prime Minister has propelled this crusade to encourage organizations to fabricate their products in India, aiming to redesign manufacturing sector as the key motor for India's economic development, inviting the Companies over the globe to make investment and set up their plants and expand their businesses in India and utilize India's highly talented and skilled manpower to create world class zero deformity products. Mission is to make in India and sell the products all over the world. The fundamental focus is on 25 sectors of the economy for skill development and employment creation as stated in national manufacturing policy to create 100 million jobs till 2022. So this study concentrates on the concept of Make in India Program, opportunities & challenges and other flaws of this program.

INDIAN FOREIGN POLICY AND CONTEMPORARY SECURITY CHALLENGES

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The paper is modest attempt of showing the India's foreign policy in different phases. It also highlights the chief characteristics of India's Security and its foreign policy. The objective of this paper is to critically evaluate the dynamics of present foreign policy & probing the new external and internal challenges which is facing by India.

ISSUES OF TRIBAL INTEGRATION AND AUTONOMY IN INDIAN SOCIETY

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Historically, it is seen that the people considered tribals were living in remote forest and hilly areas as part and parcel of India population. As Indian tribal communities are deeply rooted with nature, indigenous livelihood, folk culture oral and little traditions and they are mostly confined to their own people. They had enjoyed an autonomous life of their own pattern Living in rural simplicity ,in colonial ethnography and Anthropology ,they offer invaluable heritage and rich culture to our country along with historical significance through participation in Indian freedom movement Colonial policy towards tribes resulted in exploitation of the tribes and breakage of their nexus with the ecological environment. The past experiences of the policies of isolation and assimilation followed by the colonial government introduced disparities in tribal situations. The western notion of modernity followed by the administrators and missionaries resulted in attempts to assimilate them to the national mainstream.

A STUDY OF THE CONNECTION BETWEEN CSR AND EMPLOYEE ENGAGEMENT OF SELECTED LARGE SCALE ESTABLISHMENTS

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Various research studies across the globe have shown that the level of employee engagement is very low. For example, Gallup Employee Engagement Index reported that, on an average as of 2010, only 33 percent of employees were engaged by their companies, 49 percent were not engaged, and 18 percent were actively disengaged. Another survey done by Aon Consulting indicates that less than one-third of employees are engaged. The term engaged workforce is increasingly used to describe the win-win situation where employers expect employees to give their best to achieve organisational objectives and employees expect meaningful and challenging job. Several studies aimed directly on the linkage between CSR and employee engagement have found a strong correlation between employee's commitment to their organization and how they rate its social responsibility. The article published in California Management Review, January 2012 by Philip H. Mirvis (an organizational psychologist and senior research fellow, Global Network on Corporate Citizenship) also looks at the relevance of corporate social responsibility (CSR) for engaging

employees, including its impact on their motivation, identity, and sense of meaning and purpose.

**A STUDY ON WORK - FAMILY ISSUES OF NON-GAZETTED STAFF WORKING IN
MUMBAI POLICE DEPARTMENT**

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Work family issues are one of the important criteria for balancing the work life balance. The work family issues mean the issues that are affecting on individuals work and family together. These two criteria of work issues and family issues both are depends on the work the individual does and family which they belong too. These issues are connected with the individual's perspective of their work and life. In the present study the researcher has undertaken the non-gazetted staff who works in the Mumbai Police department for the current study. The posts considered as non-gazetted employees which ranges from Lower level to upper level i.e., the study consider the post from the Police constable to Assistant Police Inspector who works in different police station of Mumbai Police department. The researcher has taken various factors that has impacted on the work family issues of Police staff. Total 100 sample of Police staff were considered for the present study. Various statistical methods such as Chi square, Krushal wellis test has applied to find out the results.

A STUDY OF VALUE BASED PARADIGMS OF WEALTH MAXIMIZATION

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Performance Measurement is a complex area in business as it involves the study of various factors that define the performance of a business. There are many schools of thought which use different measurement techniques based on accounting data. Due to the problems of accounting data, there is more focus now on value based measures as they give a better insight on the intrinsic company effectiveness or performance and also the extrinsic effectiveness based on the performance of the companies' stock in the stock market. The paper examines different performance measurement techniques which fall under the category of Value based performance measurement tools which are mainly developed by Stern Stewart and Co.

**IMPACT OF RUSSIA-UKRAINE WAR ON INTERNATIONAL INVESTMENT FLOWS AND
POLICY PERSPECTIVE**

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The war comes at a time when the global economy is in turmoil. As new coronavirus varieties appeared and governments restricted investment, the recovery from the recession caused by the epidemic has slowed. Fed and other major central banks have raised interest rates as a result of higher price levels. Russia's foreign direct investment (FDI) to and from the Russian Federation is significantly affected by the conflict in Ukraine, which began in February 2022. The specific nature of sanctions and counter-Ukraine is not yet known, thus the extent of the hit will be determined by the sanctions and counter-Ukraine. However, some of them have already had a negative impact on the country's finances, adding to the strain created by the war. As a result of sanctions implemented in 2014, Russia's economic capacity has already been weakened, according to this study's findings. In order to decouple the Russian economy from FDI partners, the Russian government has to pay a heavy price. It is still too early to predict the long-term consequences of all these actions, their impact on the international investment. Russia's large-scale war against Ukraine will, beyond its immediate repercussions, entail longer-term implications for international investment and investment policy-making.

**FACTORS INFLUENCING STUDENTS' MOTIVATION TO PARTICIPATE IN AN ONLINE
LEARNING ENVIRONMENT AMIDST CORONA PANDEMIC**

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The Corona pandemic has shifted the way we learn, collaborate, and impart education in higher education institutions. To counter the disruption in teaching and learning due to the closure of educational institutions during the pandemic, the online mode of education has become the new normal. However, there is considerable skepticism about how motivated students feel about participating in this online teaching-learning environment. Despite the recent surge of online teaching-learning software, they are insufficient to replace the classroom experience of student-teacher interaction. In light of this, the purpose of this working paper is to explore how diverse institutional, teacher-centric, and student-centric factors influence students' motivation in an online learning environment using a logistic regression model. The institutional factors in this study include the learning management system, the regularity and flexibility of the class routine, and the students' assessment system. Teacher-centric factors include the teachers' personalities, teaching styles, and technical proficiency. Sex, stream of study, local internet connectivity issues, parental support and income stability, family issues, and students' perception of the future job opportunities amidst pandemic induced economic slump are all student-centric factors considered in this study. By illuminating the motivational challenges that students face in the online learning environment, this study may contribute

significantly to policymakers' future refinement of education policy. Furthermore, the study's findings may send important messages to teachers about enhancing their skills through capacity-building training to improve the online teaching-learning experience.

GOODS AND SERVICE TAX: A BENEFIT MECHANISM OR BURDENSOME

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GST could be a reasonably Tax which has replaced various taxes in India. It had been passed in the parliament in 2017. The Act came into effect on 1st July 2017; Goods & Services jurisprudence in India is also a comprehensive, multi-stage, destination-based tax that's levied on every value addition. The Goods and Services Tax or better called GST might be a Value added Tax and will be a comprehensive taxation which is levied on the manufacture, consumption, and sale of Goods and services. GST is supposed to be comprehensive for several of the Goods and services. Goods and Services Tax could also be one taxation for the entire nation, which could make India a unified market. It's proposed to be one tax on supply of Goods and services, from a manufacturer to the highest consumer. The credit of all the input taxes which are paid at each and every stage would be allowed in the following stages valuable addition that produces GST basically a tax on value addition only at every stage. The buyer would bear only the GST which is charged by the last word dealer in the availability chain, together with all the set-off benefits availed at previous stages. In simple words, Goods and service Tax (GST) could be a taxation levied on the supply of Goods and services. This law has replaced many taxation laws that previously existed in India. Most countries with a GST have one unified GST system, which suggests that one rate is applied throughout the country. However no good thing comes without evils included in it, and GST isn't an exception to the present. There are many defaults in GST which is making it difficult to implement the identical and has impacted a number of the industries adversely.

WATER POLLUTION IN INDIA: CAUSES AND EFFECTS

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Water pollution is a big problem in India. Water pollution is a nasty change in the condition of water contaminated with harmful materials. When poisonous materials enter the lakes, panels, rivers, oceans and other water bodies, in water they are dissolve and become suspended or are stored within the bottom. It ends in water pollution, which determines the level of water, influencing the aquatic ecosystem. Pollutants also can brought down and influence underground water deposits. After the pollution, water pollution is the second most important environmental issue. Water Bodies pollution interrupt the ecosystem as a whole. Foul water is not only unsecured to drinking and other consumption objectives, but it is also

inappropriate for farming and industrial uses. The results of pollution are harmful to the people's groups, plants, animals, fish and bird. Using it to drink is the main reason for water borne diseases such as diarrhea, dysentery and typhoid. This problem has been caused by industrialization and urbanization in India in recent years. The right to reach water is ultimate human rights. The Indian constitution does not create this right an exclusive right. Article 21 of the Indian's constitution gives that every individual has the authority to life. In this article, it is right to drink clean water. The man's life cannot run from contaminated water. For a healthy life pure water is the only hope. The basic cause of many diseases is contaminated water. There are several reasons responsible for polluted water. Contaminated water does not come from a one source. Under article 47, duty of the state to increase the nutrition's level and level of life including improving people's health. The state's ach citizen is also duty that they protects and improve the natural environment including rivers, lakes, wildlife, forests and mercy for living beings.

**ANTIMICROBIAL ACTIVITY AGAINST SELECTED BACTERIA ALONGWITH
PHYTOCHEMICAL AND PHYSICOCHEMICAL DETERMINATIONS FOR CURCUMA
EXTRACT**

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Curcuma longa rhizomes are widely used by the traditional medical practitioners and researchers for curing and developing medicines for various diseases. This research study shows that what quantity of curcuma rhizomes can we extract with different solvents and co-solvents. Ash value determination of curcuma rhizomes with calculation of safety parameter for different values like extraction value, physicochemical and phytochemical parameters. Varioustests for phytochemical study were performed as per the authenticated procedure and techniques in a qualified laboratory environment. There are multiple techniques like maceration, percolation, soxhlation etc. But I used Soxhlet extraction of curcuma powder. The solvents were n-hexane, ethyl acetate, acetone and alcohol. The extraction value, ash value, oil contents were determined and a comparative study with help of charts and plots created with the researched values for better understandings. Antimicrobial activity of Curcuma extract was determined for gram-positive and gram-negative bacteria. Curcuma showed good inhibition zone against selected bacteria by agar well diffusion method. This research study will be helpful for development of new medicines and formulations.

**A STUDY OF MAHATMA GANDHI'S CONTRIBUTION TO PHILOSOPHY OF EDUCATION
IN INDIA**

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The current study discusses Mahatma Gandhi's contribution to the philosophy of education in India. Mahatma Gandhi created the "Basic Education" training program. He asked for movement-focused education, focusing on first language lessons, to help the kids reach their potential and develop their independence. Gandhi needed to create a sustainable, compact network with the ideal residents being liberal, creative, and self-absorbed. He intended local art to be produced as a teaching tool so that children may develop their minds, bodies, and souls pleasantly and address problems relevant to their future. One of their most distinctive characteristics is the amount of education a person has. Learning is a skill that may be developed, applied for societal and individual progress, and used to critically and logically assess events. Based on this perspective, education is more of a way of life and a vital tool in the development of moral character, giving us the ability to select the course of our thoughts and actions and realize the goals and aspirations we have for ourselves. Gandhi strengthened this assertion. His educational theory aspired to promote individuals' moral, social, political, personal, and economic advancement. He undoubtedly had a significant role in India's push for modern education. His teaching method strongly emphasized the necessity of leading a natural, peaceful life and considering self-realization as the ultimate goal. His program clearly illustrates his straightforward and successful instructional practices. The most well-known of Mahatma Gandhi's undertakings was his focus on the need for Indian education. He maintained that Indians received a frontier education that left their brains feeling inadequate. Their sense of worth was damaged, and they began to think Western culture was primarily accepted. Moreover, he emphasized how Indian students began to follow British law in modern higher education institutions. Gandhi called for training to help Indians regain their composure and sense of pride in their country. Mahatma Gandhi was a seeker of the truth who was ready to learn it. Due to this aspect, Gandhi gains a particular dimension that draws to the younger generation. Both general education and ongoing learning are crucial elements of education. Gandhi's peaceful philosophy is still very relevant today. He developed his idea of education with the help of such a style of living, which may be the natural source of inspiration for the current educational system.

IMPACT OF TECHNOLOGICAL CONVENIENCES ON HOTEL GUEST EXPERIENCES

Edgar Dsouza

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INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
ON INNOVATIONS, RESEARCH AND CHALLENGES IN
CURRENT GLOBAL SCENARIO

Commerce, Management, Education, Technology, Humanities, Applied Science & Social Sciences



In an industry that is constantly evolving and always trying to stay one step ahead, trends come and go. In the last decade, we have seen some innovative trends take shape in the hospitality industry. An analysis of popular hotel websites, discussions with hotel managers, and an internet search for the latest technology-driven innovations in hotels were all part of the qualitative phase. A questionnaire for hotel guests was constructed in the quantitative stage, yielding a sample of 621 valid completed questionnaires. Considering a framework that includes four types of innovation (i.e., product innovations, process innovations, enhanced knowledge of the market, and management innovations), this paper examines the impact of existing innovative technologies adopted by hotels on customer experiences and evaluates its potential for improving their stay. Considering our four-category typology, the innovations that the guest felt like the most important were the process innovations followed by the product innovations. Management innovations were also frequent, while market knowledge innovations were least frequent. Regarding the technology-based innovations, digital meeting facilities, business bar to rent out gadgets such as tablets, laptops, e-readers, chargers, headphones or other digital lifesavers for business or leisure, check-in check-out procedures by by-passing the front office, online bookings, self-service concierge stations that provide interactive customer experience are perceived by respondents as the five most important technologies to enhance their hotel experience. These key drivers can be used to increase guest satisfaction, loyalty and repeat visitation in hotels.

GREEN ECONOMY AND GREEN RECOVERY: A REVIEW IN POST-COVID SITUATION

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The COVID-19 pandemic has challenged many aspects of our financial and social existence essentially. We witnessed a sizeable breakdown of food safety and livelihood systems throughout the India. Millions of people lost their jobs, and struggled for get entry to food for extended periods. Farmers had been faced with the labour crisis during the peak harvesting season. Many farmers had to struggle very badly to access the market/clients for their merchandise. The monetary crisis has further deepened in the last few months. As the crisis performed out, over the lockdown months, there were reviews of discount in air pollutants, anecdotes of people reporting clean skies and recovering habitats, and comparatively cleanser air in our cities and homes. Water pleasant of our rivers advanced significantly. Butterflies, birds, honey bees and plenty of different below strain species will be seen even within the otherwise congested and polluted massive towns. These months have allowed us to experience a very different environment, seemingly a machine that became restoration itself. The easing of the lockdown is seeing a reversal of a lot of those modifications that we noticed inside the ecological health of our country.

FINANCIAL CONSUMERS AND REDRESS SERVICES BY FINANCIAL REGULATORY BODIES IN INDIA

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Financial literacy is the key issue among public and private sector units. A consumer's ability to raise grievances and have them redressed effectively is central to consumer protection. In addition to safeguarding consumer interests, effective grievance redress can help build trust between consumers and financial service providers. In this way, grievance redress can make or break consumers' relationships with providers. Consumer grievance redress in the financial sector is addressed separately by each of the financial sector regulators, i.e. the Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI) and the Pension Fund Regulatory and Development Authority (PFRDA). Indian financial consumers are currently getting redress services through these regulatory bodies. The Reserve Bank's focused initiatives in the field of consumer protection began with the setting up of Complaints Redress Cell in 1995, instituting an Alternative Grievance Redress mechanism through launch of Banking Ombudsman Scheme in 1995-96. Setting up of a full-fledged Customer Service Department. SEBI has twenty offices under its control in whole India, where consumers can file complaints. Postal letters, company emails can be used as modes for filing complaint. Consumer Affairs Department has been set up to handle the complaints of Insurance consumers. It works as a redress cell under the IRDAI. Toll free number, insurers portal and department email are mostly used for filing complaint. PFRDA deals with the grievance of National Pension scheme (NPS) and pension scheme holders. Scheme holder can lodge complaints via web portal central grievance management system (CGMS), physical letters, toll free numbers and emails. National Securities Depository Limited (NSDL) manages this portal and provides central record keeping agency for PFRDA. Consumers have used the helpline numbers to lodge complaints or queries regarding financial products and financial service providers.

A STUDY OF MOTIVATION AND ITS EFFECTS ON WORK

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This research paper investigates the relationship between employee work motivation and their performance in the workplace and business productivity. It examines the main and common motivation theories and different approaches to motivate employees. The main aim is to find a correlation between employees work motivation and their performance and the performance effect on business productivity. Concerns were found with the employees motivation and performance and the relationship between them clearly defined in the literature review and lately have been discussed in the findings and discussions based on the data analysis done. In order to collect data, interview has been done for people from seven different

operational as well technical divisions in the ECIL, Hyderabad organization. Five people have been chosen from each division. A phone call for the employee about the interview and if he/she is willing to go for it was there, then a meeting request has been sent to every employee for interview for maximum one hour. The total numbers of interview conducted are 35. There is harmonious relationship in the organization between employees and management. The employees are really motivated by the management and are satisfied with the present incentives plan of the organization. Most of the workers agreed that the organization is eager in recognizing and acknowledging their work.

A STUDY ON TALENT MANAGEMENT

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Talent management refers to the skills of attracting highly skilled workers, of integrating new workers, and developing and retaining current workers to meet current and future business objectives. Talent management in this context does not refer to the management of entertainers. Companies engaging in a talent management strategy shift the responsibility of employees from the human resources department to all managers throughout the organization. The process of attracting and retaining profitable employees, as it is increasingly more competitive between firms and of strategic importance, has come to be known as "the war for talent." Talent management is also known as HCM (Human Capital Management). Talent management is part of the Evolution of Talent Measurement Technologies. Talent Management is beneficial to both the organization and the employees. The organization benefits from: Increased productivity and capability; a better linkage between individuals' efforts and business goals; commitment of valued employees; reduced turnover; increased bench strength and a better fit between people's jobs and skills.

STUDY ON RISK AND RETURNS OF HFFC

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The number of NBFCs has increased greatly in the last several years due to venture capital companies, retail and industrial companies have entered the lending business. NBFCs also often support property investments in property besides preparing feasibility, market or industry studies for companies. Unlike banks who may offer a packaged deal on a set of financial services, NBFIs offer customized services to suit the specific needs of clients NBFIs specializing in one particular sector develop an informational advantage. The reason of NBFC

being so prominent is they provide wide range of financial service like from loans and credit facilities to private education funding and retirement planning, from trading in money markets to underwriting stocks and shares, and Term Finance Certificates, NBFCs offer almost all banking services. They provide wealth management services like managing stocks and shares portfolios, discounting services like discounting of instruments and give advice on merger and acquisition activities as well. In this paper, an attempt is made to study the risk and return of Home First Finance Company (HFFC).

A STUDY ON EMPLOYEE WELFARE MEASURES

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The study explores on satisfaction level of employees welfare schemes in selected private banks. The researcher had taken four private banks such as ICICI, HDFC, Kotak Mahindra and Axis banks. The researcher has directly visited the branches for collecting the primary data through well structured questionnaire. The researchers used stratified random sampling method for collecting data from 300 respondents; 273 questionnaires are correctly completed in all respects. The data were analyzed using Percentage analysis, one sample T test and Anova test. The result inferred that employees are satisfied with the welfare schemes offered by the selected private sector banks. The study recommends that the private banks are needed to concentrate on social security, intramural and extramural facilities aspects with which help to satisfy the employees, Thus, satisfied employees can be easily retained.

A REVIEW ON MORINGA OLIFERA BASED ON CHEMICAL COMPOSITION AND WOUND HEALING ACTIVITIES

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Moringa has been long used to treat the infections and diseases that is the common cold and diabetes. In which several of the steroids, alkaloids, glycosides compounds along with lipids and varieties of protein were also available as an important bioactive constituent in moringa. Rich sources of Vitamin A, Vitamin C and milk proteins, glucosinolate and

isothiocyanate, terpene, anthocyanins and phenolic acids. It belongs to the family Moringaceae and its genus which consists of 13 species that are mostly cultivated in all over the Asia and Africa. These plants possess various medicinal properties which can be found in every section of it such as anti-asthmatic, anti-diabetic, hepatoprotective, anticancer, antimicrobial, anti-inflammatory and antioxidant etc. The purpose of this review is to discuss and conclude the knowledge about phytochemical composition and wound healing activity of moringa Olifera.

**DETERMINATION OF ANTIMICROBIAL ACTIVITY USING AZADIRACTA INDICA
EXTRACT**

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Plants are very important part of mankind from history these are used in various kind of medicines. There are different kind of medicinal plants which are in use from years to treat infections and diseases. This study shows the antimicrobial activity of Neem (*Azadirachta indica*) which was evaluated against two gram-negative bacteria *Escherichia coli* and *Salmonella typhi* (pathogenic bacteria) and gram-positive bacteria (*Bacillus subtilis*). *Azadirachta indica* green leaf and bark was collected from the local fields of Medicinal Garden in School of Pharmaceutical Studies, Faculty of Health Sciences, Newai and clear cultures of the test micro-organisms used for antimicrobial study were provided by the Dr. K. N. Modi University, Newai Rajasthan. All the test microorganisms were selected for their antibacterial activity with leaf and bark extract of *Azadirachta indica* by agar well diffusion method. Leaf and bark extracts of *Azadirachta indica* showed good inhibition zone against the gram-positive and gram-negative bacteria.

**MULTISENSORY DATA FUSION FOR QUALITY ASSESSMENT OF FRUITS AND
VEGETABLES**

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Multisensory data fusion is one of the vibrant technologies, in which the data from several sources is acquired and processed together in order to get unified output. Data fusion systems are now widely used in various areas such as sensor networks, robotics, video and image processing, quality analysis of different products, intelligent system design etc. Quality of fruits and vegetables consumed, contributes to health of human being. Generally, a team of trained sorters can do the manual quality analysis of fruits and vegetables by identifying its size, colour, smell, stiffness, skin texture etc. It takes much time and due to the subjectivity of individual team members, no uniform analysis would be possible by this way. The repetitive task of smelling may lead to the infection and/or irritation to the graders leading to degradation of the quality of grading. Use of Multisensory data fusion will be the good solution to get more correct and quick quality assessment of fruits and vegetables. In this technique, the acquired data of size, colour, smell, stiffness, and skin texture are fused using level-1 fusion to assess its quality. Data imperfection, spurious data, conflicting data, inconsistent data etc. are some of the issues that make data fusion a challenging task. There are a number of mathematical theories available to represent data imperfections, such as probability theory, fuzzy set theory, possibility theory, rough set theory, and Dempster–Shafer evidence theory (DSET). This paper presents the application of multisensory level-1 data fusion for quality assessment of fruits and vegetables using data of its colour and skin texture obtained from a machine vision camera and odour data obtained from an e-nose. The data collection system used in the study is described in detail along with the pre-processing and data fusion algorithms. Results obtained show usefulness of the technique for quality assessment of fruits and vegetables. It is reported in literature that studies that are focused on the fusion of digital images invariably showed improvements with respect to the results obtained using single data sources. The results obtained in present study indicate that the data fusion applied to machine vision and e-nose data complement well with each other and give positive correlation with the quality.

**ROLE OF HANDICRAFTS IN DEVELOPMENT AND PROMOTION OF TOURIST
DESTINATION IMAGE: A CASE STUDY OF BASHOLI PAINTINGS OF JAMMU REGION
OF J&K UT**

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Shopping as a travel activity has become increasingly important to the tourism industry due to its socio-economic contribution to the tourism trade. Handicrafts form one of the major components of the shopping done by tourists while they are on tour. Handicrafts act a trigger for the memory source of reliving the moments of their experiences, tourists have had while they were actually travelling to those tourist destination. The present study takes into consideration the role of Handicrafts in development and promotion of Tourist Destination Image with reference to Jammu region of J&K UT. Basholi paintings are one of the prominent

handicrafts of Jammu region of J&K UT. A structured questionnaire was used to gather data from the tourists visiting the study area to understand their perception of image of tourist destination. The paper also highlighted the prominent souvenirs created and promoted in the study area. The paper discusses the findings in detail and their corresponding implications as well.

THE BYGONE ART OF KOYYALAGUDEM

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In the small town named Koyyalagudem of Andhra Pradesh state, the artisans still weave ikkat handlooms. This study is about the renowned weave, Telia Rumal which was accorded with Geographical indication (GI). Telia which means Tel. Each yarn is treated with castor oil, warp and wefts dyed separately and then weaved together. This time-consuming process makes this handloom expensive. This gem was discovered during the Nizams Era itself, where this piece of fabric was first used just as turbans and lungis, but then was encouraged to be weaved into sarees too. Unfortunately, this masterpiece of south is dying. There are only a handful weavers who continue to practice this intricate weaving art. My article is going to focus on the history, i.e. how Telia Rumal was encouraged, the technique which makes it distinctive from other weaved handloom and the current issues faced by the weavers and artisans.

WAREHOUSE STOCK MANAGEMENT USING RF ATTENUATION SYSTEM

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In the modern era of management, one of the biggest challenges is to manage a large stock at the warehouse with the latest technology. Warehouse Management systems may be standalone or cloud-based or integrated Enterprise Resource Planning based. In the warehouse, a manual or robotic system is used to check the status of stock. The proposed method is an innovative method to check the status of stored stock using the RF Attenuation system. Radio Frequency (RF) signals get attenuated due to many environmental phenomena such as reflection, refraction, diffraction, fading, scattering, and mainly due to the nature of the

medium. The proposed Radio Frequency communication system consists of a 433MHz RF transmitter with 27 dBm transmitting power, a Radio Frequency receiver, and a Radio Frequency power meter. The research carried out to study the effect of the stock of storage items like cloths, books, and wheat grain inside a closed metal container on RF attenuation. It is observed that the RF signal gets attenuated is proportional to the stored stock. This study can be implemented in the warehouse to check the status of the stock where a manual or robotics systems fail.

SOCIAL ENTREPRENEURIAL ECOSYSTEM: NEED OF THE HOUR FOR GROWTH AND DEVELOPMENT OF THE COMMUNITY

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In the past decade, social entrepreneurship literature has unveiled the assumptions typically made about them. Recently, social entrepreneurship is being recognized as the ladder towards sustainable development. Reviewed papers have also been recognized as determining a positive relationship between social entrepreneurship and sustainable development. The literature defines that social entrepreneurship is the field in which entrepreneurs undertake activities with the goal of creating social value and NFP as providing services to people in pursuit of social transformation in the society. The key difference lies in the definition itself but still has often been interchanged due to lack of clarity. The question now lies in identifying the differences in the business model of both the forms of organization as well as their earning models. There is a huge gap in social entrepreneurship which needs to be taken care by theorizing the difference in the definition, functioning and financial models as well. In this paper, the author emphasizes a better understanding of the ecosystem required for social entrepreneurship for building a resilient society.

CASH MANAGEMENT IN SELECTED PAINT COMPANIES OF INDIA

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Cash is highly liquid assets of the business. Business requires cash on continuous basis to run its operations. So business firm keep optimum balance of cash. Shortage of cash will disrupt the firm's operations. The present study is undertaken to know the cash management in selected paint companies of India. The study is undertaken for period of five years from 2016-17 to 2020-21.

FACTORS AFFECTING TEXTILE BUSINESSES OF SURAT CITY DURING COVID-19 PANDEMIC

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COVID-19 or Coronavirus Disease is an airborne disease which has till date affected millions of people throughout the globe. This disease is caused by a virus of the Coronavirus family that is, Severe Acute Respiratory Syndrome – Coronavirus - 2 (SARS-CoV-2). Right after being detected first in December 2019 in Wuhan, Hubei, China it became contagious soon after and was declared as Pandemic by World Health Organization (WHO) on 30th January, 2020. Since then the virus has taken over the entire globe sparing no geography. Economies slowed down and businesses struggled because of sudden lockdown announcements by the governments worldwide. Textile industry was no exception. Surat houses around 7,00,000 looms, 400 processing houses and more than 50,000 traders (South Gujarat Information Technologists Association, 2021). Restrictions on movement of people and goods have affected businesses in the textile industry badly. This is a **descriptive study**, undertaken to explore the factors affecting textile businesses in Surat City. The **objective** of the study was:

- To identify factors affecting Textile Businesses of Surat City during COVID-19 Pandemic.

A structured and non disguised questionnaire was designed as an instrument to collect data. A total of 100 businesses (Manufacturers, Traders and Retailers) were surveyed electronically. The study found Government Regulations (Lockdown/Quarantine/Travel Restrictions), Shortage of Demand, Shortage of Shipping/Transport services, Difficulty in paying rents and Shortage of Liquidity were the main factors affecting Textile businesses of Surat City during COVID-19 Pandemic.

CULTURAL STUDIES--GENDER, RACE AND CLASS IN THE GOD OF SMALL THINGS

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The God of Small Things is the truthful portrayal of the plight of the women in society and their marathon struggles for seeking the sense of identity in a male dominated conservative framework. The social structure of an Indian woman is full of many ups and downs. The ifs and buts life offers little choice for a forsaken woman like Ammu. The central character, who yearns for pleasure and happiness and life far from shackles or constrains. The narrator portrays a detail picture of the lady's childhood to adolescence to the experience of marriage to a sympathetic and affectionate mother to a rebel wife who challenges the age long hypocritical moral stand of a patriarchal family. Typical themes in Indian English fiction, are said to be the caste system, social attitude, social and religious taboos, superstitions, notions of superiority and inferiority. The God of Small Things is spatially contextualized and breeds meaning components that evaluate a cultural system which has obviously out lived its utility and value. Arundhati Roy projects class antagonism and class exploitation in terms of caste,

and she cleverly, makes a contrast between Touchable and Untouchables. When there is crucial confrontation, the class affiliation come out in the open.

**A CONCEPTUAL STUDY OF LEADERSHIP TRAITS BETWEEN 1ST AND 2ND
GENERATION ENTREPRENEURS OF SELECTED INDUSTRIES IN PUNE DISTRICT WITH
REFERENCE TO NEED OF ACHIEVEMENT THEORY**

Mrs. Soniya V Kumbhojkar.

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Small scale family business has been an integral part of the Indian culture and tradition. It is a major contributor to the Indian economy for growth and development. Family businesses are **the core of the Indian economy**. Without family businesses, there will be an adverse impact on economy because it not only contributes to the GDP, it is also the biggest creator of employment generation. Inheriting a family business and running it successfully is a double-edged sword. Irrespective of the inheritance; talent, knowledge and acumen play a very important role. One of the major characteristics of an Entrepreneur is good Human Relations ability. Incompatibility in first generation and second-generation entrepreneurs lead to inappropriate leadership, brain drain, lack of motivation, improper change management and hinders the sustainability of the business. Lot of prejudices and fixed mindsets (stereotyping) leading to misunderstanding and conflicts among the first generation and second generation puts an end to the sustainability of the business. The amalgamation of HR skills can enrich, retain talent, carry forward legacy and come out with a model or chronicle to help budding entrepreneurs develop right type of motivation and HR skills. The objectives of the study are- 1. To identify and compare leadership traits on the basis of Need of Achievement in the first generation and the second-generation entrepreneurs. 2. To come up with a viable and feasible solutions for consensus development between both the generations of entrepreneurs. The Research Paper is based on Secondary data. With help of this comparative analysis on leadership traits and Need of Achievement, we can come up with a model for second generation entrepreneurs which will help us to know whether they are capable to run the family business. This study will also help to achieve National objectives of Make in India and Atmanirbhar Bharat. This will contribute significantly to economic development of the society and nation.

**A STUDY OF GREEN MARKETING MIX OF THE SELECT PHARMA COMPANIES IN
MAHARASHTRA**

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Green Marketing is looked as a tool towards sustainable development in the recent times. The green marketing mix describes the practices of the organisations in initiating, practicing and evolving green and environment friendly practices with reference to the Product, Price, Place Promotion, Process, People and Physical Evidences mix. The state of

Maharashtra is the hub of Pharma companies with large number of pharma companies being located in Maharashtra. The state is the future for Pharmaceutical Production for India and the world. It is due to the nature of the activities of the Pharma companies that their activities are detrimental to the environment. There have been many regulations enforced on the pharma companies to take efforts in reducing the ill-effect on the environment. Hence, it is interesting to find if the pharma companies in Maharashtra are having green marketing mix thereby creating a path towards environmental conservation. This paper attempts to find the practices followed by the Pharma companies in Maharashtra with regard to the seven P's of green marketing mix.

CHERIYAL PAINTING- THE FAMOUS PAINTINGS OF HYDERABAD

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The cheriyal scroll painting has a lengthy history and has been produced for a very long period. Hyderabad is where they are currently produced. These are created in a narrative style akin to a comic strip. These are painted in vibrant colours, are primarily made up of primary colours, and feature a background that is predominately red. Most of the topics and stories shown in these paintings are well-known, having roots in literature, mythology, folklore, etc. These might also feature images of rural places. The majority of these are shown in figures that are representative of Andhra Pradesh's tradition. My research paper discusses how cheriyal artists make a living, design approaches, preparation procedures, techniques, the community, other local crafts, ways to resuscitate and pass down to future generations, government recognition, and its involvement in raising the prominence of this trade.

AN ANALYSIS OF STATE-WISE TRENDS IN HIGHER EDUCATION ACROSS INDIA

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A nation's development depends primarily on its financial, social and human development. The financial and social development of any country is dependent upon the quality of human resource of that country. For developing human resource education is considered as a basic source. Human development refers to knowledge, skills and experience of the population in the country. Also, it has a powerful impact on the socio-economic growth of the nation. Therefore, higher education is a key for nurturing professionals who will be capable of tackling upcoming challenges. It is also important for the growth of science and technology thereby benefiting both individuals and society. India has one of the largest education systems

in the world with more than 1000 universities, 45000 degree colleges and 1500 top institutes. In view of large outreach, the present paper is an effort to analyse the trends in higher education across all states in India, in the last ten years. Trends have been seen in the higher education sectors in India are growing. This paper reviews data collected by the department of higher education, central Government of India published by the ministry of statistics. This review demonstrates the trend-lines of student enrolment, in higher education, in the last 10 years (2011-2020). The study is also targeted towards finding relationships between enrolment in undergraduate and postgraduate courses. Initial screening of data reveals the possibility of growth in the number of women enrolment in higher education. This emphasis is on descriptive analysis and is based on secondary data.

**MOBILITY OF RURAL DEVELOPMENT PROGRAM- A CASE STUDY IN THE
IMPROVEMENT OF AUJAR KIT (TOOLKIT), FOOD KIT, SUPPLY PROGRAM IN
HAZARIBAG DISTRICT (JHARKHAND)**

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Rural Development in general refers to the producer of improving the quality of life and economic security of people living in relatively remote and sparsely populated areas. Mobility of Rural Development has assumed attention specially among the developing Nation. It has great significant for a Country like India where majority of the population around 68% of the people rural development in India mainly focuses on poverty alleviation , better livelihood opportunities provision of Basic immunities & infrastructure facilities through innovative program wages and self employment. Rural Development involves more than just agricultural production. It is importance, to improve the Aujar (Tool kits), food Kite supply program for the socio-economic position of the rural population and promoting rural development through mobility. The Economy of Jharkhand state is mixed in nature, comprising agricultural and industries. The State is rich in terms of mineral deposits, forest resources and industrially too. In such condition, it can be probably true that for existence of such a high proportion of people below poverty line. So that it is very key indication to the mobility of rural development program such as transport and also improvement of agricultural tool kit.

**CHANGES IN PURCHASE AND USAGE PATTERNS OF COSMETICS DUE TO COVID-19
PANDEMIC – A CASE STUDY OF WOMEN OF GURUGRAM**

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Cosmetics are an important part of the modern lifestyle of people. In 2019, the international cosmetics market amounted to \$380.2 bn and by 2027, will grow to \$463.5 bn.). The Indian Cosmetics Market size was \$13.19 billion in 2020 and is projected to expand to \$28.98 billion by 2026 showing a CAGR of 16.39% through 2026. The COVID-19 pandemic

has impacted the practices of businesses as well as the lives of consumers. This has led to a change in the purchase behaviour of consumers. Such a change has been caused by many variables such as falling incomes, lockdowns, low availability of goods, breaking down of supply chains as well as accessibility of products. As there has been a change in the purchase behaviour of consumers due to the pandemic, this research aims to study the change in the cosmetic purchase behaviour of females in Gurugram, a city in Haryana (India), if any on various variables. A structured questionnaire based survey of the 159 women of Gurugram was conducted to examine the impact of Covid-19 pandemic on the factors affecting cosmetics buying behaviour like customer buying behaviour like product brand, variety, price of product, friends recommendation, advertising, celebrity endorsement, social media marketing, e-word of mouth and product information.

CONSUMER PERCEPTION TOWARDS GREEN PACKAGING FOR ENVIRONMENTAL SUSTAINABILITY': A STUDY ON FMCG SECTOR

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Purpose - Environment friendly products and services are the source of sustainable businesses. Business units are focussing its efforts towards Green packaging as consumers are becoming conscious about the environment. The purpose of this paper is to understand Consumers perception towards green packaging for environment sustainability.

Methodology - A quantitative study is conducted through online questionnaires to understand the consumer perception towards sustainable packaging.

Findings- The study highlights that consumers are aware of the environmental benefit of going Green. Consumers responded positively towards green packaging and environmental sustainability but are price sensitive.

Practical/Social implications – The study reveals information about consumer evaluation useful for marketers and researchers. Marketers and policy makers need to reconsider promotional aspects for green packaging.

Originality/ value - The study provides insight about consumer buying behaviour as far as green packaging is concerned.

THANJAVUR PAINTINGS: AN EXPRESSION OF DEVOTION

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Thanjavur painting is a traditional painting style, which is native to the town of Thanjavur in Tamil Nadu. Thanjavur paintings are unique to their rich and vivid colours, simple iconic composition, gold foil work overlays and extensive gesso work with an inlay of glass beads and also the usage of precious and semi-precious gems. The artists face problems with marketing their work and adequate remuneration for their paintings, and also the use of various technology to help with their work. My research revolves around the livelihood of Thanjavur artists, design methods, method of preparation, techniques, the community, other crafts in the community, ways to revive and pass down to future generations, government recognition and it's intervention which will elevate the status of this craft.

E-RECRUITMENT: TRENDS AND CHALLENGES

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In present times, digital technologies have advanced more rapidly than any innovation in our history, reaching around fifty percent of the developing world's population in only two decades and transforming societies. During the pandemic era, consumers have moved dramatically toward online channels, and companies and industries have responded in turn. The conventional method of recruitment used over the years has been revolutionized by the influence of internet. Now a days, various online recruitment platforms have been introduced on the internet market. The present study is descriptive and empirical research with the aim to understand the different sources of online recruitment, reasons and problems faced while using the same by job applicants. And to see the connection between online platforms and experience and frequency of using the same. A sample was drawn from college students using convenience sampling method. The primary data was collected by questionnaire. Questionnaire was mailed to 150 respondents. 147 responses were collected and use for further analysis. Analytical tool like Chi-square test was applied with the help of statistical software IBM SPSS Statistics Version 22 to draw the findings of the study. As a result of study, the findings show that, there is an association between technological expertise and use of online recruitment sites/ portals. The study also concluded that, among all social recruitment platforms LinkedIn is the popular online recruitment social networking site whereas, Naukri.com is the most preferred online recruitment portal.

BIDRI DESIGN CRAFT- THIS UNIQUE ART AND DESIGN OF SILVER ENGRAVED ON METAL

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INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
ON INNOVATIONS, RESEARCH AND CHALLENGES IN
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Bidriware is a metal handicraft from the city of Bidar in Karnataka- the traditional industrial centre from which the name Bidri was derived. Patina metal is an Indian Bidri product. The object is a sandcast from an alloy containing 95% zinc and 5% copper. After casting, a thick piece of silver wire and foil is fitted and processed to create a rich black patina. Bidri products are still mass-produced in Deccan, central India, including of course Bidar in Karnataka. My research paper revolves on the Bidri Craft, Artisan's livelihood, design methods of preparation, materials used and techniques.

SMART SPACES: A COGNITIVE APPROACH

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Advances in technology enable users to increase their standards of living to make their life easier and comfortable. Smart spaces aim to enhance the intelligence level of the living environment and improve the quality of human life.. Users are expecting spaces such as homes, buildings, campuses etc. to work for themselves. Cognitive Smart Spaces autonomously increase energy efficiency along with sensing, understanding and even predicting the needs of occupants. They are also capable of recognizing users and situations they are in and the spaces should react accordingly, e.g., by providing certain services or changes in the surrounding environment such as temperature, light illumination, HVAC systems etc. Therefore, cognitive smart space developments are gradually coming to different application domains, each with corresponding specific characteristics. The paper discusses different technologies and methodologies for development of systems for various cognitive smart spaces. This paper also presents case studies in the context of Cognitive Smart Spaces. Also it gives brief introduction about the various hardware and software components for the development of Cognitive Smart Spaces.

A STUDY ON EMOTIONAL INTELLIGENCE AND IT'S RELATION WITH CONSTRUCTIVE THINKING

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The current research intends to look at the Constructive thinking of secondary school principals in regards to gender as well as the stream in Varanasi. The analyst has employed the survey research technique. A sample of 100 Secondary School Principals was used for the current research. The comprehensive survey methodology was utilized to collect data from 50 male secondary school principals and 50 female secondary school principals from Varanasi, Uttar Pradesh, schools that offer both Science stream and Commerce streams. The findings of the current research indicate that the mean of secondary school principals who are men is greater than the mean of secondary school principals who are women. Therefore, there is no discernible distinction in the quality of productive thought between male and female secondary school principals, and the mean of the science stream secondary school Principals is greater than the mean of the commerce stream Principals of secondary schools. The secondary school principals of the Science and Commerce streams, therefore, have different ways of working constructively.

**EMOTIONS AND THINKING IN CONSUMER BEHAVIOUR: A COMPARATIVE STUDY OF
ONLINE APPAREL PRODUCT SHOPPING BEHAVIOUR OF VARIOUS AGE GROUPS**

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With the advent of mobile data and e-commerce platforms, online shopping has seen an exponential growth in the past decade. This growth can be seen not just in the increasing number of platforms or rising average purchase value but also in the form of a diverse consumer base. From teenagers to senior citizens, everyone has personalized wish-lists and carts. An understanding of consumers' thoughts and emotions could give important insights about their decision-making as they display peculiar behavioural trends while engaging with online platforms. In this study, we conduct a survey to find out whether there are differences in the thinking and emotions of adult consumers with respect to their age that lead to the final purchase. The scope of this study is limited to the online shopping related to fashion industry.

ELETRIPTAN AS TREATMENT OPTION FOR ACUTE MIGRAINE

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The complex, neurological, and incapacitating condition known as migraine is also marked by a number of autonomic symptoms. The first line of defence against moderate-to-severe headache episodes is the use of triptans, which are selective 5-HT_{1B/1D} serotonin agonists. In this article, we examine the most recent information on the clinical effectiveness, safety, and tolerability of eletriptan as well as any potential clinically significant medication interactions. Eletriptan, a triptan, has a high tolerability profile and consistently considerable clinical effectiveness in the treatment of migraine, particularly in individuals with cardiovascular risk factors but without coronary artery disease. Along with rizatriptan, zolmitriptan, and injections of sumatriptan, it exhibits the best clinical response. In addition, when compared to the other triptans, eletriptan has the most complicated pharmacokinetic/dynamic profile. Since the hepatic enzyme CYP3A4 is principally responsible for its metabolism, the concurrent administration of CYP3A4-potent inhibitors needs to be carefully considered. The co-administration of serotonergic medications results in a comparatively low incidence of serotonin syndrome. With the exception of ergot derivatives, which shouldn't be provided with eletriptan, no clinically significant interactions have been discovered between eletriptan and medications used for migraine preventative therapy or other acute medications.

A STUDY OF FUNDAMENTAL ANALYSIS OF TATA CONSUMER PRODUCT

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Fundamental and Technical Analysis is a subjective measure of how well a firm can use assets from its primary mode of business and generate revenues. This term is also used as a general measure of firms overall financial health over a given period and can be used to compare similar firms across the same industry or to compare industries or sectors in aggregation. Financial analysts often assess firm's production and productivity performance, profitability performance, liquidity performance, working capital performance, fixed assets performance, fund flow performance and social performance. However, in the present study financial health of the selected Indian based Fast Moving Consumer Goods (FMCG) companies are measured Ratio Analysis. Ratio analysis is very important to measure the profitability, liquidity, and leverage situation of the company for the Mergers and Acquisitions. The ratios are used to identify trends over time for one organization or to compare

two or more organizations at one point in time. Ratio analysis focuses on three key aspects of a business: liquidity, profitability, and solvency.

FORMATION OF DYSTOPIAN FICTION IN LITERATURE

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This paper is a study of the interdependent relationship of reality and fiction in post-apocalyptic narratives. Moving into dystopian fiction this paper argues that the hybridism of the dystopian genre has influenced literature dealing with the end of the world, thereby creating a link between the dystopias of the twentieth century and post-apocalyptic fiction of the twenty first century. Most twentieth century tragic fiction, for example, Aldous Huxley's *State-of-the-art existence* (1932), George Orwell's *Nineteen Eighty four* (1949) and John Wyndham's *The Chrysalids* (1955) hold fast to a nonexclusive show by which they anticipate forward a described future to think back basically toward the present. The motivation behind this exploration is to portray the subjects in emphatically checked on tragic writing. Topics discovered during the examination incorporate versatility of the hero, endurance, government control, social similarity and love. The pervasive point of any exploration is to bring social reorganization. Various thoughts as various ways of thinking are anticipated by famous abstract creators in the field of writing to let them propagate among the ordinary citizens. Concentrating on inadequate pieces of the general public and utilizing arrangements is research issues to work at a more extensive level. The territory of examination 'Oppressed world' uncovers misery on the earth as the world appears weakening worth - astute. Tragic writing cautions the general public about the outcomes of debased life. Oppressed worlds are seen regularly as preventative "stories" however the best oppressed worlds are not pedantic tirades and the best oppressed worlds don't draw their capacity from whatever political/cultural point yet to disclose what it is to be human.

A STUDY OF IMPACT OF MAKE IN INDIA CAMPAIGN ON THE INDIAN ECONOMY

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Net/Junior Research Fellow

Prime Minister Sh. Narendra Modi launched the "Make In India" initiative on September 25, 2014, with the goal of making India a hub for global manufacturing. The primary goal of this Swadeshi-style movement was to draw in investors from all over the world.

Industries in India that produce goods. Its goal is to speed up the growth rate while maintaining the number of available jobs is growing. having a large and well-educated staff. The success of this campaign won't be difficult to achieve given the availability of inexpensive labor. The NDA government's signature initiative, Make in India, aims to develop the country's manufacturing sector and attract foreign capital to the Indian economy. In India, manufacturing is extremely important. However, there is a need for sensible legislation and infrastructure in the areas of logistics, transportation, and labor laws. Although the administration has stated that it wants to simplify the procedures, implementation is moving very slowly. The phrase "Make In India" was created following the success of the phrase "Make In China," and as a result, Indian marketplaces are overrun with Chinese goods. After acknowledging China's enormous success, India intends to follow in its footsteps. India will need to put in a lot of effort to equal China's level of success, though. The effectiveness of the campaign will depend on the analysis and appropriate modification of all internal and external environment variables. . This essay aims to investigate the economic impacts of "Make in India" and different strategies for enhancing its beneficial benefits. The Make in India initiative won't succeed by itself if just FDIs and infrastructure investment are encouraged. The administration must focus on implementation. It should work to improve how the decision policies are implemented. We must comprehend and resolve the issues at the local level.

A STUDY ON ISSUES AND CHALLENGES OF WOMEN EMPOWERMENT IN RURAL AREAS

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The word Empowerment means the process of becoming stronger and more confident, especially in controlling one's life and claiming one's right. When someone is empowered they have the ability to accomplish something and they know it, giving them confidence needed to succeed. This paper deals with "women empowerment" a burning issue all over the World. In this paper i want to analyze the status of women in India after empowering especially in my village mendhar a small village of district Poonch. The study reveals inspite of government efforts in rural areas women are still lacking this opportunity. This paper analyse various indicators like women's household, decision making power, freedom of movement, exposure to media , education etc. Gender gap still exists in rural areas. It is well said if a man educate only he will but if a woman educates whole family will. It is found that inequality is still prevailing in the society. More than half of the women believe wife beating to be justified for one or the other reason. I myself have seen such coincidence with my eyes men are still beating women . Women have to take permission for spending money and for going out from the home. This so called male dominated society is still an obstacles in the oath of women empowerment. Eveni myself found in my area where women are only doing household activities. They are not living their life they are only soending life. In spite of many efforts by government women empowerment is still pending . The empowerment of women in the most

powerful sense will be achieved only if women have genetic changes in relation to women, they should be treated with proper respect, dignity, fairness, and equality. The rural areas of the country are largely sunk in the feudal and medieval perspective, so women have equal status in their education, marriage, dress code, profession, and social.

ECOFEMINISM IN SARAH JOSEPH'S *GIFT IN GREEN*: AN ANALYSIS

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Ecofeminism is a branch of feminism which studies the relationship between women and nature. French feminist Francoise d'Eaubonne in her book *Le Feminisme ou la Mort* [1974] coined the term 'ecofeminism'. Ecofeminism explores the connections between women and nature in culture, economy, religion, politics, literature and iconography and addresses the parallels between the oppression of nature and the oppression of women. These parallels include but are not limited to seeing women and nature as property, seeing men as the curators of culture and women as the curators of nature and how men dominate women and humans dominate nature. Ecofeminists appeal for both environmentally and ethically good society that respects nature and women. Sarah Joseph, one of the leading feminists in India, is a novelist, short story writer and feminist activist from Kerala. Being a feminist, she makes awareness about ecology and the importance of natural world in her works. Her novel *Gift in Green* deals with both women and nature and their exploitation caused by men. So the novel has ecocritical elements in it. This research paper is an attempt to analyze Sarah Joseph's novel *Gift in Green* from an ecofeminist perspective.

EMERGING ROLE OF ARTIFICIAL INTELLIGENCE IN HRM PRACTICE: CONSTRAIN AND A FUTURE PATHWAY IN E-HRM

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The effectual application of AI to human resources problems and extended e-hrm adoption practice presents very different challenges. They cover anything from practical to conceptual, like the fact that the nature of data science analyses when thematically used on people has serious conflicts with criteria societies usually see as crucial for making significant decisions about individuals. We give consideration to the gap between the fact and promise of artificial intelligence in human resource management and suggest just how progress might be made. E-HRM has multi varied functions with the scope of AI capabilities i.e., updating Employee Information, training, recruitment, Automation of low-value tasks, employee engagement & AI in human capital management. Whereas barriers and challenges in adopting AI in e-HRM is absence of skilled talent, privacy concern, ongoing maintenance & complex integrating capabilities. Organizational Managers can conduct skill gap assessments and

accordingly plan digital training opportunities for employees. Conversational AI can help managers and employees track such training and development. AI may or can be effectively embedded into the entire employee lifecycle association with the organization, from the comfort of recruitment and onboarding, to HR solution distribution and profession pathing thereby providing a bespoke employee experience. As HR is evolving day by day, trends will keep on changing in rapid pace. Some organizations have previously embraced the trends, while others are still to adjust to this noticeable change, being unable to anticipate the future or shortage of real information.

COMPLIANCE OF ACCOUNTING STANDARDS IN CENTRAL HIGHER EDUCATIONAL INSTITUTIONS IN INDIA

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The ministry of human resource development is ruled High education organizations in India and is funded by the central government and state government, as the government gives a big fund to academic institution, the government on that part, it wants to know how the academic organization using public funds. Similarly, other stakeholders such as management, general public, governing boards, etc. also want to know the use of funds. The financial details of high education organizations are lacking uniformity. They follow the different accounting practices, mostly they prepare their financial details according to the acts of whom they are registered but it does not address the concern of the stakeholders and government accounts, India's government has mandated that all central higher education organization and universities regulated by the UGC or receiving grants from UGC to apply on accrual basis of accounting and prepare their accounts as per the accounting standard released via ICAI from FY 2013-14 onwards has been compulsory. It is required to check whether the central high education organizations are following the accounting standards and the use of the impact of accounting. This study will help the government to take action further, central high education organization to improve their reporting, and the massive public, how to check that the selected organizations are using public funds.

ANITA DESAI'S NOVEL " WHERE SHALL WE GO THIS SUMMER" DEALS WITH THE ELEMENT OF EXISTENTIAL DESPAIR

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Among the Indian writers in English Anita Desai is the first writer, who started to deal with stream of consciousness method in her works. In almost all of her works we find psychological therapy. She has presented women as the protagonists of her novels. Anita Desai is a feminist writer and she deals with women problems in her works. And here we discuss one of the masterpieces of her "Where Shall We Go This Summer". Through this novel Anita Desai again succeeds in the presentation of a woman's inner conflict of existential despair. The protagonist of the novel is 'Sita', a woman who has four children and pregnant with fifth one but finds herself alone and hopeless always. Sita is struggling for her inner peace.

A STUDY ON FINANCIAL APPRAISAL OF INDIGO AND SPICE JET COMPANIES OF INDIA

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In the fast changing economic scenario world over, the management of any company has to play a dynamic role in managing its finances. To make rational decisions in tune with the objectives of the firm, the management must analyze the funds needs, the financial status and profitability and the business risk of the company. The airline industry exists in an intensely competitive market. In recent years, there has been an industry-wide shakedown, which will have far-reaching effects on the industry's trend towards expanding domestic and international services. An important key area to keep a close eye on is costs. The airline industry is extremely sensitive to costs such as fuel, labor and borrowing costs. Because many costs are fixed, the profitability of individual companies is determined by efficient operations and on favorable fuel and labor costs. The study includes total four companies; Indigo and Spice Jet as a sample of the study. Sample is to be selected on the basis of market share. The study aims to measure the financial position, trend, strength, weakness and growth of Indian aviation Industry and identify the drawbacks, which are the indicators of the low performance of the industry. And study the determinants of profitability position of company and make comparison between the selected aviation companies in India. Objective of the study is to evaluate financial performance of selected aviation companies of India between Inter sector firm comparisons. For the comparison independent t - test technique is used with help of SPSS software and try to find significance difference is available or not. Profitability Ratio includes Operating profit ratio, Net profit ratio, fuel expense ratio, finance expense ratio etc. In this study accounting and statistical; both type of techniques are used. In this way study will help in making suitable suggestions for the improvement of further successful survival of aviation Companies in the competitive world. Therefore, statement of problem under the study is selected as "A study on financial appraisal of Indigo and spice jet companies of India"

**THE COMBINED EFFECTS OF LEADERSHIP, ORGANIZATIONAL CULTURE, AND
GREEN HUMAN RESOURCE MANAGEMENT ON EMPLOYEES' ENVIRONMENTAL
BEHAVIOR AND BUSINESS PERFORMANCE**

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Employee behaviour and activities at work are currently receiving more attention as a contributing factor to environmental issues. As a result, businesses are implementing a range of environmental protection initiatives and creating green business plans. Even though this field of study is expanding, more research is still needed to fully understand the causes and effects of employees' environmentally friendly behaviour. In response, this study adds to the body of knowledge by examining the causes and effects of green organisational culture and staff members' green behaviour. Data from 614 workers in Qatar's public and private sectors were gathered using a quantitative research design, and the Partial Least Squares Structural Equations Modeling method was used to analyse the results. The results validated how green organisational culture is impacted by environmental awareness, green human resource management, and green leadership behaviour. Additionally, it has been demonstrated that an organization's environmental performance and its employees' green behaviour are significantly positively correlated with its green organisational culture. The relationship between environmental concern, green human resource management, green leadership behaviour, and employees' green behaviour is also important and is mediated by green organisational culture. By analysing these relationships and testing the mediation effects, this study adds originality to the body of knowledge on green behaviour. It also provides advice for decision-makers on how to foster an environmentally friendly organisational culture by maximising employees' green behaviour at work.

**AMALGAMATION OF BIODIVERSITY, CONVERSATION AND SUSTAINABLE
DEVELOPMENT: AN OVERVIEW**

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Biodiversity is an aggregate of words “bio and variety” bearing on the model of existence. Biodiversity is the version inside the eugenic, the level of the surrounding. Habitat states devices and offerings which includes meals, fibre & water purification, harm control and nutrient cycling. Biodiversity furthermore performs a critical position in financial sectors that strain improvement, which includes agriculture, marines and industrial. More than three billion people rely upon marine and coastal habitat and 1.6 billion humans depend on forests and non-wooden wooded area merchandise for his or her living. Habitat is strongly influenced by elements together with health, and culture. Sustainable improvement is enhancing the remarkable of human life at the identical time as living withinside the wearing ability of keeping ecosystems. Habitat conservation and sustainable improvement are interrelated branches that specialize in social progress, financial boom and environmental safety on one side, and domain preservation at the one-of-a-kind. Conservation consists of the efforts completed in blanketed regions and network reserves, and in precise regions with wealthy and vital habitat wherein Preservation isn’t commonly the principle focus. Participatory approach suggestions with locals concerned at each degree need to be framed as they’ve were given enjoy and a wealthy information of conventional flowers and fauna. This paper strategically represents the analytical study in the area.

DAYLIGHT AND PROXIMITY CONTROL FOR LED-BASED ENERGY-EFFICIENT LIGHTING SYSTEM

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Since the Industrial revolution, electricity has become one of the fundamental requirements of human beings. Consumption of this energy is increasing day by day. But the resources required for energy generation are limited. Energy saving is a need of the hour. Numerous studies have shown various ways to save energy. The most common solutions are developing energy-efficient devices or creating systems that reduce the power consumption of existing infrastructure or avoid energy wastage. The proposed solution is aware of its surroundings using various sensors. The system measures ambient light and delivers an adequate amount of light depending upon the requirement. The system also senses the human presence and controls the light sources when needed. In this way, the proposed solution will avoid energy wastage. This system consists of three parts, A sensor unit that senses the human presence and detects ambient light, A controller unit that reads sensor data, and A relay unit that controls the light source. This system senses ambient light using a light-dependent resistor (LDR) and monitors human presence using a PIR (passive infrared sensor)

module. The proposed energy control system solution substantially minimizes energy consumption.

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR), ENVIRONMENT SOCIAL AND GOVERNANCE (ESG) AND SUSTAINABLE INVESTING ON THE SOCIETY AND THE ENVIRONMENT

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Corporate Social Responsibility (CSR) and Environmental, Social & Governance (ESG) standards, is the same – adoption of practices and policies by corporations that are intended to have a positive influence on the world. Companies have generally taken a gander at choices to work in manners that upgrades society and the climate, rather than contributing adversely to them. Nonetheless, through the course of most recent couple of years, the center has moved from a simply outward-looking investigation to a more powerful methodology zeroing in on both interior and outer variables of an association. Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) guidelines, is something similar - reception of practices and arrangements by partnerships that are planned to impact the world. Companies have generally taken a gander at choices to work in manners that upgrades society and the climate, rather than contributing adversely to them. Be that as it may, through the course of most recent couple of years, the center has moved from an absolutely outward-looking investigation to a more unique methodology zeroing in on both inward and outside variables of an association. For the most part, individuals get befuddled over the distinctions among ideas of ESG and CSR and frequently use them reciprocally. While both these ideas are connected, each has its own authoritative objectives and attributes.

COMPARATIVE BATCH STUDY FOR FLUORIDE REMOVAL FROM SYNTHETIC GROUNDWATER USING BIOMASS PRODUCED FROM *D. SISSOO* SAWDUST

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Present study represents the comparative study on removal efficiency of the *D. sissoo* derived adsorbents for aqueous based fluoride content. It was found that solution pH and initial fluoride concentration had negative impact on fluoride removal. On the other hand, adsorbent dose, contact time and temperature contributed positively. The effect of operating parameter followed the same trend for the adsorbents. The raw *D. sissoo* adsorbent and its derivatives were compared to analyse their efficacy in fluoride removal. It was found that Chemically Activated *D. sissoo* Sawdust (CADS) removed 54% fluoride which was highest among all while

Thermal Activated *D. sissoo*Sawdust (TADS) and Raw *D. sissoo*Sawdust (RDS) showed 39% and 34% removal respectively. The stated removal was reported at 4 pH, 10 g/L adsorbent dose, 7 mg/L fluoride concentration, 180 min and 25 °C temperature. The operating parameters and fluoride removal data were fed to isotherms, kinetics, and thermodynamic equations to get various coefficients which gave insight of sorption process. Further, exhausted CADS, TADS and RDS adsorbents were regenerated to 82%, 58%, and 54% respectively by 10 pH NaOH solution. Lastly cost of 50g RDS, CADS, and TADS was calculated as virtually zero, 88₹, and 720₹ respectively. The study revealed that CADS is superior adsorbent for fluoride removal compared to TADS and RDS based on removal efficiency, regenerability and economics.

**BEAUTIFUL TIMELESS ART: A STUDY ON PATTI VARNA OF ANDHRA PRADESH
REGION (SPECIAL FOCUS ON FREE HAND DRAWING, MOTIF AND NATURAL DYES)**

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The main reason why the kalamkari art of painting, which once competed with the rest of the world, many famous personalities, they are very encouraging. such as those played by the then kings and many artists, are present and the reason for the decline of this art today is so popular internationally is that its origins are in the fact that its origins are disappearing and the fruits of its development are disappearing. As part of the development, I know have no attempt to inform the Government and the public that Dimensional Heart Fans must safely incorporate them and their designs into this dream. My paper conveys is that my attempt to bring back that dreams product is to change the existing design technology to improve the financial situation of art-based families.

**CONCEPTUAL STUDY ON GROWTH AND CHALLENGES OF FINTECH IN BANKING
SECTOR**

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Financial Technology is the technology and innovation that aims to compete with traditional financial methods in the financial services. Fintech refers to technology-enabled innovation in financial services. FinTech describes new technology that works towards enhancing and automating the delivery and uses of financial services. Artificial Intelligence, Blockchain, Cloud computing and big data are regarded as the four key areas of FinTech. This technological change is transforming the financial sector and the wider economy, affecting all

aspects of work - from payments to monetary policy to financial regulation. It allows for the integration of both physical and digital payment methods into a unified user experience. Some applications are their which shows that the FinTech is an innovative and helpful in banking sector. The paper elaborates the drivers of FinTech its implications and the road ahead for the use of FinTech in the banking Sector. The paper takes reference of published scholarly literature and web sources.

WORK LIFE BALANCE AND WORK STRESS OF WORKING WOMEN IN HIGHER EDUCATION INSTITUTION IN KALABURAGI

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Women are playing a vital role in their family and at workplace. In this society the women are always having a lower status than the men. In past decades the social and religious restriction over the women did not allow her to enter in to the workplace. Now the modern era have provided huge opportunities to enter in to the job market in various sectors. There is lot of changes in the women life. Now a present condition of working women is more challenging. These changes have added a lot of problems in women life both at work as well as in their personal life. In present days the Work Life Balance has entered as important and universal concept. In present scenario the women become career oriented and providing less time to their family, children and hobbies. The role and responsibilities and demand of the working environment have created a stress for the working women. The women working in higher education institution have also suffering from the stress. The women working in higher education sector have to cope up with the changes taken place in education reforms, the skill development and the use of information and technologies. Now days they have to focus on their classes along with the other works like – Admission, exam, attendance , files and paper works , online classes ,record keeping and so on. The working hours are extended from morning to late night which causes stress. The women have created a job in education sectors and are doing well in this area. The role of female has changed from dependent to independent woman, who is also a helping hand for her family. Its focus on to study the gaps and causes for stress of a working women so that they can handle their life more efficiently and effectively.

FDI IN SERVICE SECTOR IN INDIA

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Foreign Direct Investment plays a significant role in economic growth and development of nation. The services sector is a significant component of the Indian economy. The main purpose of LPG policy was to make the Indian economy a fast growing and can

compete globally. This sector is contributing around 60% to the GDP of the nation. It has multiplier effect on Indian economy. At present this is the one of the emerging sector at national and international level. It has played a major role in improving export and also provided employment opportunities to youth. Sometimes capital available domestically is insufficient for overall growth and development of the nation. Foreign capital is then acted as a bridge to fill in gap between domestic savings and investment. In service sector FDI is instrument for economic growth as it strengthen the local capital efficiency and employment generation rate. Foreign Direct Investment in service sector acts as a tool for socio economic development of all over the globe. Over the past few years, FDI inflows to the service sector have been expanding dramatically. This study finds the increase of foreign direct investment in the service sector, with specific attention to how it affects the Indian economy's financial services, telecommunication services, information technology services, construction development, hotel and tourism sectors, business services and community, social and personal services etc. Lots of amendments have been made in service sector and many services are now open for foreign investors with different sub sector limits. Service sector is performing best as compared to remaining sector. FDI in service sector has developed infrastructure facilities and expedite the future growth, increase in national income, inclusive growth and increase in economic activity in Indian economy. For this study secondary data have been used in the data analysis. Data is analysed for the period from 2012 to 2022. The study discussed the role of FDI in service sector and found that FDI in service sector is inflating year to year. Therefore FDI in service sector is really an elevator for the economic growth.

EVALUATION AND ANALYSIS OF DISCOMFORT GLARE BY USING DIALUX LIGHTING SIMULATION SOFTWARE

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Glare is the one of the significant parameters, which is broadly classified as discomfort glare and disability glare. Glare is subjective and person dependent. Discomfort glare is mainly caused by excessive brightness of the artificial luminaire installed in the workplace. Unified Glare Rating (UGR) is used for quantifying discomfort glare at indoor workplaces. This paper presents UGR calculations of conference room by using DIALux lighting simulation software. 3-D modelling and calculation of UGR with the help of software for various different LED lighting fixture distribution is considered. Results are prepared and shown in

tabular and graphical representations. Comparison of results obtained from experimental determination and software calculations of UGR is carried out. Further, various LED lighting fixture positions which will give minimum glare are suggested. Conclusions are made about change in UGR with effect of different lighting fixtures and their respective positions and orientation of the line of sight of the observer.

STUDY OF ROUGH SET THEORY AND ITS APPROACHES IN AGRICULTURAL REALMS

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Rough sets are promising tools for expressing granular computer technology, with new investigation to come. Its representation of ability constraint, human thinking in the face of uncertainty, is incomprehensible to classical logic. This article studies eleven varieties of data using rough set theory. Using indiscernibility relation found that, classification definite by the seven sets of attributes is equivalence relation is same as classification definite by four sets attributes. Lower and upper, approximations and boundary region to shows result of varieties YV_3 , YV_6 and YV_{11} are excellent by using information system.

FLUID DYNAMICS: BASIS OF ENGINEERING DESIGNS

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Fluid dynamics provides methods for studying the evolution of stars, ocean currents, weather patterns, plate tectonics and even blood circulation. Some important technological applications of fluid dynamics include rocket engines, wind turbines, oil pipelines and air conditioning systems. Fluid dynamics is a branch of fluid mechanics. Fluid dynamics deals with the movement of liquids, and gases. Fluid statics deals with the resistance of fluids at rest. Fluid Dynamics is a field of fluid mechanics that deals with the movement of fluids. Aerodynamics and Hydrodynamics are sub disciplines of fluid dynamics. Application of the principles of "fluid mechanics" is critical to the design of systems in nearly every field of engineering, including aeronautical, astronautical, mechanical, chemical, and civil engineering. Sub-branches of fluid mechanics include aerodynamics, aerothermodynamics, hydrodynamics, hydraulics, heat transfer, and many other sub-specialties. These principles are critical to the design of aircraft, jet engines, rocket motors, water systems, chemical plants, oil refineries, and on and on.

**A STUDY ON THE COVID-19 PANDEMIC'S IMPACT ON THE INTERNATIONAL TRADE OF
THE USA AND INDIA**

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For the year 2020, foreign trade was down, but by 2021, it had rebounded greatly. While global commerce is already above pre-pandemic levels, the consequences of trade on various commodities, industries, and trading partners are vastly different and exert pressure on certain industries. Usually, a four- to five-year shift in the organisation of commerce would occur as a result of the Coronavirus epidemic. However, not all of the losses from the prior sharp drops had been recovered when trade imbalances remained in 2021. Consumers, corporations, and the government all have a greater motivation to deploy new or reinforce existing risk mitigation techniques because of the vast range of trade consequences and trade flows between products and origins and destinations. In the literature review of trade in the USA and India, Economic and trade Challenges were discussed using different research papers. The research methodology of the paper is a secondary qualitative method. The result shows in all cases, the pandemic's negative demand repercussions outweigh its negative supply implications. Extra fixed effects are important since their absolute values diminish.

**QUALITATIVE STUDY OF MILK PARAMETERS USING ELECTRONIC SENSOR
NETWORK**

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Food is an important basic need of life. Milk is an essential part of food in India, as milk has high food value because it comprises a wide variety of nutrients needed for proper growth of the human body. Ultimately leads to high demand of milk and milk products in the market in India. Due to adverse demand-supply ratio in the food supply chain, food adulteration is a major problem in India. Major food adulteration occurs with milk and dairy products. This paper tries to present the design and development of sensor based model to detect the milk parameters. The parameters like milk quantity, fat measurement, pH, CLR, SNF. The Ultrasonic sensor, pH sensor, lactometer are used to measure the quantity, pH and CLR of the milk respectively. Calculating FAT and CLR value, we can get SNF value. The sensors are interfaced with the ESP-32 controller which enables it to read the parameters on the LCD. This is a cost efficient, power efficient tool to analyze the quality of milk.

ADVERTISING OF INCLUSIVITY IN INDIAN MEDIA: NORMALISING LGBTQ+

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The representation of queer community in Indian advertisements is visibly evolving as we witness their representation in the advertisements. Representation and inclusivity inform about the collective unconscious it encompasses. Advertising and marketing in India have played a significant role in bringing about socially aware advertisements conveying a message and demonstrate social commitment of the LGBTQ+ community. The intent of this paper is to display how representation through queer characters in advertisements OR LGBTQ+ marketing is helping normalize the queer discourse. It was observed that the advertisements normalise humanising, love and relationships beyond the binary sexes, genders, and sexualities. The frontstage put forth by an informed and inclusive backstage is worth looking into. The paper will furthermore analyse how the narrative about queer community has changed, and how this change in the narrative is further changing the narrative by showcasing inclusivity and diversity in Indian advertisements.

IMPACT OF IND-AS ON FINANCIAL STATEMENTS OF MAHARATNA COMPANIES IN INDIA

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The purpose of this study is to shed light on the financial performance of all the Maharatna Companies in India, as financial statements are extremely useful in assessing the financial status of a company. This analysis was carried out by comparing the financial statements issued by the selected companies before and after the implementation of Ind-AS, using data from the previous ten years (from 2011-12 to 2020-21). Various users, such as company executives, bankers, investors and creditors, use cash management tools to analyse their financial status in order to make key business decisions. The entire study was based on secondary data. According to the findings, the implementation of Ind-AS has had significant impact on financial statements of Maharatna companies. Though, due to substantial losses, the financial state of the few selected company i.e BHEL and SAIL had reached an alarming stage in the post-transition phase. It is proposed that an aggressive production approach with large cost reductions be implemented in order to create higher profits and rebuild investors' confidence, as increased profitability boosts investor wealth and attracts future investors.

AN ANALYSIS OF THE INDIAN FAST MOVING CONSUMER GOODS INDUSTRY AND THE OPPORTUNITIES FOR MICRO SMALL AND MEDIUM ENTERPRISES IN FMCG SECTOR

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Many areas of human existence are impacted by fast moving consumer goods (FMCG). These are goods that all social groups regularly use and spend a sizable portion of their income on. The sector also makes a substantial contribution to the Indian economy. Fast-moving consumer goods are those that can be bought easily and frequently. These, in addition to groceries, meet a household's essential needs on a daily basis. The purpose of this study is to assess the state of Fast Moving Consumer Goods (FMCG) industry in India from the historical framework of the industry to the current environment, which includes market size, investment, distribution, and government activities and the opportunities for MSMEs in the Indian FMCG sector.

ANALYZING THE FACTORS CONTRIBUTING TO ORGANIC FOODS CONSUMPTION AND ITS INFLUENCE ON CONSUMER PURCHASE INTENTION IN BAREILLY DISTRICT

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Organic agriculture is gaining ground as a viable solution to the issues posed by rising demography, urbanization, and climate change. This typically translates into healthier, safer, tastier, and more environmentally friendly foods in the view of customers. Therefore, there are aspects that play a vital role in the increased organic foods consumption with a vital effect on the purchasing orientation of consumers. The goal of this study is to figure out what factors influence organic food consumption and how that influences customer purchase intent. About 100 respondents were targeted for collecting responses through a survey and the data collection instrument was a questionnaire. The study results revealed that out of the six factors considered for the study analysis, mainly perceived price, availability of organic foods, health consciousness, and knowledge of organic foods significantly influenced the customer purchase intent. The study also concluded that the outcomes of this study can be useful for the organic producers and retailers in terms of better reaching out to consumers in consideration of the factors that influence consumer buying intentions.

ग्रामीण एवं शहरी क्षेत्र के विद्यार्थियों की सामाजिक परिपक्वता एवं शैक्षिक उपलब्धि का अध्ययन

अवनीश कुमार सिंह

शोधछात्र, लॉर्ड्स विश्वविद्यालय, चिकानी, अलवर, राजस्थान।

डॉ. निर्मला राठौर

प्रोफेसर, लॉर्ड्स विश्वविद्यालय, चिकानी, अलवर, राजस्थान।

मानव जीवन में शिक्षा की भूमिका बड़ी महत्वपूर्ण है। शिक्षा वह प्रकाश है जिसके द्वारा बालक की समस्त शारीरिक, मानसिक, सामाजिक तथा आध्यत्मिक शक्तियों का विकास होता है। शिक्षा व्यक्ति के विकास एवं ज्ञानार्जन का आधार मानी जाती है। जन्म के समय मानव शिशु असहाय तथा असामाजिक होता है। जन्म के बाद पूर्ण रूप से वह माता पर निर्भर होता है, और फिर परिवार पर। शिक्षा के बिना बालक न तो सामाजिक बनता है और न व्यवहारिक ही। जैसे-जैसे वह बड़ा होता जाता है वैसे-वैसे वह अपने वातावरण से अनुकूलन करना सीखता है। जीवन के कार्यों को करने में शिक्षा उसे विशेष योगदान देती है। शिक्षा न केवल व्यक्ति को अपने वातावरण से अनुकूलन करने में सहायता देती है वरन् उसके व्यवहार में ऐसे वांछनीय परिवर्तन भी करती है कि वह अपना और अपने समाज का कल्याण करने में सफल होता है। शिक्षा के सम्बन्ध में डॉ. राधाकृष्णन ने लिखा है कि "शिक्षा को मनुष्य और समाज का निर्माण करना चाहिए इस कार्य को किए बिना शिक्षा अनुर्वर और अपूर्ण है।" शिक्षा एक शक्तिशाली हथियार है जिसका प्रयोग व्यक्तियों की सामाजिक, आर्थिक और मानसिक निर्धनता को समाप्त कर उन्हें समृद्ध बनाने के लिए होता है। शिक्षा का एक उद्देश्य व्यक्ति को समाज की परिवर्तित आवश्यकताओं के अनुरूप अनुकूलित करना है। मानव एक सामाजिक प्राणी है तथा व्यक्ति का प्रथम समाज उसका अपना घर ही होता है जहाँ व्यवहार करना सीखता है।

हिन्दी समाचार पत्रों का भारतीय स्वतन्त्रता संघर्ष में योगदान

डॉ. अनिता शर्मा

सहायक प्रोफेसर, इतिहास विभाग, एस.एस.जैन सुबोध पी.जी. महिला महाविद्यालय, राजस्थान विश्वविद्यालय से सम्बद्ध, जयपुर (राज.)

भारतीय स्वतन्त्रता संग्राम में हिन्दी पत्रकारिता का विशिष्ट योगदान है। हिन्दी पत्रकारिता के आदि नायकों ने युगबोध व सामाजिक चेतना के क्षेत्र में अपने महत्व को पहचाना। इसी कारण समाचार पत्रों ने मध्यम वर्गीय सामाजिक, आर्थिक और राजनीतिक दशा के प्रत्येकपक्ष को 19वीं शताब्दी में हिन्दी पत्र-पत्रिकाओं के माध्यम से समाज के सामने प्रस्तुत किया है। हिन्दी पत्रकारिता के विकास की यात्रा को हम भारतीय राष्ट्रवाद की कहानी भी कह सकते हैं। इस समय में अधिकांश हिन्दी भाषी समाचार पत्र कलकत्ता और आगरा से प्रकाशित होते थे। आगरा इस समय शिक्षा का बड़ा केन्द्र था। इस समय के पत्र, पत्रिकाओं की कोई निश्चित शैली नहीं थी और अधिकांश समाचार पत्र मासिक थे। इसके पश्चात पाक्षिक पत्रिकाओं का प्रकाशन भी होने लगा। भारतीय समाचार पत्रों ने उन मूक भावनाओं को अभिव्यक्ति दी जिन्हे जन साधारण बोल नहीं सकता था और यही कारण है कि 18वीं, 19वीं और 20वीं शताब्दी के हिन्दी समाचार पत्र जनमानस की संवेदनाओं को दर्शाते हैं। इन समाचार पत्रों ने भारतीय स्वतन्त्रता संग्राम में महत्वपूर्ण भूमिका निभायी।

आजादी का अमृत महोत्सव : विविधता में एकता का परिचय

डॉ. अमिता जैन

सहायक प्रोफेसर, शिक्षा विभाग, जैन विश्व भारती संस्थान, लाडनूनागौर, (राज.)

किसी राष्ट्र के निर्माण में महत्वपूर्ण भूमिका महापुरुषों, कवियों, लेखकों, दार्शनिकों, मनोवैज्ञानिकों, साहित्यकारों, समाजशास्त्रियों, वैज्ञानिकों आदि की होती है। लेकिन उस राष्ट्र की सुरक्षा, एकता, अखंडता और अक्षुण्ण बनाये रखने में सबसे बड़ा हाथ सैनिकों का होता है। लम्बे संघर्ष के बाद हम आजाद हुए। हमारे स्वतंत्रता सेनानियों ने, वीरों ने, सिपाहियों ने अपनी कुर्बानी दी। उसके बाद हम 15 अगस्त 1947 को आजाद हुए। आजादी के 75 वर्ष पूर्ण हुए। उस 75 वर्ष में हमारी युवा पीढ़ी उन शहीदों को याद कर सकें, उनके योगदान को स्मरण कर सकें, जिनके कारण आज हम स्वतंत्र रहकर अपना विकास कर रहे हैं। हमें उन स्वतंत्रता सेनानियों के व्यक्तित्व, जीवन वृत्त, उनके उद्घोषों, उनके प्रेरक प्रसंग व घटनाओं, अवदान और कार्यशैली से सीखने का सुनहरा अवसर प्राप्त होता है। उनके जीवन की लम्बी कहानियाँ हैं, उन कहानियों में से हमें उनका संस्मरण करना चाहिए। जिससे हम अपना, परिवार, समाज, देश का विकास कर सकें। इस विचार को लेकर यह आलेख लिखा गया है।

श्रीलंका का आर्थिक संकट और भारत की भूमिका

चैनाराम

सहायक आचार्य, राजनीति विज्ञान, राजकीय बाँगड़ महाविद्यालय, डीडवाना (नागौर)

2.2 करोड़ की आबादीवाला दक्षिण एशियाई देश, श्रीलंका भारत के दक्षिण में स्थित, हिंद महासागर में अवस्थित एक द्विपीय देश है। 21 वीं सदी के तीसरे दशक के भुरुआत में एक गुलाब के फूल की भांति खिलखिलाते देश में अचानक आर्थिक संकट का आने पर वैश्विक समाज के समक्ष एक चिंता का विषय नजर आने लगा। कम जनसंख्या वाला अच्छी तरह की करता राष्ट्र अचानक इस तरह फूल होने का मुख्य कारण आर्थिक कुप्रबंधन एवं लोकतंत्र में सस्ती लोकप्रियता रही है। भारत चूँकि श्रीलंका का पड़ोसी एवं एशिया महाद्वीप में बिगबदर की भूमिका में है। यद्यपि 2010 के बाद श्रीलंका की चीन परस्त विदेश नीति के कारण दोनों देशों के मध्य संबंध अच्छे नहीं रहे हैं, फिर भी भारत के सामरिक एवं भू राजनीतिक हित श्रीलंका से है। अतः ऐसे संकट में लंका को उभारने के लिए भारत का सहयोग अपेक्षित था और भारत ने ऐसा किया भी है। प्रस्तुत शोध आलेख का उद्देश्य एक राष्ट्र राज्य के रूप में श्रीलंका के उदय के इतिहास एवं उसमें आये आर्थिक संकट के कारणों तथा आगे की राह का पता लगाकर भारत के साथ उसके सम्बन्धों का विश्लेषण करना है।

जनसंचार एवं हिन्दी पत्रकारिता

डॉ. अपर्णा शर्मा

सहायक आचार्य, हिन्दी विभाग, सुबोध पी.जी. महिला महाविद्यालय, जयपुर, राजस्थान।

लोकतंत्र में जन-संचार माध्यमों की बहुत महत्वपूर्ण भूमिका है अतः संचार माध्यमों को लोकतंत्र का चौथा स्तम्भ कहा गया है। वर्तमान समय में संचार क्रान्ति अपनी चरम सीमा पर है। संचार माध्यमों एवं इलेक्ट्रॉनिकीय क्रान्ति ने विश्व जनसमुदाय को एक सूत्र में पिरोने का चमत्कारिक कार्य किया है। यह संचार क्रान्ति चाहे उपग्रहीय हो अथवा माइक्रोवेवी अथवा कम्प्यूटरीय एक नई दुनिया का सृजन करती है। यह दुनिया

लगातार सिमटती जा रही है। 'मार्शन मकलुहान' इसे ग्लोबल विलेज कहते हैं तो तकनीकी विशेषज्ञ इसे कम्प्यूटर नेटवर्क की दुनिया कहते हैं। संचार शब्द संस्कृत की चर् धातु से निर्मित शब्द है इस धातु का अर्थ चलना होता है इसमें सम् उपसर्ग और आ प्रत्यय के योग से बना है ' जिसका अर्थ सम्यक ढंग से चलना होता है यह शब्द अंग्रेजी के Communication शब्द का हिन्दी पर्याय है।

भूमि उपयोग प्रतिरूप का भौगोलिक अध्ययन

डॉ. बाबूलाल मीना

सहायक आचार्य (भूगोल विभाग), राजकीय महाविद्यालय, कोटपूतली, राजस्थान

अलवर जिले के भूमि उपयोग के अन्तर्गत परिवर्तन की प्रकृति पायी गयी है, इसमें सुविधाओं एवं सकारात्मक कारकों ने वृद्धि को इंगित किया है। जिससे क्षेत्र की विशेष पहचान बनी है वही दूसरी और प्रतिकूल कारकों एवं नकारात्मक पहलुओं के कारण कमी भी हुई है। जिसे सुधारने की आवश्यकता है, इसमें विशेष रूप से वन क्षेत्रों में वृद्धि करना बहुत आवश्यक है। जिससे पर्यावरणीय सन्तुलन बना रहे साथ ही कृषि पर दबाव कम हो और वन आधारित उद्योगों का विकास भी आवश्यक है। इसी प्रकार कृषि योग्य भूमि के विभिन्न वर्गों को नियोजित करने की आवश्यकता है जिससे भूमि उत्पादन क्षमता बनी रहे तथा कृषि की गहनता को स्थिर रखते हुए कृषि भूमि को प्रबन्धन भी आवश्यक है। जिसमें कृषि एवं ग्रामीण रोजगार को विकसित करना आवश्यक है। जिससे अलवर जिले का सन्तुलित विकास हो सकता है।

महिलाओं में अधिकारियों के प्रति जागरूकता

ललिता धाकड़

पी.एच.डी.-शोधार्थी, एपेक्स यूनिवर्सिटी, जयपुर, राजस्थान।

डॉ. भारती विजय

शोध निर्देशिक, एपेक्स यूनिवर्सिटी, जयपुर, राजस्थान।

नारी तुम केवल श्रद्धा हो, विश्वास रंजत नगपगतल में।

पीयूष स्रोत सी वहा करो, जीवन के सुन्दर समतल में।

नारी के श्रद्धय एवं पूज्य स्वरूप को कवि ने उपरोक्त पंक्तियों में दर्शाया है, भारतीय संस्कृति में प्रत्येक नारी पूजनीय व महान मानी गयी है। भारतीय नारी त्याग, बलिदान, सहास, भक्ति एवं सेवा की सजीव मूरत है। जीवन के हर सुख:दुख छाया की भौंति पुरुष पुरुष का साथ देने के कारण अर्द्धांगिनी? घर की व्यवस्थापिका होने के कारण लक्ष्मी स्वरूप जैसे अनेकों गुणों के कारण देवी कहलाती है। प्रत्येक महिला का सम्मान करना एवं उसके हितों की रक्षा करना हमारे देश की परम्परागत प्राचीन संस्कृति रही है। स्मृतियों से संविधान तक आत-आते नारी को प्रत्येक क्षेत्र में पुरुषों के समान अधिकार कर दिये हैं। इस अधिकारों की क्रियान्वित के लिए महिलाओं को जागरूक आवश्यक है। वस्तुतः संविधान में महिलाओं को दिये गये अधिकारों की सार्थकता तभी सिद्ध होगी जब महिलाओं की वर्तमान सोचनीय विकृत परिस्थितियों की सूरत में बदलाव आयेगा और यह तभी सम्मान है जब शिक्षा के साथ-साथ प्रत्येक महिला अपने अधिकारों एवं कानूनी प्रावधानों के प्रति जागरूक होकर सामाजिक उत्पीड़न, उपेक्षा, अवहेलना एवं अत्याचारों को सहन करने के स्थान पर उनका विरोध करने हेतु समर्थ हो सकेगी।

वोडाफोन आइडिया लिमिटेड की विपणन व्यूहरचनाओं के प्रतिग्राहकों की धारणा का अध्ययन:

म.प्र. के विशेष संदर्भ में

नारायण जामोद

सहायक प्राध्यापक, वाणिज्य विभाग, बरकतउल्ला विश्वविद्यालय, भोपाल, मध्यप्रदेश।

डॉ. एस.के खटिक

प्रोफेसर एवं विभागाध्यक्ष, वाणिज्य विभाग, बरकतउल्ला विश्वविद्यालय, भोपाल, मध्यप्रदेश।

भारत में दूरसंचार क्षेत्र का इतिहास 1851 से प्रारम्भ होता है, जब ब्रिटिश सरकार द्वारा प्रथम ऑपरेशनल लैण्डलाइन कलकत्ता में स्थापित की गयी थी। स्वतंत्रता प्राप्ति के साथ ही सभी विदेशी दूरसंचार कंपनियों का डाक, टेलीफोन और टेलीग्राफ बनाने के लिए राष्ट्रीयकरण कर दिया गया। इन सभी कंपनियों को संचालित करने का एकाधिकार भारत सरकार को था। भारत देश में दूरसंचार क्षेत्र की आधारभूत संरचना भारत सरकार द्वारा निर्मित की जाती है। दूरसंचार विभाग संचार मंत्रालय के अधीनस्थ कार्य करता है तथा प्रगति प्रतिवेदन देता है। संचार मंत्रालय दूरसंचार क्षेत्र के लिए निति जारी करता है। भारत में दूरसंचार क्षेत्र के नियमन के लिये भारतीय दूरसंचार नियामक प्राधिकरण को संसद के एक अधिनियम द्वारा नियामक ऐजेंसी बनाया गया है।

गठबंधन की राजनीति

डॉ. शकीला नकवी

सह आचार्य, राजनीति विज्ञान, राजकीय स्नातकोत्तर महाविद्यालय, टोंक, राजस्थान।

गठबंधन की राजनीति आमतौर पर विश्व के अधिकतर देशों में पाई जाती है। जर्मनी, आयरलैण्ड, इटली, जापान, तुर्की, इजरायल, न्यूजीलैण्ड, पाकिस्तान, भारत। गठबंधन का अर्थ है— साथ—साथ चलना और साथ—साथ विकास करना। भारत में भी गठबंधन की राजनीति प्राचीनकाल से पाई जाती है। महाभारत युद्ध के समय अधिकांश जनपद या तो कौरवों के साथ थे या पाण्डवों के साथ। 1935 के भारत सरकार अधिनियम के प्रावधानानुसार भारत में पहली गठबंधन सरकार पण्डित जवाहरलाल नेहरू के नेतृत्व में 1937 में अस्तित्व में आयी। भारतीय संविधान में संघात्मक शासन प्रणाली अपनाई गई। इस शासन में केन्द्र के साथ राज्यों की भी महत्वपूर्ण भूमिका होती है। गठबंधन सरकारों में राष्ट्रीय दलों के साथ क्षेत्रीय दलों की महत्वपूर्ण भूमिका होती है। स्वतंत्र भारत में केन्द्र में प्रथम गठबंधन 1977 में हुआ। प्रथम गैर कांग्रेसी सरकार मोरार जी देसाई नेतृत्व में बनी जो जनता सरकार कहलाई। द्वितीय गठबंधन सरकार 1979 में चरणसिंह के नेतृत्व में आई। ये भारत के ऐसे प्रधानमंत्री थे जिन्होंने संसद में बहुमत साबित करने से पूर्व ही इस्तीफा दे दिया।

शिक्षक और शिक्षक दिवस की प्रासंगिकता

प्रो.बनवारी लाल जैन

विभागाध्यक्ष, शिक्षा विभाग, जैन विश्व भारती संस्थान, लाडनू, नागौर, राजस्थान

शिक्षक, शिक्षा द्वारा कल्याण करने वाला होता है। शिक्षक अपने ज्ञान, अनुभव तथा कौशल से छात्रों को ज्ञानी बनाने का प्रयास करता है। छात्र भी अपने शिक्षक के गुणों को सीखने का प्रयास करता है। शिक्षक के सम्मान में विद्यार्थियों का सम्मान छुपा हुआ है। सम्मान से नम्रता, विनम्रता और सौहार्द झलकता है। हम छोटे से

लेकर बड़े व्यक्ति का सम्मान करना सीखते हैं, ऐसी परंपरा से तनावमुक्त एवं वातावरण पवित्र होता है, मित्रता का वातावरण पैदा होता है, निर्मलता का मार्ग मिलता है। कहते हैं "गुरु बिन ज्ञान कहाँ"। वह अपने शिष्य को अपनी प्रतिकृति और अपने प्रतिबिंब में बनाता है। भीतर की शक्ति के प्रशिक्षण का माध्यम गुरु ही है। शिक्षक एक आध्यात्मिक व्यक्तित्व है, वह अपने अंतरण से शिष्य को उसी प्रकार आलोकित करता है, जैसे—**एक दीपक दूसरे दीपक को आलोकित करता है**। इसी कारण प्रजातांत्रिक एवं बहुसांस्कृतिक देश में शिक्षक का स्थान प्रतिष्ठा का पद है। इसी भाव को ध्यान में रखकर यह आलेख लिखा गया है।

**व्यावसायिक व पारम्परिक पाठ्यक्रम के विद्यार्थियों की आक्रामकता,
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डॉ. निर्मला राठौर

प्रोफेसर, लॉर्ड्स विश्वविद्यालय, चिकानी, अलवर, राजस्थान।

किसी भी समाज या राष्ट्र का विकास उसकी शिक्षा व्यवस्था पर निर्भर है। शिक्षा की सकल्पना में व्यक्ति को बेहतर मानव बनाने का सकल्प निहित है। बेहतर मानव ही विश्व में मानवता के कल्याण व विकास में अपना योगदान देने में तत्पर हो सकता है। शिक्षा बेहतर भविष्य के लिए गत्यात्मक परिवर्तन का स्रोत है। किसी भी युग में शिक्षा, शिक्षक और शिक्षा नीति पर राष्ट्र की परम्परा, राष्ट्रीय प्रतिभा तथा राष्ट्र की परिस्थिति के सम्बन्ध में विचार होता आया है। इसका कारण यह है कि राष्ट्र के सर्वोत्तम विकास का प्रभावशाली माध्यम शिक्षा है। विद्यालयों का मुख्य कार्य बालकों को शिक्षा प्रदान करना होता है और उसको पूर्ण करने के लिए वहाँ पर जो कुछ किया जाता है उसे पाठ्यक्रम का नाम दिया गया है। पाठ्यक्रम को परिभाषित करते हुए एक विद्वान ने इसे व्हॉट ऑफ एजुकेशन कहा है। प्रथम दृष्टि से यह परिभाषा बहुत सरल प्रतीत होती है परन्तु इस व्हॉट की व्याख्या करना तथा कोई निश्चित उत्तर प्राप्त करना बहुत कठिन कार्य है। इस सम्बन्ध में अमेरिका के नेशनल एजुकेशन एसोसिएशन ने टिप्पणी करते हुए कहा— "विद्यालयों का कार्य क्या है ? यह एक ऐसा प्रश्न है जिसका उत्तर कई बार अनेक ढंग से दिया जा चुका है, फिर भी बार बार इस प्रश्न को उठाया जाता रहा है। कारण स्पष्ट है। यह एक ऐसा प्रश्न है जिसका उत्तर प्रत्येक समाज एवं प्रत्येक पीढ़ी की बदलती हुई प्रकृति एवं आवश्यकताओं के अनुसार बदलता रहता है।

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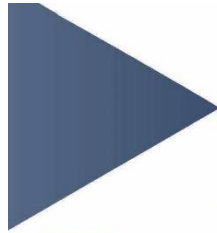
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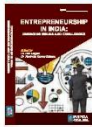
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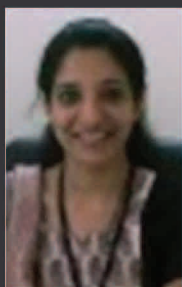
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