



Criteria 3- Research, Innovations and Extension
KEY INDICATOR- 3.3. Research Publication and Awards

3.3.2. Number of research papers in the Journals notified on UGC CARE list year wise during the last five years.

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**A STUDY ON “THE IMPACT OF ONLINE RETAILING ON
TRADITIONAL RETAIL BUSINESS WITH REFERENCE TO
ELECTRONIC PRODUCT RETAILERS OF BARAMATI”**

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Abstract: This study examines the effects of internet retailing in relation to Baramati's electrical goods. Online retailing has greatly risen in recent years because of digitalization and subsequent covid. Because of its large population, India has a greater than average number of retailers. However, the broad variety of products available on the internet presented a challenge for conventional merchants due to the tempting incentives. The use of electronic products has expanded because of people's growing technological sophistication. It's important to concentrate on how digitization will affect existing electronic device stores. This study examines several topics, including the impact of online merchants on traditional stores and what. This paper also covers the impact of digitalization on profitability of traditional retailers.

Key Words: -Online Retailers, Traditional retailers, Electronic Products, Profitability.

Introduction

Online retailing means electronic trade. It involves selling and purchasing of products by using technology through online method (Dr. Shahid Amin, Prof. Keshav Kansana, Jenifur Majid, 2016). Online business is growing not just brand but also chains across India. Total numbers of shoppers expected grow up to 175 million. Variety in products with categories is available on online platform. Online fashion is fastest growing category Retail Market with the backbone of technology and strategies. From 2020, it is expected to make 100 US Dollar revenue from online retailing. Government also taking initiative to support online retailing by framing new policies and strategies (Gaurav Khurana, 2020). Customer response is positive for e-tailing. It saves time offer varieties with flexible price and products of across the world. There is minimum investment to entry on this platform, easy Entry and Exit. Save fixed cost of retailer (Dr. Naresh Kumar Sharma, 2017). With digitalization in India, people are also started using online platform for buying products. Youth of India is main force, who use internet more and do online purchases in more quantity (Oly Mishra, Dr. A. Prasad 2014). There is need to study how online retailing affecting on traditional retail business.

Need of the Study

This study is more relevant to current scenario of retail market. It studies the impact of online retailing on traditional retailing of electronic products. Every sector is affected by digitalization and started using digital technology. Retail sector also have great impact of online retailing. Many small retailers, who sell product in very small quantity which is the source of their livelihood, are affected. There is need to study at what it affects and what strategies they are adopting to overcome from its threat and to survive in it.

Scope

This study is conducted of traditional retailers of electronic products in Baramati. It covers the impact of online retailing specifically on electronic Products. It reveals the impact on profitability and sale of electronic products. It also examines strategies adopted by traditional retailers in this digital scenario.

Literature Review

- 1. Amit Saha, 2015**, conducted a Study to analyze the impact of e-tailing on retail trade business. Online retailers offer variety of products with reasonable price, so it created competition for traditional retailers. This study conducted to know how retailers surviving in this tough competition. Traditional retailers started to implement new strategies like home delivery, concession etc. to survive in competition. Research reveals that there is impact of online retailing on traditional retail business.
- 2. Dr. Amy Leahy, 2009**, investigated impact of E-commerce on Traditional Retailers. He conducted study on Nordstrom. He studied how Nordstrom survive in this competition. Researcher revealed that there is impact of E-commerce on traditional retailers. Their sale and profit deciles from 2006. He concluded that management of inventories is very important on both platforms online as well offline.
- 3. Dr.K.R. Dhana Lakshmi, S.Shayena, 2018**, conducted study on E-Commerce and its Impact on Markets and Retailers. He evaluated types of market and retailers as well impact of E-commerce on retailers. He found that E-commerce have good impact on market, it reduced advertisements and developed new brands. But it has bad impact on retailers as they can retain variety of stock at lower price like online retailers.
- 4. Pranitha V. Shetty , Soujanya , 2020**, conducted study on Impact of Online Shopping on Retail Business in Udupi District. Online retailers provide variety in stock with minimum price. Number of businessman also started selling on online platform by creating their own website. All the products are available on one single platform with

variety and big discount. Researcher revealed that execution of online business affect on sales of retailers.

Objectives

1. To study the impact on sale of retail stores due to the entry of online retailers.
2. To evaluate the effect upon profitability of traditional retail stores in recent times
3. To examine the change in business strategies to divert customers from online platform to traditional platform.

Hypothesis

H0: There no impact of online retailing on Traditional Retailers of Electronic products

H1: H0: There impact of online retailing on Traditional Retailers of Electronic products

Research Methodology

Sources: -Primary and Secondary Data

Tools: -Ms Excel and SPSS

Universe: -30

Sample Size: -30

Data Collection Techniques: -Questionnaire

Data Representation:-Tabular and Graphical Form

Data Analysis and Interpretation

Presentation of data Table: Table showing the analysis of the various aspects of the impact of online retailing upon Traditional retailers of Electronic Products.

Sr. No.	List of questions:	Yes	No
1	Is there any change in average turnover in recent years due to online retailing?	30	00
2	Is there any decline in profit margin?	30	00
3	Do you increase any discount margin for customers in recent days?	30	00
4	Do customers ask for concession at the time of purchase?	30	00
5	Do you started to keep more variety of in products in recent days?	30	00
6	Do you started to give after sale services of personalized nature to your customers?	24	06
7	Do you made any change in promotion strategies about	17	13

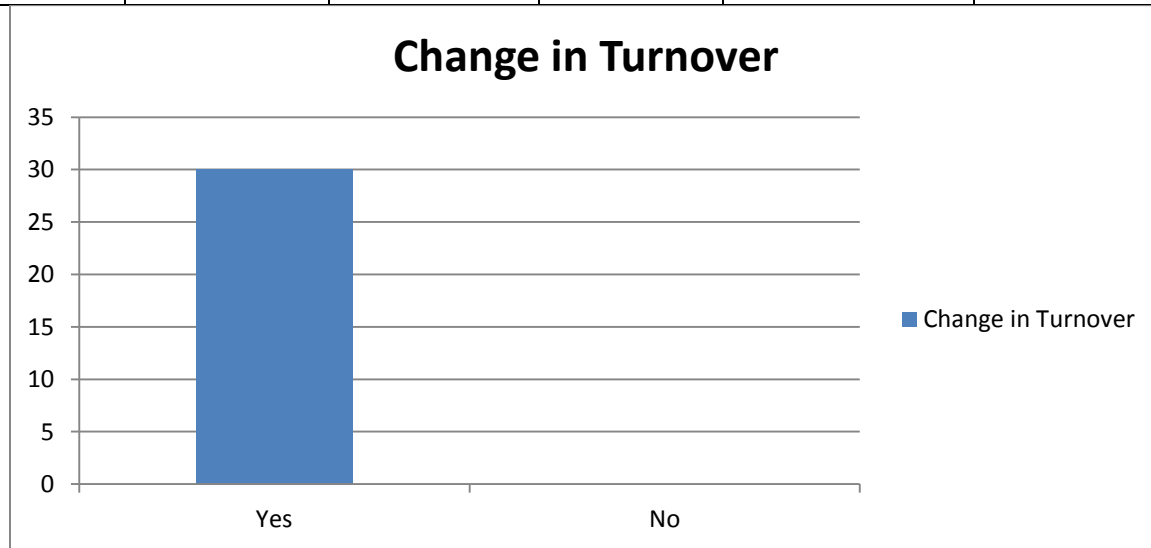
	your enterprise in recent days?		
8	Do you started to offer home delivery services for your customers?	30	00
9	Is there raise in window shopping in recent days?	13	17

1. Change in average Turnover:
Statistics

	<u>Valid</u>	<u>30</u>
	<u>Missing</u>	<u>00</u>

Table 1: Change in average Turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



Interpretation: From the total respondents 100% respondents stated that their average turnover changed with invention of online trading.

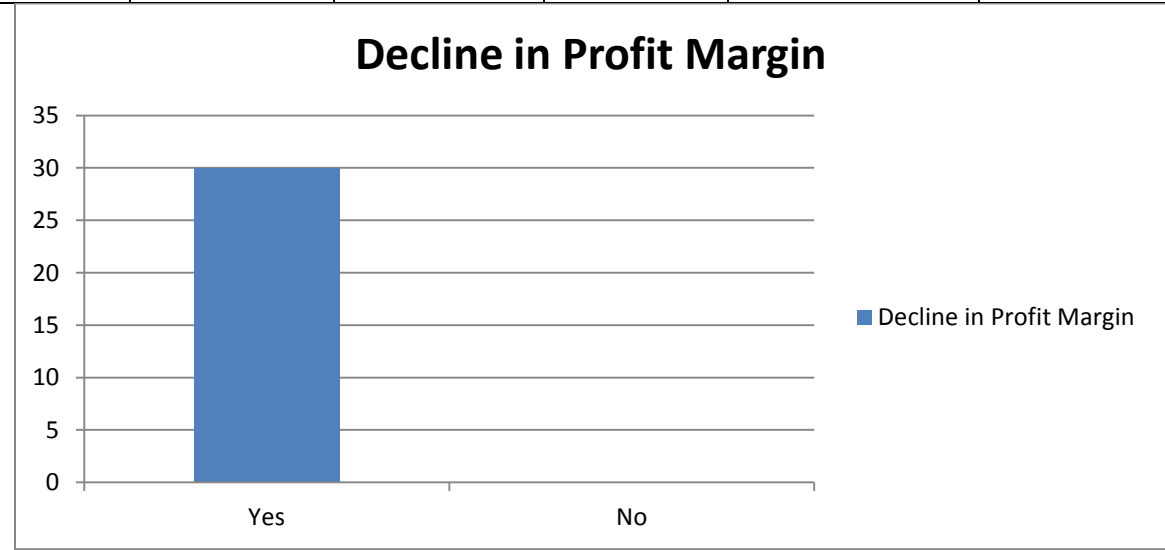
2. Decline in Profit Margin:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

Table 2: Decline in Profit Margin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



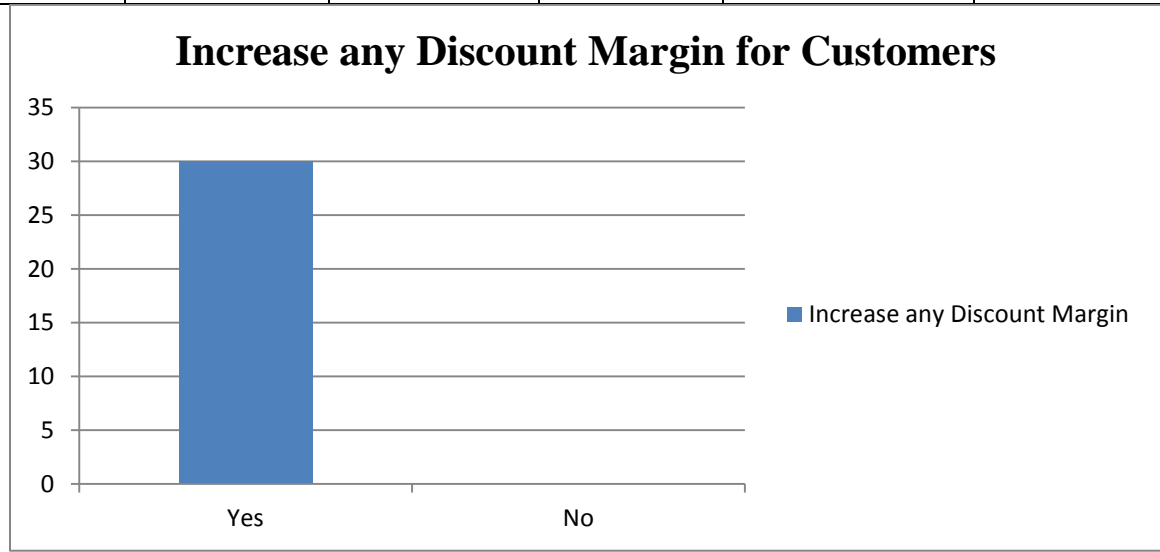
Interpretation: From the total respondents 100% respondents says their Profit Margin declined due to online trading.

3. Increase any Discount Margin for Customers:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



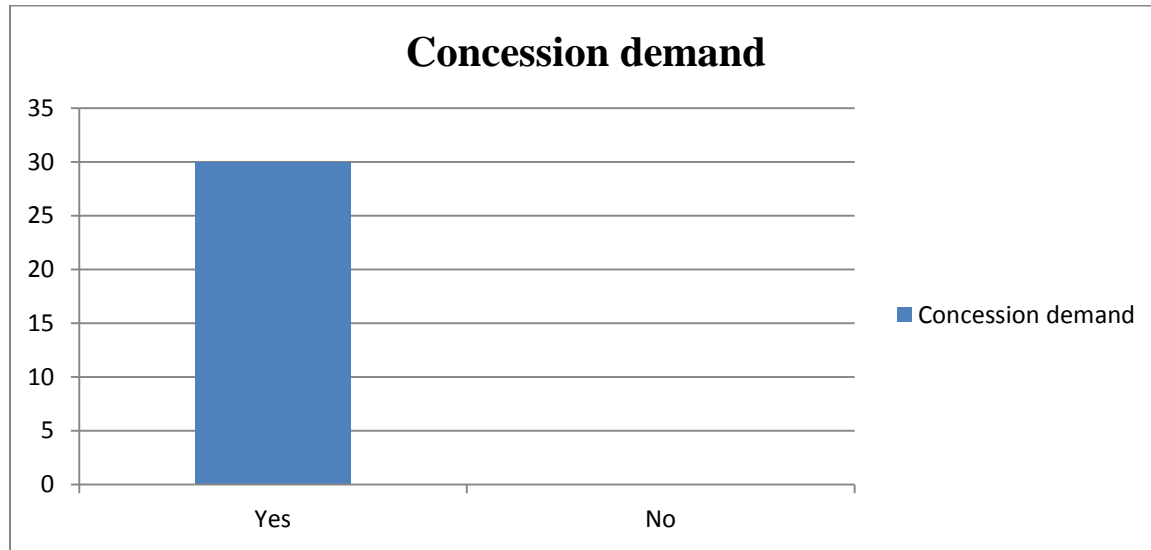
Interpretation: As per the above graph, 100% shoppers increase discount margin to attract more customers towards traditional retailers.

4. Concession demand from customers:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



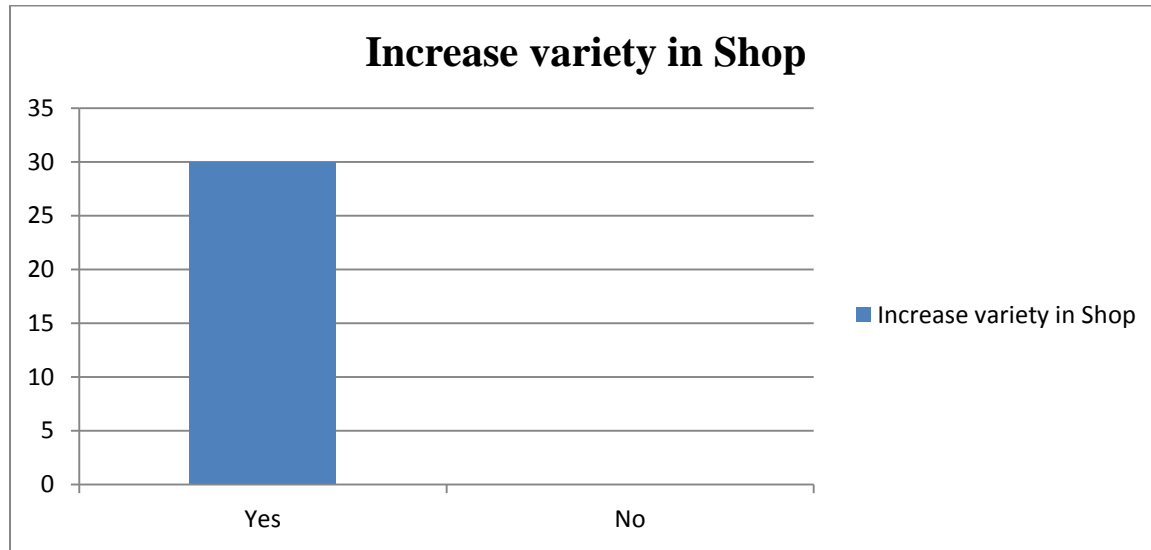
Interpretation: As per the above graph, 100% shoppers says that customers started demanding concession at the time of purchasing by comparing prices with online trading platform.

5. Increase variety in Shop:

Statistics

	<u>Valid</u>	<u>30</u>
	<u>Missing</u>	<u>00</u>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



Interpretation: as per above graph, 100% Tradition retailers started to keep more varieties in their shop to retain in online trading competition.

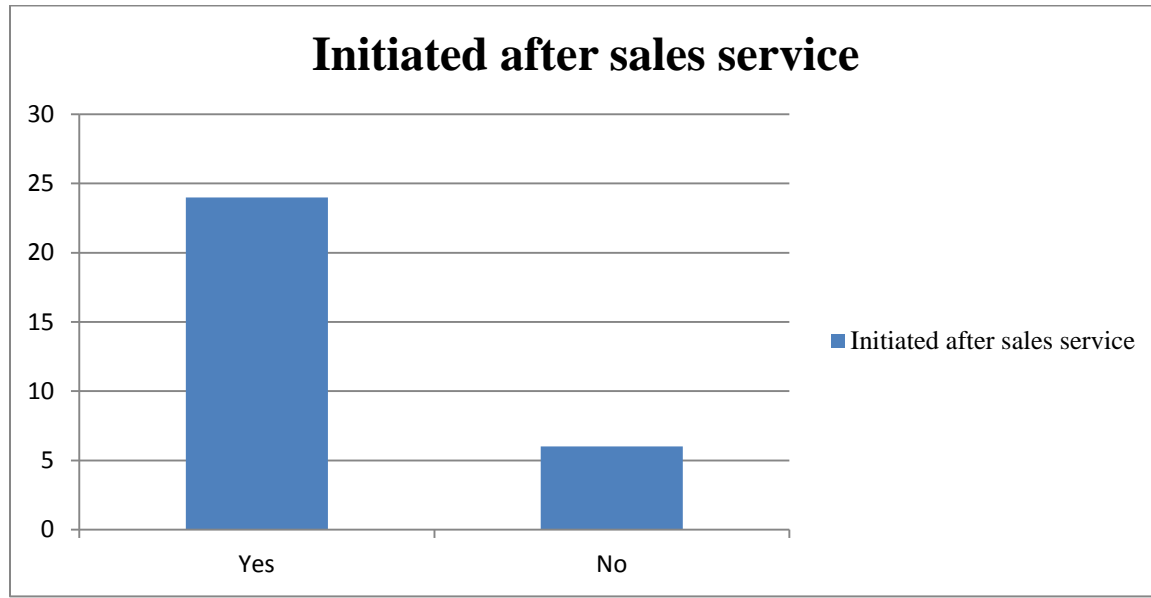
6. Initiated after sales service:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

Table 6: Initiated after sales service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	80.0	80.0	80.0
	No	06	20.0	20.0	100.0
	Total	30	100.0	100.0	



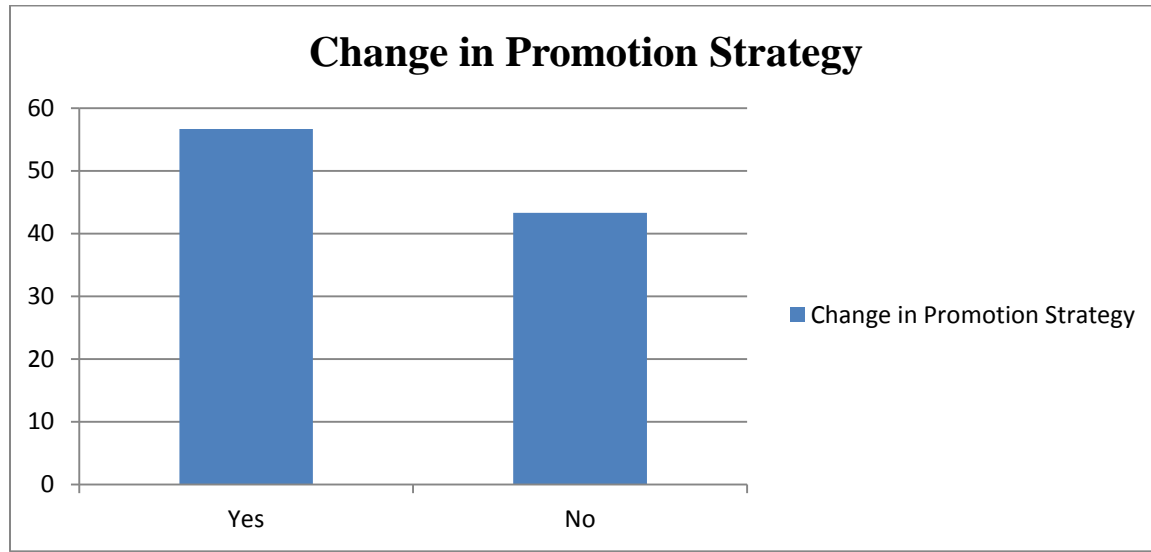
Interpretation: As per above graph, 80% Tradition retailers initiated after sales service. It means 80% retailers started adopting strategies as like online retailer.

7. Change in Promotion Strategy:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	56.67	56.67	56.67
	No	13	43.33	43.33	100.0
	Total	30	100.0	100.0	



Interpretation: as per above graph, 56.67% Tradition retailers changed their promotion strategy.

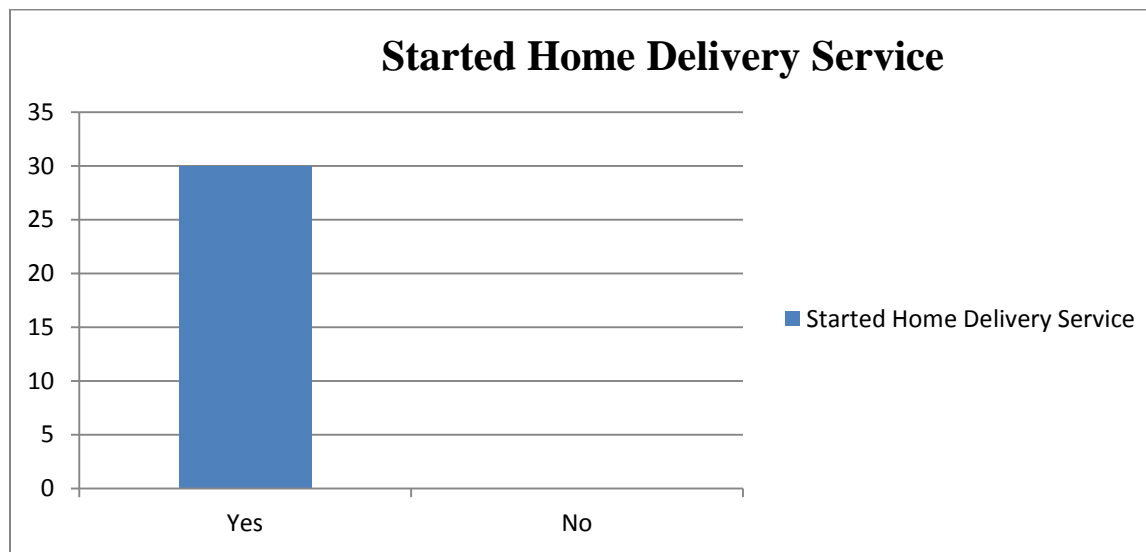
8. Started Home Delivery Service:

Statistics

<u>Valid</u>	<u>30</u>
<u>Missing</u>	<u>00</u>

Table 8: Started Home Delivery Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0	100.0
	No	00	0.0	0.0	100.0
	Total	30	100.0	100.0	



Interpretation: as per above graph, 100% Tradition retailers started to provide home delivery service for customers.

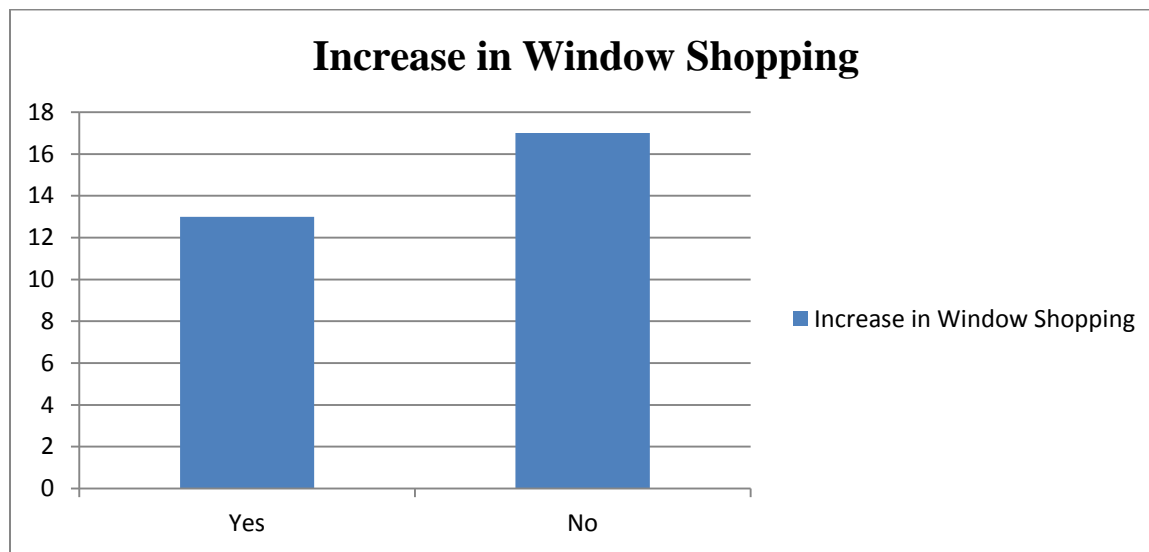
9. Increase in Window Shopping:

Statistics

	<u>Valid</u>	<u>30</u>
	<u>Missing</u>	<u>00</u>

Table 9: Increase in Window Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	43.33	43.33	43.33
	No	17	56.67	56.67	100.0
	Total	30	100.0	100.0	



Interpretation: as per above graph, 56.67% Tradition retailers says there is no raise in window shopping in recent days.

Findings:

1. The study discloses that online trading have impact on traditional retailers of Baramati Electronic Products.
2. There is decline average turnover and profit margin with the entry of online trading platform in electronic products.
3. To survive from this threat, traditional traders started implement strategies as like online retailer. These are discount margin, after sales service, more variety in shop etc. .
4. Traditional retailers slowly started to make change in promotional strategies.
5. As per some retailer there increase window shopping nowadays.

Limitations:

- Study is limited to Baramati City only.
- Total universe is 30, so it is considered as sample.
- Study is conducted of only electronic products.

Conclusion:

There is impact of online retailing on traditional retailing. To survive from this threat more traditional retailer started adopting strategies as like online retailers. These strategies are home

delivery, concession, discount, variety in products etc. These strategies will help to retailers to survive in this external environment threat. Traditional retailers increased discount margin, started to provide after sales service as well started to keep more variety in store as like online retailer. There is impact of online retailing on electronic product retailers of Baramati city.

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KNOWLEDGE MANAGEMENT IN MANAGEMENT INSTITUTES: OPPORTUNITIES AND CHALLENGES

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ABSTRACT:

Management Institutes are the core tools of society for the constant pursuit of knowledge. The knowledge management plays a very crucial and critical role in the Management Institutes. Through the application & systematic thinking, Knowledge Management in Management Institute can be individually recognized and considered at clerical, research, Management (teaching and learning developments), student facility and human resource systems. The use of the Knowledge Management in Management Institutes can upgrade teaching and learning processes, give access to scientific resource, formation of the efficacious internal and external communication network, synergy of students and faculty knowledge and enhancement in quality and quantity of research activities. However, effective and efficient accomplishment of Knowledge Management in teaching aspects have some challenges. The study purposes to examine the challenges and opportunities of Knowledge Management in Management institutions, specifically the role of Knowledge Management in teaching and learning processes. The paper facilitates to understand the challenges linked with the creation of a knowledge environment in Management Institutes, and discovers the opportunities accessible by screening knowledge as an asset.

Keywords: *Challenges, Educational Institutions, Knowledge Management, Opportunities,*

1. INTRODUCTION

Management (KM) plays an important role in any organization by facilitating the Capture, storage, transformation and dissemination of knowledge (Agarwal, Poo & Goh, 2005) in order to achieve organizational goals. It is often a collaborative and integrated approach adopted Institution wide to ensure that an organization's knowledge assets are best utilized to increase Organizational performance. These knowledge assets include those that are in an explicit form documents, books, reports, web pages, etc., as well as those in the tacit form. The key steps in the knowledge Management process included are: generating new knowledge; accessing valuable knowledge from outside Sources; using accessible knowledge in decision making; embedding knowledge in processes, products and services, representing knowledge in documents, databases, and software; facilitating knowledge Growth through culture and incentives; transferring existing knowledge into other parts of the organ. Knowledge

Management (KM) plays an important role in any organization by facilitating the Capture, storage, transformation and dissemination of knowledge (Agarwal, Poo & Goh, 2005) in order to achieve Institutional goals. It is often a collaborative and integrated approach adopted institution-wide to ensure that an institutions knowledge assets are best utilized in order to increase institutional performance.

Knowledge management is the intricate system of relations between human resources, technology, infrastructure, knowledge and knowledge personnel. The dominant viewpoint into the study of organizational knowledge Management is an analytical and evidence-based method and it concentrations on information and technology. The Systemic approach at the same time scan and study the socio - humanistic, techno- structural, knowledge-content and climate - cultural factors within the institute and knowledge management system. Knowledge management is defined as "an integrated, regular, targeted and constant socio-technical function which develops and promotes events to capture, catch, acquire, generate, organize, store, retrieve, share, allocate, handover, use, reuse and evaluate the proficiencies and knowledge assets (tacit and explicit) for generating competitive advantage and added value by improving the quality of decisions and movements (in all its levels) and variations in tactics aimed at improving the technical, administrative, human resources and structural subsystems and reaching wise organization. The KM implementation team must organize their learning's from the pilot, use the lessons learned to create an expansion and scale-up strategy, identify an entity that will guide, support, and monitor KM on a university-wide scale (O'Dell & Grayson, 1998). Based on this description we can more relabeling analyze Knowledge Management in educational Institutions and settings because organizational knowledge is best managed when viewed holistically as a set of persons, procedures, and technology, not only as a set of specific knowledge processes or technology-based methods. Leveraging Knowledge Management initiatives to reach and organize aims needs a deep understanding of how information procedures relate to each other, what components effects knowledge procedures and knowledge employees, and how all of these components relate to the atmosphere Thus, roles and challenges of knowledge management should be measured in the sub-systems of education. These sub-systems contain managerial, human resources, investigation, teaching- learning, technology, structure and students. In addition, relations between these sub- systems within a particular environment and culture should be considered.

2. Objective of the study:

The objective of this paper is to investigate the challenges and opportunities of knowledge management in Management institutions, particularly the role of knowledge management in teaching-learning methods.

3. Research Methodology:

The type of research method adopted in this paper is qualitative research method, it is supported by secondary data, and different studies on this subject accessible on internet have been referred.

Research work in this paper is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity. For this purpose review of concepts and theories and previous research finding is done.

4. Discussion and Analysis:

- **The significance of Knowledge management in Management Institutions:**

Management Institutions have several features of knowledge to the capacity that we can say the major mission of Management Institutions is knowledge management. Nishad Nawaz (2014) in his study mentioned that Higher education institutions are highly involved in business of knowledge; however they are taking responsibility of knowledge creation, sharing, transferring, storing, dissemination, reuse and learning. Management institutions can perk up the competence and efficacy of their functioning through KM and exhibit how KM objectives could be useful. The examples comprises of building curriculum support, construct knowledge repositories, convert information into knowledge to develop access to the generated knowledge, and improve the knowledge milieu by supplying novel answers for the utilization of knowledge. Birgene (2005) stated that higher education institutions are more closely integrated with the world, these institutions can acquire the best of knowledge, creativity and innovation which are the essential elements of booming societies. To be competitive the Management Institutions must be aggressive and make certain that the excellence of their offerings and superior academic experience is attained by their students which can be accomplished only if academic knowledge, capital, infrastructure and innovations can be effortlessly generated in the Management Institutions. The globalization and Competition are stressing the Management Institutions to consider the techniques in which they deliver a lecture, perform research and control the institution for overall development of their students and to survive in this cutthroat competition Knowledge Management plays a very important role. Human resource, implicit knowledge and intellectual property is the foundation of development of academic research competence for future economic and social development which can be achieved easily by proper KM system in place.

After studying various Management Institutes in India it was found out that the model of knowledge management is relevant to Management Institutes and it was identified that various existing amenities, structure, projects add on to knowledge management, for example libraries, and electronic collections of learning materials, networks for e-mail communication, and management information systems which provide data on the student profile. Therefore KM is indispensable for Management Institutes as it can construct radical bond and connection amid work and education and can assist students to compete in the corporate world by matching their skills with contemporary demands of employers more precisely. KM also facilitates to acclimatize of latest knowledge with the existing one by facilitating re-connection of learning with experience, so that a curriculum replicates the present time, place and problems.

- **Knowledge Management Opportunities in Management Institutes:**

KM supports Management practices and organization system in education. Management

Institution's supervision and executive responsibilities comprise of: identifying and convincing potential candidates for admission in course, providing knowledge about Management Institute's infrastructure, assets like computer lab, library, healthy practices and programs conducted for overall development of students, past and future placement activities and Industry interaction initiatives etc. To achieve this entire KM plays a very important role in Management Institutes, by developing a proper system to retrieve knowledge and save it for future. KM is capable of transmitting a Management Institute into a knowledge hub and revolutionizes the Institute's to compete better. With Knowledge Management, the opportunities might be to retain students, reach student learning outcomes, reach excellence in research or teaching, enable greater connection and collaboration between faculty members across the campus, or to improve collaboration between different departments. Effective KM can lead to better decision-making capabilities, reduced time to develop products such as curriculum or research outputs, improved academic and administrative services, reduced costs (Omerzel, Biloslavo, & Trnavcevic, 2011), Management Institutes can accomplish the subsequent points by focusing on KM structure and management:

- Integrate management procedures right through the management vision and policy i.e. proper planning
- Put into practice in-house procedures signifying comprehensible policies, effortless procedures and well-organized work procedures of the KM structure.
- Promoting a KM procedures for a knowledge institute that guarantee sustained vivacity of KM procedures in the institution which replicate thoughtfulness and participation from the teaching and non-teaching staff, consecutively augmenting the knowledge and development of the institute.
 - In order to enhance the Institute capacity in teaching and learning, problem solving, innovating and adapting to the changing internal and external environment following process can be adopted by Management institutions
 - ❖ Suggesting, executing and building up policies and procedures inside KM structure.
 - ❖ Guarantee in formulating suggestions, concerning KM proposals.
 - ❖ Guaranteeing execution and observance of in-house policies through operational procedures.
 - ❖ Assisting to do fundamental and applied research.

If executed properly the effective KM educational processes can result in appraising, improving, and building effective curriculum development processes, internal and external assessments, research and development. KM model includes:

- ❖ Appraising, modifying and executing an improved curriculum.
- ❖ Generating a strategy for standard assessment of student and learning outcomes, assessing existing programs for application globally.
- ❖ Shaping requirements for conventional course development or substitute course deliverance method.
- ❖ Integrating effective affiliation between resource centers and teaching and non-teaching staff of the Institute.

Additional, KM is mainly useful in knowledge society, where members with a common idea practice learning by discerning and exchanging knowledge. The Faculty members, students and others renovate and transmit knowledge resources logically in the course of teaching-learning process, research work, journal and book publications, evaluation and assessment processes. Efficient KM can assist academic world to appreciate its aims of: conserving resources, appreciating the knowledge it possesses, sharing and exchanging the knowledge among its stakeholders and appreciating its in-house processes to augment the institution's organizational and research activities by marking knowledge creation and amplified innovations.

There are lot of Opportunities and scope of KM in various areas of Management Institutes, for example:

Research Areas: KM would lead to increased resources, knowledge and competitiveness of research scholars or faculty members doing research work or pursuing Ph.D. It would reduce the time and make possible interdisciplinary Research. Help to have a linkage between Institutes and corporates and thereby enhance research opportunities. Researchers can augment the quality of their research as it will be possible to link their research work with electronic resources, databases, other researchers, data banks etc. Data Collection will become easy through e-mails, web, etc.

Curriculum planning and development: The Management Institutes will be able to deliver quality education by discovering and applying finest practice and screening outputs from time to time. Develop and modernize educational policy fast as per the latest industry scenario and demand. Advancing administrative services associated to educational areas.

Students Activities: advance student supportive activities and learning by offering the socio-technological factors for sharing of Knowledge and experiences. Generate smart and bendable surroundings for constant and extended learning. Generate a framework of communal escalation for student from different customs and areas by offering cyber climate for their dialogues.

Organization Structure: Proper Knowledge Management System can be implemented to develop the education system and thereby achieve organizations mission. KM can be used for preservation of Institute Assets by promoting and encouraging knowledge creation and preservation practice for future teaching-learning, research activities and accreditation process. This can be done by merging both explicit and implicit knowledge and making it available on knowledge portal of the Institute for the use of teaching and non-teaching staff. KM concepts can be integrated in academic and administrative areas and thereby augmenting the efficiency of external associations and collaborations to boost the competence and efficiency of Institute's operations.

- **Challenges of KM in Educational Institutes:**

Despite the benefits of knowledge management system in educational institutions, accomplishment of the Knowledge Management faces with some challenges and hindrances. Mostly Challenges arise from the lack of compatibility between socio-cultural issues and technology. In this area, some of events are concentrated on the sharing of knowledge among Institution workers for instance Friehs (2009) sometimes suggests that the professors are not willing to share their knowledge with associates, especially when their good reputation is a

result of a great store of knowledge.

The most significant challenges of knowledge management, in the field of higher Institution can be summarized as follows:

- **Internal challenges**

- **Challenges Related To Research Activities**

- Lack of trust about reliability, validity and results of researches published and presented on the Internet. Lack of consistency between studies conducted in different regions. Lack of overlap between the theories and variables in different cultures.

- **Challenges related to Technology**

- Lack of technology support for knowledge management. Inability of the technology to transfer and manage tacit knowledge.

- **Challenges related to Administrative Activities**

- Lack of Stakeholders basic knowledge in the field of education. Challenges associated to the management of the experiences and tacit knowledge.

- **Challenges related to Human Resources**

- Lack of the impartial system rewards and benefits in exchange for knowledge management events. Lack of exact criteria and standards to analyze the knowledge and knowledge personnel in manufacture and added value.

- **Challenges related to Students Activities**

- There is lack of purpose, consistency and integrated management in knowledge events, also there is a possibility of misuse and plagiarism.

- **Challenges related to KM Structure**

- Emphasis on explicit knowledge and negligence of tacit knowledge due to formal structure. Hard and rigid structures.

- **Dominance of the materialist view**

- Use of business models in higher education and effects of the commercialization of IT on national identity.

In management, institutions mostly use business models and effect of the commercialization of IT on national identity.

- **Globalization and cultural challenges**

- Globalization and cultural dominance of the dominant economies on the developing and underdeveloped countries. Cultural challenges in a multi-ethnic, multi-lingual learning environment.

5. Recommendations:

- Proper technological support for knowledge management should be provided in order to enable easy transfer and management tacit knowledge.
 - Enabling fair structure for rewards and benefits in exchange for knowledge management activities or contributions.
 - There should be more emphasis on tacit knowledge than on explicit knowledge.

6. CONCLUSION:

Knowledge management offers both the theoretical and practical support in Management Institutes. Management Institutes can exploit knowledge management to develop competence and efficacy of the course of action and regular practices in the Institute like teaching-learning process, research activities and administration related work. However, it is important to provide proper support system and formal structure for retrieving and saving knowledge for future use and to avoid misuse and plagiarism. As per the above observation from the study above it is clear that knowledge management will provide a constructive result in the various aspects for Management Institute.

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“Effects of COVID-19 on Indian Economy; Challenges and Mitigation”

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Abstract:

This virus has affected all are lives so seriously and changed the way we use to live, this is a pandemic which has affected more than 180 countries. We all are under stress especially all the Health Services and Police. Everything is unpredictable and uncertain. WHO is working closely with global specialist, governments, and other health associations to give directions to all the countries about preventive measures and preparation to avoid this pandemic. We have to realize the socio-economic effect of this virus. It has not only affected us in person but an economy and financial system as a whole and we all don't know the way out to manage this pandemic. As per the renowned economist and financial institutions of world repute Indian GDP is likely to shrink between 2– 4.5 % in fiscal year 2020-21. The required data for the study is basically secondary in nature and the data is collected from the various websites. The objective of the study is to study challenges faced by different sectors due to COVID -19 and understand how to mitigate these challenges.

Key words: *Pandemic, COVID-19, Challenges, Mitigation, Import, Export*

I. Introduction

Our import dependence on China will considerably influence the Indian business massively. Some part of India including shipping, pharmaceuticals, cars, mobiles, gadgets, materials, and so forth have been affected by the incident of Pandemic. As indicated by CLSA report, pharma, synthetic substances, and hardware organizations may confront store network issues and costs will go up by 10 percent. The report additionally says that India could likewise be a recipient of positive streams since it seems, by all accounts, to be the least-affected market. The trade impact of the current epidemic for India is estimated to be about \$348 million.

II. Objective of the study

- To study challenges faced by different sectors due to COVID -19
- To understand how to mitigate these effects.

III. Research Methodology

The required data for the study is basically secondary in nature and the data is collected from the various websites. The researcher had to use fact and information already available on internet by renowned economist and financial institutions of world repute .

Impact on Various Sectors:

Auto Industry: The shock would depend on the level of their business with China. This pandemic has restricted the imports from China and this has affected auto manufacturers and auto component industry. Though , current inventory level appear to be adequate for now for Auto industry in India. But if the shutdown in China continues, it is likely to result in an 8-10 per cent retrenchment in auto manufacturing in 2020 in India.

Pharma Industry : India's API imports from China average to approximately 70 per cent of its consumption by value and this is an evidence that the pharmacy industry in India depends

profoundly on import of bulk drugs, and therefore we are at the risk of supply interruption and unpredicted price actions. So, this is the best time for Indian API / bulk drug manufacturing industries to take advantage to capture Indian as well as global market.

Chemical Industry: Almost 20 per cent of the production has been affected owing to the disorder in raw material supply from China as Local dyestuff units in India are profoundly reliant on imports of several raw materials, including chemicals and intermediates, from China. China is also a key supplier of specialty chemicals for textiles, especially Indigo required for denim. The business in India is probable to get influenced.

Electronics: It is an alarming situation for Indian electronics industry as this lockdown due to Pandemic will lead to supply disruptions, production reduction, impact on product prices as China is a key supplier both for the final product as well as the raw material used in electronics industry.

Solar Power: China is the supplier of almost 80% of solar cells and modules used in India, consequently, we have started confronting a shortage of raw materials needed in solar panels/cells and have limited stocks.

IT: Due to restriction in movement of employees due to lockdown and safety issues the IT companies are facing a problem in completing and delivering the existing projects in time and are also compelled to decline new projects as they are profoundly reliant on their employees and consequently unable to operate efficiently.

Tourism & Aviation: The pandemic has compelled domestic carriers to cancel and temporarily suspend flights operating from India. Carriers such as Indigo and Air India have halted operations. The temporary suspension of flights would lead to domestic carriers missing out on gross revenue targets of travel and tourism industry.

Textiles : This lockdown is likely to decelerate cotton yarn exports by 50 per cent, leading to a harsh shock on the spinning mills in India. Due to this brake down in the flow of goods and hence revenue, textile units may be troubled in making annual interest and repayments to financial institutions, thereby defaulting their dues.

Agriculture Sector: Indian Agriculture sector is double hit due to Pandemic, as it recently suffered due to uneven monsoon and now it is getting affected due to all the disruptions caused by it. As due to lockdown most of the labourers available fled to their homes and there is shortage of labour. Besides, several farm machines like combine and harvesters lie stranded on highways as there is no one to operate them.

Education Sector: The Pandemic has considerably interrupted the education sector in India. It has unnerved education all over the world. This is a decisive time for the education sector as it has affected Board/ University examinations, School and College admissions, entrance tests of different universities and competitive exams and hence affected over 285 million young learners and aspirants .

Banking Sector: Due to the economic slowdown on account of Pandemic Banks in India are expected to witness a spike in their non-performing assets ratio. India is probable to fare likewise to China's (1.9 per cent 2 per cent) but the credit costs ratios could be worse, increasing by about 130 basis points.

Employment: Recent graduates in India are fearing withdrawal of job offers from corporate because of the current situation. The Centre for Monitoring Indian Economy's estimates on unemployment shot up from 8.4% in mid-March to 23% in early April and the urban unemployment rate to 30.9%. Centre for Monitoring Indian Economy report shows a significant fall in jobs. Understandably, this indicates that the current nationwide lockdown has been the biggest job-destroyer ever in the history.

How to mitigate these challenges:

- India has to ensure that in this situation, a banking/credit crisis does not occur, liquidity at household and corporate level is maintained, there is minimal disruption in capital formation and investments. Labour displacement is to be minimised and migrant labour encouraged to stay in place or return after the lockdown.

- Skill atrophy should be prevented, output and supply maintained through targeted support to strategic sectors, SMEs, SHGs. Providing social protection to poor and vulnerable farmers and workers is critical.
- Global investor reassessment about putting all their eggs in the China basket, presents a good opportunity to attract them to India. Although no one should underestimate China's enduring comparative advantage and resilience we should leverage India's large market, human resources and diversified production base to become a manufacturing, services, research and development, and technology hub.
- Pharmaceuticals, biotech, medical supplies and equipment and related infrastructure for health sector capacity, supply and value chain is a vital multisectoral cluster to create with all stakeholders — private and public. Consumer durables, construction materials, electronics, engineering goods, IT, speciality textiles and garments, AI and robotics are other promising areas.
- A “new India” industrial and trade policy is needed to incentivise our entrepreneurs to be makers, not just traders. They must build a Make in India hub to meet domestic and global Covid-19 related demand and subsequent rebound and revenge consumption. The adversity bought on by the virus can become a transformative economic opportunity to “Build Back Better”.
- Recently, a scheme has been announced to encourage foreign investment in government securities. With the global spread of the pandemic, foreign portfolio investors have already been taking money out of the Indian capital markets. Given the widespread risk aversion, it is unlikely that this route will bring in a lot of financing for the government. Targeted fiscal, monetary, and financial market measures will be key to mitigate the economic impact of the virus.
- Governments should use cash transfers, wage subsidies and tax relief to help affected households and businesses to confront this temporary and sudden stop in production.
- We should explore some of the ways by which the government can attract foreign capital quickly and provide Financial Stimulus to the economy.
- Long Term Capital Gain tax deters foreign capital it would be prudent to scrap the tax.

- FPI (foreign portfolio investment): Reduction in the change in rules around how FPIs are taxed and make it easier for foreigners to allocate money into India, things like indirect transfer tax etc are a huge operational deterrent for investors exploring the FPI route.
- Especially when they have peer emerging economies with favourable tax laws to allocate their capital to at hand, it's the time to welcome investor capital and not shun them with bureaucratic policy changes.
- Buyback tax: If a company or promoters of a listed company want to buy back more of their stock, this aids sentiment significantly and goes a long way during downturns, as promoters can step in to show confidence in their companies by allocating more of their own capital to their companies. This tax creates an additional obstacle and leads to more harm than good could be done away with especially with the circumstances we have at hand.

Findings:

1. Pandemic has impacted the supply chain of agricultural commodities hence hampering movement of Goods. In short the pandemic has caused disturbance and adversely affected agriculture sector in India and eventually lead to a hole in farmers income.
2. Many inspirational districts have initiated innovative, mobile-based learning models for effective delivery of education, which can be adopted by others.
3. The major challenge at the national level is the seamless integration of technology in the present Indian education system.
4. Financing conditions may similarly sour as investors become more risk averse. This would hit bank credit system.
5. Based on a rough calculation, about 50 million people might have lost jobs in just two weeks of the lockdown.

Suggestions:

1. The shortage in supply of chemicals and intermediates from China can be a prospect since the US and the EU will attempt to expand their markets and mitigate China risk. If taken proper advantage, some of this business can be sidetracked to India as well.

2. The lockdown in China open up a huge prospect for all Indian textile industries where China is a major exporter.
3. Open-source digital learning solutions and Learning Management Software should be adopted so teachers can conduct teaching online. Inclusive learning solutions, especially for the most vulnerable and marginalized, need to be developed.

Conclusion:

Dealing with the after-effects of Covid-19 will be a major economic policy challenge over the next few years. Developing countries, including India, face several economic challenges. These include volatility and steep fall in financial markets and commodity prices, and financing gap due to shrinking fiscal revenues and Covid-19 expenditure. Liquidity crunch, disruptions in international trade, and transport, depletion of foreign exchange reserves, devaluation of their currencies, fall in export revenues due to export controls and contraction in global markets and economic engines also causes for concern. We will also face the prospects of a global food, pharmaceuticals and medical supplies crisis as producing countries impose export control and stockpiling. India could face a remittances crisis due to Pandemic - related redundancies in major labour export markets. In all its important to be optimistic and take advantage of the situation and moving ahead smartly.

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A STUDY ON IMPACT OF RIGHT ISSUE ON CAPITAL MARKET: EVIDENCE FROM INDIA**CA. JAI KOTECHA AND DR. MADHULIKA GUPTA****ABSTRACT**

Corporate acts have the ability to contain information that can serve as a signal. This study aims to retest and collect empirical evidence regarding market reactions as assessed by abnormal returns following the announcement of a rights offering. Examining the relevance of the cumulative anomalous return will be used to test the information's accuracy. This study was undertaken on 58 Bombay Stock Exchange (BSE) businesses that conducted rights offerings between 2016 and 2021. This study is an evaluation with a period of observation during the announcement of the correct issue. The sample approach employed was nonprobability purposive sampling. The t-test on a single sample is employed as the method of data analysis. According to the results of the one-sample t-test, the market did not respond to the revelation of the correct issue.

Keywords: announcement date, rights issue, capital market

I. INTRODUCTION

The capital market has evolved into a crucial economic tool. The capital market is where various parties, mainly enterprises, sell stocks (stocks) and bonds (bonds) with the intention of trading the sale proceeds for additional cash or to bolster the capital of the company. The capital market serves as a platform or alternative for the fulfilment of corporate finance sources for public corporations. Companies require finances to operate effectively with the purpose of promoting their activities' sustainability (Dewi & Wirama., 2017). When internal sources or bank loans are deemed insufficient or unprofitable, companies that are registered on the capital market may require additional funds.

Offering new shares to current owners at a lower price than the share price on the market is one of the options accessible to corporations seeking to raise extra capital. This offering of shares is commonly known as a right issue. Right issue is the issuance of new shares by a firm in which the former shareholders are granted the right to purchase the new shares (Kusuma and Suryanawa, 2015). This right is referred to as the Preemptive Rights (HMETD). Pre-emptive rights (HMETD) are inherent to shares and allow current owners to acquire new securities, including shares. Prior to being offered to other parties, securities that are convertible into shares and warrants. Companies will typically conduct rights issues since the benefits achieved will outweigh the expenditures (Happ & Shiereck, 2017).

Event study is a research that examines the market's reaction to an event whose details are released as a press release (Hartono, 2017). If the announcement contains information, it is anticipated that the market will respond when the announcement is issued and received in the market. The responses to the execution of the rights problem can be split into two categories: favourable and negative. The effect of a favourable reaction on the stock price can be observed when investors purchase shares. If the market reacts negatively to the stock price, it indicates that investors do not desire the event (Apsari & Yasa, 2017). In addition to being one of the pieces of information required by investors in order to make an investment decision based on a variety of past research findings, the right problem is one of the factors that must be considered when making an investment decision. Using the most recent data, this investigation was done to elucidate the market's reaction to the news of the rights offering. The data employed in this study is the date on which the announcement is made public, since investors initially learn about the incidence of a right issue when the notification is made.

II. CONCEPTUAL MODEL AND RESEARCH HYPOTHESES**2.1 Signaling Theory**

The theory of signalling explains how a corporation should communicate with users of financial information. This signal consists of information regarding what management has done to fulfil the owner's desires (Lee & Sinnakkannu, 2014). The theory of signalling sends messages to the market with the intention of capturing the attention of investors. When the announcement is made, market participants evaluate the information and decide whether it is positive (good news) or negative (bad news). If this information is seen a positive indicator, there will be a change in trade volume (Sandyaswari & Yasa, 2016). Good information (good news) is defined by changes in stock prices, conditions for rising stock prices, and a profitable abnormal return.

2.2 Efficient Market Concept

An efficient capital market is one in which the price of securities accurately reflects all relevant information. This knowledge can alter the prices of stocks. A market is efficient if there is a mechanism for adjusting the price of a security to a new equilibrium price (Cotterell, 2011). This type of efficiency is frequently referred to as market efficiency in an informational manner (informationally efficient market), i.e., how the market responds to the available information (Hartono, 2017: 606). Therefore, the current stock price on the capital market represents all information. If the market is extremely volatile, future price movements and investment returns are uncertain, and it is exceedingly difficult for investors to get an extraordinary return (Ziobrowski et al., 2011).

2.3 Corporate Action

Corporate action is a type of activity conducted by a publicly traded firm, which is one of the types of information that shareholders find interesting. Corporate actions include right issuance, stock split, bonus announcement, and dividend distribution. The board of directors presents corporate action at the General Meeting of Shareholders (GMS) to receive shareholder approval (Samsul, 2006). This corporate action also requires shareholder approval at both the GMS and the Extraordinary General Meeting of Shareholders (EGMS). Shareholders must have a thorough understanding of company action, since it will serve as the basis for shareholder decisions. The company's shares must be registered in the shareholder's name in order for the shareholder to have control over corporate activities.

2.4 Right Issue

Right issue or HMETD (Pre-emptive Rights) is a form of stock derivation (Herlianto, 2013). Right issue is the issuance of new shares by a firm in which the former shareholders are granted the right to purchase the new shares (Kusuma and Suryanawa, 2015). Issuers perform rights offerings to reduce issuance costs, raise extra capital, and expand the number of outstanding shares by granting existing shareholders the opportunity to purchase newly issued shares within six months. Old shareholders are granted new shares through a limited public offering so that their proportion of ownership can be preserved. Typically, the offered price is below the market price.

If it turns out in actuality that the price is higher than the market price, investors are more inclined to swap their rights for shares since they view the market price of the stock as being less expensive. (Fahmi & Saputra, 2013).

2.5 Abnormal Return

Abnormal return describes a situation in which there is a return that exceeds usual returns (Hartono, 2017: 667). The return difference will be positive if the actual return is larger than the predicted return or calculated return, and it will be negative if the actual return is lower. An announcement including information will result in an abnormal return for investors, whereas an event without information will not result in an abnormal return for investors (Pratama, 2014).

2.6 Study Event

An event study is a research that examines the market's response to an event whose details have been announced. The event research can be utilised to evaluate both the informational content of an announcement and the efficiency of a semi-strong market. Testing the information's content and testing the market's efficiency are two distinct tests. The purpose of testing the information content is to determine the response to an announcement. When the market receives an announcement containing information (information content), it is anticipated that the market would react. Indicative of the market's reaction is a change in the price of the securities in question. This response can be quantified using either the return as the price changes or anomalous returns. If the return is abnormal, it can be concluded that an announcement containing information will result in an abnormal market return. In contrast, those that do not have knowledge do not generate anomalous market returns.

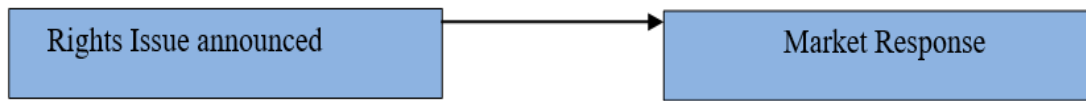
2.7 Capital Market Reaction on Rights Issue Announcement

In India, the mean value of anomalous returns on days t+5 to t-5 after the rights issuance announcement is not noteworthy. This shows that the release lacked information, as it failed to elicit a market response. According to the findings of Apsari's (2017) study, there was a large unfavourable market reaction prior to the announcement of the rights issue, which may have been caused by information leaks in companies that will declare rights issues. However, there was no market reaction when the official rights issue announcement was made. According to the findings of Ginglinger et al. (2017) and Hartono (2017), the announcement of a right issue is seen negatively by investors on the capital market.

H1: The market responded badly to the announcement of the 2016-2021 rights offering by Bombay Stock Exchange-listed companies.

2.8 Proposed Conceptual Model

The relationship between announcement right issue and market response is depicted in the diagram below:



3.1 Research Design

III. RESEARCH METHODOLOGY

This study used a quantitative technique known as an event study. An event study is a research that examines the market's reactions to an event whose details have been announced. On the basis of the suggested hypothesis, a single variable, namely the market's response to the announcement of the right issue, is utilised to assess cumulative abnormal returns. The one-sample t test is the analysis method utilised to assess the hypothesis.

The population of this study consisted of publicly traded firms listed on the Bombay Stock Exchange that conducted rights offerings during the period of 2016-2021. This study's sample consisted of publicly traded businesses listed on the Bombay Stock Exchange (BSE) that undertook corporate activities in the form of rights issues throughout the observation period (2016-2021) and were chosen using the purposive sampling method. Each unit of the population does not have the same chance of being selected as a sample under the non-probability sampling approach.

This study utilised the non-participant observation approach to obtain data. In this study, the authors investigated written data, such as data on stock price fluctuations for Bombay Stock Exchange-listed companies conducting rights offerings from 2016 to 2021. This research will utilise the one sample t-test analytic technique, and SPSS will be used for its processing. The test for requirements is the residual normalcy test, in which residual data should be normal.

Sample Selection Results

No.	Information	Total
1	BSE firms that launched a rights offering for 2016-2021	584
2	Companies on the BSE that engage in corporate actions other than right issues, including stock splits, stock dividends, and others.	(526)
3	Insufficient corporate information is available in conjunction with the announcement of the right issue.	NIL
	Companies on the BSE that solely announce rights offerings and meet the sample selection criteria for 2016-2021.	58

There are 584 BSE companies that have announced rights issues between 2016 and 2021. Companies on the BSE that conduct corporate actions other than rights issues, such as stock splits, stock dividends, and others, as many as 526, and company data that was not totally available in conjunction with the announcement of the rights issue was zero. 58 are the number of BSE companies that solely announce rights issues and meet the criteria for calculating the sample for 2016-2021.

IV. DISCUSSION AND RESULT

4.1 Results of Descriptive Statistics Stock price

Below are the statistical results of the share price analysis before and during the announcement of the rights offering.

Descriptive Statistics of Share prices

	N	Minimum	Maximum	Mean	Std. Deviation
Share Price pre	58	17.6657	13673.4979	1179.0371	2377.34569
Current Share Price	58	17.8476	13296.3015	1180.8746	2354.5044

Before the announcement of the rights offering, the company's stock price averaged 1179.03 with a variance of 2,377.34 on average. This indicates that the average stock price is positive, indicating that the stock price is greater than anticipated. At the time of the announcement of the rights offering, the average price of the company's stock was 1180.87 with a standard deviation of 2354.50. This indicates that the average stock price is positive, which indicates that the stock price is greater than the predicted stock price.

The minimum value of average share price or the lowest average share price prior to the announcement of the right issue is 17.66, and the maximum value is the average stock price or average share price. The highest share price ever recorded was INR 13,673.97. The minimum value of the average share price at the time of the announcement of the rights issue was 17.66, whereas the maximum value of the average share price was 13,296.30.

4.2 Descriptive Statistics Results CAR

The statistical findings of the CAR analysis before and after the revelation of the correct issue are presented in the table below.

CAR Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CAR	58	-0.2643	0.2696	-0.0075	0.0738

The firm with the lowest CAR (Cumulative Abnormal Return) is 5paisa Capita, with a score of -0.2643, while Bharti Airtel has the highest average stock price, with a value of 0.2696. CAR (Cumulative Abnormal Return) has a mean of -0.0075 and a standard deviation of 0.0738.

4.3 Result Normality test

The outcomes of testing for data normality using One Sample are displayed below.

Results of a Normality Test on One Sample

	Rights Issue Announcement Event		
	Stock Price Prior	Share Price After	CAR
Asy mp. Sig. (2-tailed)	0.000	0.000	0.197

Based on the preceding table, the events that occurred prior to and during the announcement of the rights issue had a significance value of 0.000, which is less than 0.05. Thus, the stock price variable study data are not regularly distributed. In addition, the significance value (Asymptotic Sig.) of the CAR (Cumulative Abnormal Return) announcement of the right issue is greater than 0.05, namely 0.197. Thus, the CAR (Cumulative Abnormal Return) study data is regularly distributed.

Because the stock prices were not normally distributed in the One Sample Kolmogorov-Smirnov test, the normality test for stock prices was repeated using the non-parametric Run Test. The following are the findings of the stock price normality run test.

Normality Test Outcomes with Normality Test Executed

	Share Price pre	Current Share Price
Asymp. Sig. (2-tailed)	0.781	0.574

The events before the announcement of the rights issue are associated with a significant share price value of 0.789%, which is greater than 0.05, while the announcement of the rights issue is associated with a significant share price value of 0.574, which is greater than 0.05. Thus, the research data on stock price variables are normally distributed, and nonparametric analysis techniques, such as the One Sample T-Evaluate, can be utilised to test the research hypothesis on stock price variables.

4.4 Analysis Results of Hypothesis Testing

Due to the normally distributed data, the One Sample T-Examine is used to test hypotheses on stock prices in this study. The following is an explanation for each hypothesis:

One-Sample Test Hypothesis Results

	Test Value = 0					
	t	df	Sig. (2-tai led)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CAR	-0.807	58	0.398	-0.006	-0.021	0.009

The sig value. CAR (cumulative abnormal return) was 0.398, which is greater than 0.05, when the rights issue was announced. Because sig. (2-tailed) $0.398 > 0.05$, it may be assumed that the announcement of the rights issuance had no effect on the market.

4.5 Discussion of Research Results

Using a one-sample t-test with a two-tailed significance level of 0.398 greater than 0.05, it is possible to infer that there is no market reaction to the announcement of the rights issue, refuting hypothesis that the market reacts negatively to the rejection of the right issue statement. According to the findings of this study, the notice of the rights issue contains no information that can impact investors' judgements.

According to Endriani (2015), the mean value of abnormal returns on days $t + 5$ to $t - 5$ following the announcement of a rights offering is not statistically significant. These findings are consistent with those of earlier research. This shows that the release lacked information, as it failed to elicit a market response. According to the findings of Apsari's (2017) study, there was a strong unfavourable market reaction prior to the announcement of the rights issue. This may have been caused by information leaks in companies that will declare rights issues. However, there was no market reaction when the official rights issue announcement was made.

V. CONCLUSION

Based on past testing and analyses, it can be inferred that the market did not respond to the announcement of the 2016-2021 rights issue using the cumulative abnormal return (CAR) variable without adding confounding influences such as stock splits and mergers. This is evident from the results of testing hypothesis 1 with a one sample t-test, where the t value is -0.807 and the probability of 0.398 is greater than 0.05. It indicates that the announcement of a rights issue contains no information that can influence the decisions of investors.

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A STUDY ON FINANCIAL PERFORMANCE OF REGIONAL RURAL BANKS (RRBS) OF INDIA

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ABSTRACT

This research paper worked on measuring Financial Performance of Regional Rural Banks of India. Regional Rural Banks are the banking organizations being operated in different states of India. They have been created to serve the rural areas with banking and financial services. Rural banking institutions are playing a extremely imperative part for adaptable expansion of rural areas of the nation. In order to support the rural banking sector in recent years, Regional Rural Banks have been set up all over the country with the objective of meeting the credit needs of the most under privileged sections of the society. This research aim is that to analyze the financial performance of RRBs based on the Deposit ,Credits and Credit- Deposit Ratio. The study is based on secondary data collected from RRBs websites, reports of the bank, magazines, journals, documents & other published information. The study covers the period of six years i.e. 2016-2022.The Statistical Tools like Mean and Standard Deviations is used to analyse the data and Minimum and Maximum have also been deployed to analyse the data.

Keywords: *Banking, Rural Banking, Financial Performance, Indian Banking, Bank Performance*

I. INTRODUCTION

Regional Rural Banks (RRBs) are Indian Scheduled Commercial Banks (Government Banks) operating at regional level in different States of India. The area of operation of RRBs is limited to the area as notified by Government of India covering one or more districts in the State. RRBs also perform a variety of different functions. Regional Rural Banks were established under the provisions of an Ordinance passed on 26 September 1975 and the RRB Act 1976 to provide sufficient banking and credit facility for agriculture and other rural sectors.As a result Five Regional Rural Banks were set up on 2 October 1975,Gandhi Jayanti. These were set up on the recommendations of The narshimham committee Working Group during the tenure of Indira

Gandhi's Government with a view to include rural areas into economic mainstream since that time about 70% of the Indian Population was of Rural Orientation.

The development process of RRBs started on 2 October 1975, Gandhi Jayanti with the forming of the first RRB, the Prathama Bank, Head Office at Moradabad (U.P.) with authorised capital of Rs 5 crore at its starting. prathama bank was sponsored by syndicate bank. As on 2 October, 1975 Out of the remaining four RRBs in the country one was Set up at Malda in West Bengal under the name of Gour Gramin Bank, which was the first RRB in the Eastern Region of India. These Regional Rural Banks (RRBs) have been receiving a high degree of importance and attention in the rural credit system. Considering the gross absence of banking facilities in the rural areas of the country, the Reserve Bank of India in consultation with the Central Government, State Governments and some major nationalized sponsored banks had set up some Regional Rural Banks in the late 1970s with a view to elevate the economic status of the rural poor as well as to inculcate a habit of saving among the rural masses.

As per the recommendations of the Working Group on Rural Banks, the regional rural banks were established in 1975 for supplementing the commercial banks and co-operatives in supplying rural credit. The main objective of regional rural banks in India is to advance credit and other facilities, especially to small and marginal farmers, agricultural labourers, artisans and small entrepreneurs in order to develop agriculture, trade, commerce, industry and other usual productive activities in different rural areas of the country. The regional rural banks are maintaining its special charter if their of operation is very much limited to a definite region, grant direct loan to rural people at concessional rates and receive subsidies and concessions from the Reserve Bank and the sponsoring bank. Functional Superiority of Regional Rural Banks: Regional Rural Banks have also established functional superiority over other commercial banks of the country. This superiority of RRBs has been brought out by the share of deposits contributed by these branch offices of RRBs in different states. The share of deposits of these branches of RRBs in December, 1991 in a state like Uttar Pradesh was 25.7 per cent in comparison to that of only 12.4 per cent for other Scheduled Commercial Banks. This achievement is noteworthy if we consider that the number of branches of RRBs (1,193) was even lower than that of other scheduled commercial banks (1,361). Moreover, the share of deposits of RRBs in Haryana was also higher than other scheduled commercial banks which had comparatively double the number of branches.

Another important matter that has also been noticed is that most of the branches of RRBs are opened in unbanked centres and thus the deposits mobilised by them are fresh deposits and are not diverted from the deposits per branch of RRBs established before 1980 is uniformly higher in almost all the states of the country. In respect of credit operations, RRBs were successful in identifying the target groups and also in meeting their credit requirements.

2. Role of Regional Rural Banking for Rural Development:

Regional Rural Banks were established with the following responsibilities in mind: 1) Taking the banking services to the doorstep of rural masses, particularly in hitherto unbanked rural areas. 2) Identify the financial need especially in rural areas. 3) Making available institutional credit to the weaker section of the society who had by far little or no access to cheaper loans and had perforce been depending on the private money lenders. 4) To enhance banking & financing facilities in backward or unbanked areas. 5) Mobilize rural savings and channelize them for supporting productive activities in rural areas. 6) To provide finance to the weaker sections of society like small farmers, rural artisans, small producer, rural labourers' etc. 7) To create a supplementary channel for the flow the central money market to the rural areas through refinances. 8) To provide finance to co-operative societies, Primary Credit societies, Agricultural marketing societies. 9) Generating employment opportunities in rural areas and bringing down the cost of providing credit to rural areas. 10) Enhance & improve banking facilities to semi urban, rural & other untapped market. With these objectives in mind, knowledge of the local language by the staff is an important qualification

3. Objective of the study

- To evaluate the Financial Performance of Regional Rural Banks with reference to State-Wise Credit , Deposits and Credit-Deposit Ratio of Regional Rural Banks

4. Research Methodology

Research Design and Data Collection Method: These research study used descriptive researches design. In reserch paper is an effort is made to assess and evaluate the financial performance of banks in various regions. The study is based on secondary data collected from RRBs websites, reports of the bank, magazines, journals, documents & other published information. The study covers the period of Six years i.e. 2016-2017 to 2021-2022. The Statistical Tools like Mean and Standard Deviations is used to analyse the data and Minimum and Maximum have also been deployed to analyse the data.

5. Literature Review:

NABARD (1986) published a study on RRBs viability which was conducted by Agriculture Finance Corporation in 1986 on behalf of NABARD. The study revealed that viability of RRBs was essentially dependent upon the fund management strategy, margin between resources mobility and their deployment and on the control exercised on current and future costs with advances. The proportion of the establishment costs to total cost and expansion of branches were the critical factors, which affected their viability. The study further concluded that RRBs incurred losses due to defects in their systems as such, there was need to rectify these and make them viable. The main suggestions of the study included improvement in the infrastructure

facilities and opening of branches by commercial banks in such areas where RRBs were already in function.

Jasvir S. Sura (2008) the study shows that the overall position of RRBs in India is not quite encouraging. The poor credit-deposit ratio is still making dent on the improvable functioning of RRBs. Since the RRB is supposed to be a bank for poor people, its presence in all the states of country especially in underdeveloped States can make things better. The government should spread the branches of RRBs at grass root level to provide such banking service to the needy rural people. Moreover, it is the responsibility of the bank management and the sponsored bank to take corrective measures to raise the credit-deposit ratio of the bank that would make RRBs relevant in the rural India.

Chauhan (1991) studied the availability and adequacy of credit, its use by borrowers and impact on rural income and savings with specific reference to the operations of RRBs. Data were collected from four RRB branches randomly selected in the Etawah district of Uttar Pradesh. Borrowers were divided into four categories small and marginal farmers, landless labours and rural artisan and small traders. Results for the year 1984/85 showed that the availability of credit per borrower was the highest for landless labour, however, it was found that the demand for loans exceeded the supply by about eight per cent for the other three categories of borrowers. Further, it was found that 35 per cent of total loan were put to unproductive use to the urgent consumption needs particularly in landless labour and a very little surplus income existed within the sample ranging from 7 to 16 per cent for the average household. It was credit activities and schemes to encourage the mobilization of saving among the rural poor.

The Committee on Financial Systems, (1991) (Narasimham Committee) The study has shown stress on the poor financial health of the RRBs to the exclusion of every other performance indicator. 172 of the 196 RRBs were recorded unprofitable with an aggregate loan recovery performance of 40.8 percent. (June 1993). The low equity base of these banks (paid up capital of Rs.25 lakhs) did not cover for the loan losses of most RRBs. In the case of a few RRBs, there had also been an erosion of public deposits, besides capital. In order to impart viability to the operations of RRBs, the Narasimham Committee suggested that the RRBs should be permitted to engage in all types of banking business and should not be forced to restrict their operations to the target groups, a proposal which was readily accepted. This recommendation marked a major turning point in the functioning of RRBs.

Jai Prakash A. K. (1996) conducted a study with the objective of analyzing the role of RRBs in Economic Development and revealed that RRBs have been playing a vital role in the field of rural development. Moreover, RRBs were more efficient in disbursal of loans to the rural borrowers as compared to the commercial banks. Support from the state Governments, local

participation, and proper supervision of loans and opening urban branches were some steps recommended to make RRBs further efficient.

6. Data Analysis

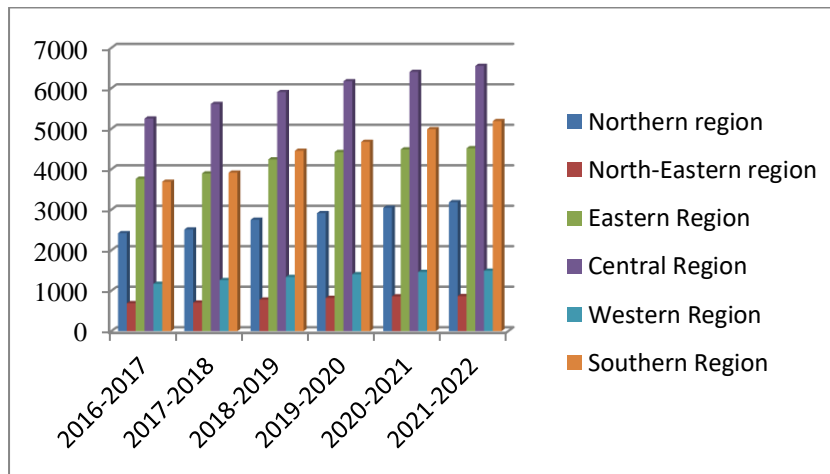
Financial performance analysis is the mostly made to evaluate the growth, profitability and financial soundness of the bank by identifying the information limited to the financial records. Available. for this reason the subsequent factors have been considered:

- State- Wise Deposits Of Regional Rural Banks
- State - Wise Credits Of Regional Rural Banks
- State Wise Credit- Deposit Ratio of Regional Rural Banks

**Table 1: Number of Branches of Regional Rural Banks (as at end- March)
(Rs. In Billion)**

Regions/ States/ Unions Territories	Northern Region	North- Eastern Region	Eastern Region	Central Region	Western Region	Southern Region
2016-2017	2420	690	3763	5253	1169	3690
2017-2018	2512	704	3896	5613	1261	3915
2018-2019	2751	778	4242	5907	1339	4455
2019-2020	2914	821	4425	6173	1406	4677
2020-2021	3048	859	4489	6404	1463	4988
2021-2022	3184	867	4519	6553	1493	5189
Mean	2804.83	786.5	4222.34	5983.84	1355.17	4485.67
Standard Deviation	274.33	69.67	293.85	449.79	113.29	539.09

Source: Quarterly Statistics on Deposits and Credit of Scheduled Commercial Banks, RBI, various issues.



Graph :1

Interpretation:

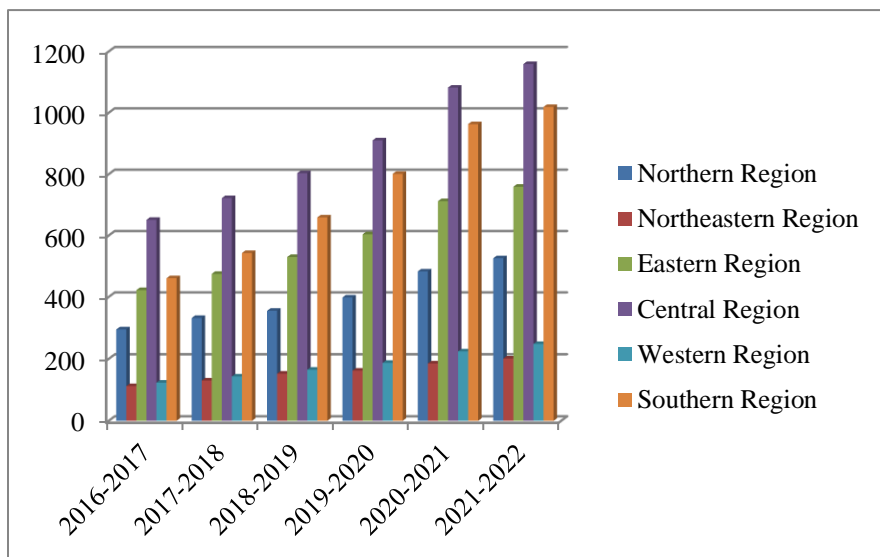
From the above table it is clear that Regional Rural Banks In Central Region has the highest mean as compared to other regions (5983.84) and the Southern Region has the highest as the Standard deviation is high in this region(539.09).

Table 2: State Wise Deposits Of Regional Rural Banks (as at end- March)

(Rs.Billion)

Regions/ States/ Unions Territories	Northern Region	North- Eastern Region	Eastern Region	Central Region	Western Region	Southern Region
2016-2017	295	112	422	651	123	461
2017-2018	332	130	475	722	143	543
2018-2019	355	152	530	803	165	659
2019-2020	398	162	604	910	187	801
2020-2021	483	185	712	1082	224	963
2021-2022	526	201	759	1159	248	1019
Mean	398.17	157	583.67	887.83	181.67	741
Standard Deviation	82.08	30.342	121.41	183.71	43.65	205.95

Source: Quarterly Statistics on Deposits and Credit of Scheduled Commercial Banks, RBI, various issues.



Graph:2

Interpretation:

From the above table it is clear that Regional Rural Banks In Central Region has the highest mean as compared to other regions (887.83) and the Southern Region has the highest deposits as the Standard deviation is high in this region(205.95).

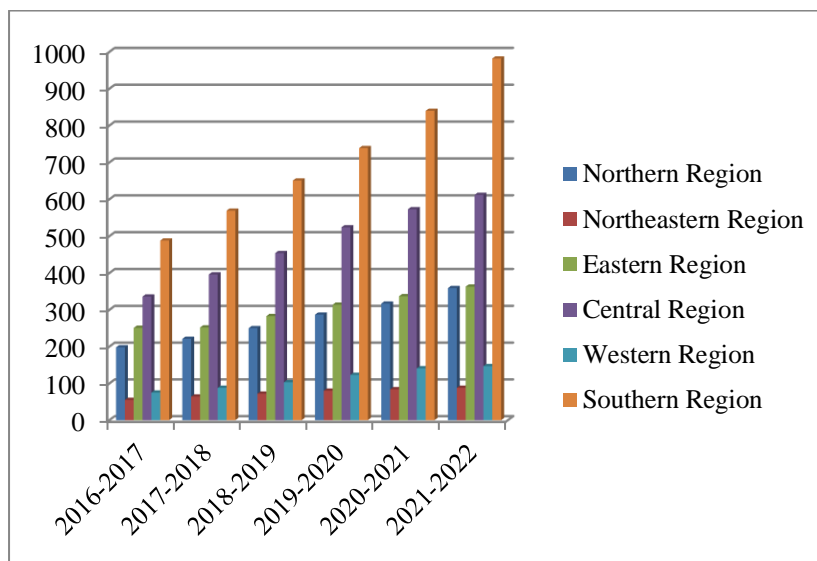
Table 3: State Wise Credit of Regional Rural Banks (as at end- March) (Conclude.)

(Rs. Billion)

Regions/ States/ Unions Territories	Northern Region	North- Eastern Region	Eastern Region	Central Region	Western Region	Southern Region
2016-2017	198	55	251	336	75	488
2017-2018	221	64	252	396	88	569
2018-2019	250	72	283	454	103	651
2019-2020	287	80	314	524	123	739
2020-2021	317	84	337	573	141	840
2021-2022	359	88	363	612	147	982
Mean	272	73.84	300	482.5	112.84	711.5

Standard Deviation	55.34	11.52	41.89	96.99	26.49	165.5
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Source: Quarterly Statistics on Deposits and Credit of Scheduled Commercial Banks, RBI, various issues.



Graph:3

Interpretation:

From the above table it is clear that the mean and Standard deviation of Credit by Regional Rural Banks in Southern Region is highest in comparison to other regions, this be similar to elevated credit by RRB’s in Southern Region.

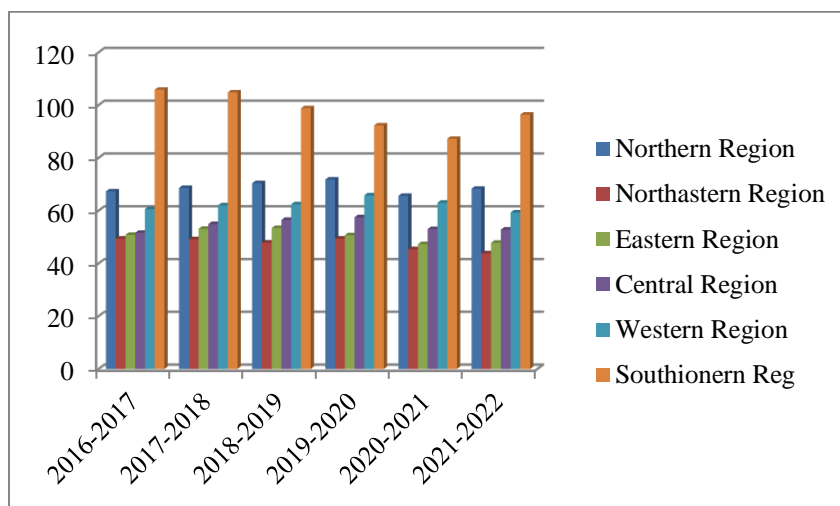
Table 4: State Wise Credit-Deposit Ratio Of Regional Rural Banks(as at end- March) (Conclude)

(Rs.Billion)

Regions/ States/ Unions Territories	Northern Region	North- Eastern Region	Eastern Region	Central Region	Western Region	Southern Region
2016-2017	67.3	49.4	50.8	51.6	60.6	105.8
2017-2018	68.6	49.2	53.1	54.9	62	104.8
2018-2019	70.4	47.4	53.4	56.5	62.4	98.8
2019-2020	71.8	49.4	50.7	57.5	65.8	92.3

2020-2021	65.6	45.4	47.3	53	63	87.2
2021-2022	68.3	43.8	47.8	52.8	59.3	96.4
Mean	68.67	47.44	50.52	54.39	62.19	97.55
Standard Deviation	2	2.17	2.33	2.1	2.02	6.56

Source: Quarterly Statistics on Deposits and Credit of Scheduled Commercial Banks, RBI, various issues.



Graph:4

Interpretation:

The above table demonstrates that the mean of Credit Deposit Ratio in Southern Region is more than 70% and also the Standard Deviation is highest. Which resembles that the banks in Southern Region have more dependence on deposits for lending, because as per RBI guidelines generally CD ratio should be less than 70% as a higher ratio indicates more dependence on deposits for lending and vice-versa. Whereas in other regions it is less than 70% which indicates proper use of deposits in these regions.

7. Findings of Study

- There is clear that Regional Rural Banks In Central Region has the highest mean as compared to other regions (5983.84) and the Southern Region has the highest as the Standard deviation is high in this region(539.09).
- There is clear that Regional Rural Banks In Central Region has the highest mean as compared to other regions (887.83) and the Southern Region has the highest deposits as the Standard deviation is high in this region (205.95).

- There is clear that the mean and Standard deviation of Credit by Regional Rural Banks in Southern Region is highest in comparison to other regions, this be similar to elevated credit by RRB's in Southern Region.
- There is demonstrates that the mean of Credit Deposit Ratio in Southern Region is more than 70% and the Standard Deviation is highest. Which resembles that the banks in Southern Region have more dependence on deposits for lending, because as per RBI guidelines generally CD ratio should be less than 70% as a higher ratio indicates more dependence on deposits for lending and vice-versa. Whereas in other regions it is less than 70% which indicates proper use of deposits in these regions.

8. Suggestion:

1. As observe red from the study that the number of branches in North-Eastern Region is very low as compared to other regions and hence for development of rural area in this region more branches should be opened.
2. The RRBs in North-Eastern Region have failed to mobilise accounts within themselves as deposits here are very low, therefore an effective link should be maintained between the RRBs and PACS and the farmers' service societies also proper co-ordination between officials of the district credit planning committees and the RRBs is essential.

9. CONCLUSION:

The present study attempts to the financial performance of regional rural banks (RRBs) of india” the financial performance of Regional Rural Banks in various region of India. The study comprises 6 regions from India and the financial performances of these banks are analysed using the financial data from RRBs using Quarterly Statistics on Deposits and Credit of Scheduled Commercial Banks, RBI, various issues. The study found that southern region banks is performing relatively better and they are financially sound than comparing to banks in other regions. However, other regions show leaps and bounds throughout the study period. With respect to Credit, Deposits and Credit-Deposit Ratio.

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FEASIBILITY OF IMPLEMENTATION OF VIRTUAL ID OF UIDAI IN PUBLIC GOVERNANCE AND ADMINISTRATION: AN ATTEMPT TOWARDS SUSTAINABLE DEVELOPMENT

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Abstract— The present research endeavor is to understand the feasibility of implementation of virtual ID of UIDAI that is digital identity of end-users in public governances and administration, wherein, this concept will help in safeguarding the confidentiality of data of UIDAI users, stops fraudulence, avoids misuse, shuns the cumbersome and trauma causing to end-users and concerned parties. On the contrary, it facilitates and helps in due e-governance in public service and yield through administration.

Further, this paper tries to comprehend the design of Virtual ID model, pedagogy, scope, probable loop holes as security issues and remedies, operational model of governance and administration through Information, Communication and Technology Infrastructure. Primary and secondary based data is used in the research work which attempts to cognize the acceptance of concept and inclination of concerned parties. Even more, research work stretches further upon yield generation model as tax collection, fines and penalties, fees, payments and receipts in multi-disciplinary arena as in state and central government bodies with its nature and advantages in nearing future. This research also focuses on a model with multifaceted approach which helps in facilitation with up-to-dated cross checks as transparency of concerned parties from the perspective of governance and administration in sustained manner.

Keyword - Virtual ID, Digital Identity, Sustainable Development, E-governance and administration and Information, Communication and Technology Infrastructure

I. Introduction

A statutory authority established a concept of UIDAI - Unique Identification Authority of India as AADHAR for the beset delivery of Financial and allied subsidies and benefits under the Act known as AADHAR ACT, 2016, in year 2016 July under the Ministry of Electronics and Information Technology (MEITY). Before getting into effect of administration UIDAI was associated with NITI AAYOG (earlier known as Planning Commission), but in later part, that is September, 2015 onwards the then Government reviewed apportionments of business guidelines to ascribe to UIDAI to Department of Electronics and Information Technology (DEIT) (“About UIDAI,” n.d., para. 1).

UIDAI, 12 digit card alternatively entitled as AADHAR was created and issued to all residents of India with objectives of i) vigorous enough to eradicate duplicate and sham identity and ii) for verification and authentication of users for various purposes in an easy and cost effective way. Aadhar is accountable for registration and substantiation, inclusive of functioning and administration of all phases of Aadhaar Life Cycle (ALC), developing the procedure, policy and system for issuance of Aadhaar numbers to citizens and perform authentication and also needed to confirm the security of identification and authentication records of citizens. The issuance of first AADHAR was on 29th September, 2010 and issuance till

present time is over 120 crore with the till budget of (US \$1.4 bn) that is 9,942 crore. (“About UIDAI,” n.d., para. 2).

As Aadhar is aimed at the objectives of issuance, authentication and maintenance every citizen biometric and allied data, the Aadhar has have its own hierarchical structure wherein it's Head Quarter in New Delhi, 8 Regional Offices across country and two data centers as one at Bengaluru and another at Gurugram. The authority consists of two part-time Members and a chief-Executive Officer who shall be the member –secretary of the authority. At the HQ, CEO is abetted by 7 Deputy Director Generals, Joint secretary level officers of Government, as in-charge of several wings of Aadhar/UIDAI. DDGs are reinforced by Assistant Director General, Deputy Directors, Section Officers and Assistant Section Officers. HQ has a total sanctioned strength of 127 officers and staff members, inclusive of Accountants and IT Subdivisions. Each of eight Regional Offices of UIDAI is headed by a DDG and the support structure comprises of ADG, Deputy Directors, Section Officers, Assistant Section Officers, Senior Accounts Officer, Accountant and Personal Staff (“UIDAI Organization Structure,” n.d., para. 1).

II. Aadhar (UIDAI) Overview

Nandan Nilekani, on 23rd June, co-founder of Infosys, was appointed by the then-government, UPA, to lead project on capacity of chairman said project, which was equivalent as cabinet minister. Nilekani specified in 2010 May, he would augment legislation to safeguard the data held by the UIDAI (“Brief of Aadhar,” n.d., para. 13). From the second half of 2010, Aadhar commenced the publication of list of first 15 qualified agencies to train the crew in enrollment process, 220 qualified agencies to take direct part in said process. Prior to this publication, the project had been mere 20 states and two qualified registrars as LIC of India and SBI. But publication of qualified agencies introduced several private players in this project as to attain the objective of registering over 40% of the population in two years, requiring 31,019 personnel, 155 training centers, 4,431 centers and 22,157 stations for enrollment across country (“Brief of Aadhar,” n.d., para. 14).

With a broad view, in expanding the prevailing scheme across country, in latter part of same year, over 51 districts were targeted with an Aadhar mapped direct benefit transfer scheme (DBTS) to remove leakages in the systems by directly transferring money to the bank account of recipient. As far as public interest issues was concerned, in late 2012, there was a litigation against government in Supreme Court, stating that this project was being implemented without legislative backings, UIDAI was proceeding on basis of an executive order it could not gather biometric data which would be a violation of privacy as article 21 of constitution. Upon which, in 2011, modification by parliamentary standing committee of finance and rejected the National identification Authority of India Bill 2010, termed current project as unethical and violative

parliament's prerogative. In alignment with same Supreme Court, in 2013, issued an interim order stating that Government couldn't deny a service to anyone who doesn't possess Aadhar, as the identity number is subject to voluntary ("Brief of Aadhar," n.d., para. 17). The then government, in 2016, made an announcement of introduction of Aadhar (Targeted Delivery of Financial and other Subsidies, Benefits and Services) bill as money bill with concern of mass surveillance and ethnic cleansing in future, right to privacy – face authentication, iris, fingerprint or OTP as the case may be. ("Brief of Aadhar," n.d., para. 24)

III. Prime Merits of Aadhar

a) Direct Benefit Transfer (DBT) - Aadhar has been mapped to some public utility, subsidy and unemployment benefit schemes as domestic LPG schemes & MGNEGA wherein subsidy refund is directly transferred to Aadhar linked bank account over earlier scheme of NEFT which was Aadhar less. In 2011, Ministry of Petroleum & Natural Gas signed MoU with UIDAI with hope of ID system would help eliminating forfeiture of subsidized kerosene and LPG. In 2014, having gone through lot of strategic discussions, Government of India started with modified DBTL as PAHAL under which subsidy will be deposited to purchaser's bank account even if he/she doesn't have Aadhar, which shows increment in consumption of gas was nearly 4% higher than same period of last year. Modi, Prime Minister said for incorporation of all land records with Aadhar/UIDAI at the earliest, emphasizing at his monthly Pro-Active Governance and Timely Implementation (PRAGATI) meeting in 2016 that this was extremely important to enable observing of the successful application of Pradhan Mantri Fasal Bima Yojana or Crop Insurance Scheme ("Brief of Aadhar," n.d., para. 24).

b) Biometric Enabled Systems (BES) - Aadhar enabled biometric systems were introduced and installed in 2014, at offices to check late arrivals and absenteeism of Government Employees which helps to have close observation and control of said authority on employees by using last 4 digits of respective Aadhar or finger print as per need ("Brief of Aadhar," n.d., para. 25).

c) Other Usages by Central Government Agencies- External Affairs Ministry, in later part of 2014, were considering making Aadhaar an obligatory requirement for passport holders, as it zipped up the verification process by making it easier check if an applicant had any criminal records in the National Crime Records Bureau database. October 2014, DEIT stated that they were thinking mapping Aadhar to SIM cards. Accordingly all telecom operators were directed to accumulate Aadhar from all new applicants of SIM cards and buyer can activate SIM at the point of buying SIM by submitting Aadhar number and pressing fingerprints on electronic device. July, 2014 the EPFO of India resumed the mapping of PF accounts with Aadhar numbers. August 2014, as per direction of PM Planning Commission of India (PCI) to enroll all prisoners in India under UIDAI/Aadhar. Latter segment of 2014, it was proposed by Ministry for Woman and Child Development, that Aadhar would be made mandatory for individuals to create a profile on matrimonial websites, to avert fake profiles and protect parties from exploitation. In 2015, National Electoral Roll purification and Authentication Programme of the commission was taken up with motto of

linking the Elector's Photo Identity Card with the Aadhar of registered voter and creation of an error free voter identification system, especially by eradicating repetitions ("Brief of Aadhar," n.d., para. 28).

d) Allied uses by states - With reference to Hyderabad region of Telangana state, Aadhaar numbers were linked to ration cards to remove duplications. Over 63,932 ration cards in white category and 229,757 names were removed from database in the drive between 2012 - 2014. By September 2014, 15 lakh illegal ration cards had been surrendered. In April 2015 the state of Maharashtra began enrolling all school students in the state in the Aadhaar project to implement the Right to Education Act properly. Electronic-Know Your Customer (e-KYC) using Aadhaar card is also being introduced to activate mobile connections, online payment application and so on alike avenues instantly to check Aadhaar Card Status ("Brief of Aadhar," n.d., para. 29)

IV. Review of Literature

With the considerable response and remarkable issuance of digital identity card through software stack in India, has stemmed to export the technology layer powering Aadhar enables the delivery of citizen services, to foreign countries is slowly gaining momentum. Wherein, more than 20 countries have shown interest in understanding and implementing digital identity system or/and alike technology. As per Financial daily Mint report in mid-2016 that countries like Russia, Morocco, Algeria, Philippines, Singapore, Thailand, Sri Lanka and Tunisia are keen in implementing DIS and the World Bank would act as a facilitator to export the model, which focuses on force-multiplier in the global push toward poverty alleviation, access to finance and shared prosperity. UN is also in favor of such initiative and proposes to its member countries issue Legal Identification to all citizens by 2030 as a part of its sustainable development goals (Jaydevan PK. 2010).

The vice president at Observer Research Foundation says that companies such as Facebook and Google race to gain personal data, for developing countries it is tradeoff as the control over such processed data and India can propose an Aadhaar based alternative that lets governments retain jurisdiction over their data .DIS are a matter of vicious consideration world over as there is a massive thrust to digitize identification mechanisms in many countries. It appears that in libertarian countries that are sensitive to informational privacy, DIS are largely perceived as a optimistic force that help cut through red tape and mend the efficiency of governance. Wherein authoritarian regimes, can play role of 'Major Contributors'. A country like, Estonia, being hailed as 'digital republics' as they have digitized numerous government functions on the back of a DIS. On the other part, China, that is being referred a digital totalitarian territory, as it adopts DIS to keep an eye on its citizens (Jaydevan PK. 2010).

Population in rural of Bangladesh is still facing many obstacles when attempting to access the formal financial system. It focused on branch-based banking, got failed because rural dwellers deal mostly in cash, and the transaction expenses are considerably expensive. Vis-à-vis the difficulty of building bank branch networks, the Central

Bank initiated promoting inclusive digital financial programs. Digital Financial Services Lab+ is a collaborative initiative between the Central Bank and Access to Information, a digital inclusion programme under Prime Minister Office. DFS analyzed the UIDAI, which registered over 1 billion people in five years using essential biometric information. DFS research states that beneficiaries in Bangladesh could save as much as 58 %, 32% and 80% in time, cost and the number of visits respectively if government safety net payments were digitized (“UN Survey,” 2018. para. 1&2. page 33.)

UIDAI/Aadhaar has direct influence in creating digital infrastructure helps in social and financial transfers. Its value as a practice of identity implies that those who were previously disregarded can now be included in a number of welfare schemes. The direct influence in refining employee performance or absenteeism is yet unclear. Aadhaar/UIDAI needs to become more universally accessible and apt for urban and rural populace and the upper and the middle or lower class, to realize its full potential as a game-changer that can enhance pellucidity. Connectivity Problems and accessing the Aadhaar server for transactions continues and need to be re-addressed. A law concerned to privacy protection is imperative and might enable the future of Aadhaar by enabling it more authentic and cyber secure. There is considerable scope for empirically evaluating the impact of Aadhaar on the up gradation of both public delivery and social inclusion. Opinions seem to converge predominantly on the value of UID in it bringing greater portability across the country, well-connected banking network be in place. Extensive research is needed on such issues, using economic and sociological investigation. (Banjee, S. 2016)

Aadhaar as Digital identity project is one of the noteworthy projects in India to bring the universal movement of digital innovation. The launch of the project was focused on the inter-operability of several e-governance functionalities to confirm the optimal deployment of Information, Communication and Technology Infrastructure. About this Government of India has recently made UIDAI/Aadhaar card mandatory for many government applications, schemes and also has promoted Aadhaar enabled transactions (Raju, RS., and et.al.2017)

There has been a struggle to consider right to privacy as an essential right within the realm of Art. Although the concept of Aadhaar and issuance of it, has provided many benefits and has helped in saving precious time of an individual by making an instant transaction. Concept of Aadhaar disrupts the individual's privacy and national hazard since any one can easily have access to personal details for a data breach. In criminal trial, scientific techniques may be adopted to extract data from the accused/witness and/or the suspect without infringing their right to privacy and self-incrimination is possible when they make statements willingly and by following procedure set by law. Similarly sort of scheme was introduced in England as a “trial and error” method but it was discarded on the reason that it disrupts individual authorization. In India, Aadhaar has had a similar impact and therefore is a transgression to personal liberty as safe guarded under Article 21 of the Constitution (Jeevalaya, V. 2018).

There is high level of convenience to Aadhaar card holders from the perspective of data security and privacy in safe guarding biometric information and personal data and also it is helpful in e-governance and administration with new model of digital Identity. The concept of 16 digits VID will allow users to authenticate transactions and e-know-your-customer (KYC) services instead of providing Aadhaar number. VID is temporary, revocable 16 digit random number mapped with Aadhaar generated from the UIDAI resident portal. It can be generated multiple times in a day. No other authority or any intruder can hack data unless an individual shares or allows access. All access is prohibited to registered mobile (OTP facility) which helps in avoiding fraudulence causing from data security and biometric information. VID can help in accessing data and availing services in many more avenues to a name a few are as i) opening bank account, ii) availing Government subsidies, iii) applying for Tatkal Passports and iv) buying new insurance policy or any investment (“Aadhaar VID,”n.d.)

The National Population Register is aimed at creation of an inclusive identity database of all the residents in country. Having created it helped in becoming a stout source of authentic real time data assists in better targeting of the benefits and services under various Government schemes improve infrastructural planning, provide a boost to strengthen security of the country and prevent identity fraud. In the meantime, alike NPR, UID project was conceived to create a verifiable and credible database of individuals enables to deliver benefits to individuals. The UID database was initially proposed to be based on the credible and validated data of voter list of the ECI and thereafter linkages were to be established with major database holders such as MoRD, PDS, ECI and RGI (“National E-Governance Scheme,” page 71).

V. Importance of Study

Digital Augmented Support referred in Hindi as Aadhaar, program was launched with a prime motive to cater universal identity to every resident of India. Now, citizens can get it with much of ease and its acceptance is made mandatory for several benefits to beneficiaries, wherein every individual carries only one unique identification number. Besides this, it will aid in curbing the corruption, helps in avoiding fraudulence, illegal activities, anti- social activities and crime and so on. Taking unanimous merits of Aadhaar into account it is must for all to get it issued and use in day to day course of transactions. It can further be seen that the card will be given more impetus as more and more government schemes are being launched necessitating it as a obligatory document from the perspective that all the benefits, schemes, utilities and rights would be merged with Aadhaar as convergent point to all above referred options (“Importance of Aadhaar,” n.d. Para.1.)

Jan Dhan Yojana (PMJDY): PMJDY admits Aadhaar card/12 digit number as the only document adequate to open the bank account. Although one can open PMJDY account alongside other documents. The advantages offered are free zero balance savings account, RuPay card (debit/credit card), accident and life insurance and so on.

Speedy issuance of Passport: To avail passport facility one has to have compulsorily a Aadhaar card as new rule is

laid down by concerned authority that without Aadhar no passport will be issued. Since all the needed data is electronically available, the issuance of Passport has become very speedy that in 10 days passport will be made available to the individuals with due police verification.

Booking Up to 12 tickets in IRCTC website in a month: Users can book upto 12 tickets in a month, if they get themselves verified through their Aadhaar along with at least 1 passenger also being verified through Aadhaar. However, provision of No Aadhaar Verification is made for booking up to 6 tickets in a month.

Direct Benefit Transfer (LPG Subsidy): The principal motive behind a mechanism to shun leakage of funds where an individual gets direct benefit of LPG subsidy by linking bank account to 17 digit LPG consumer number. It greatly helped in the proper application of this scheme as it supports the government to recognize the beneficiaries from his Aadhaar details. The concerned bodies are widening the scope of DBT covering various options like PAHAL, MGNREGS, scholarships, etc. Recent statistics states that, Government has saved approximately 65,000 crore through DBT.

Monthly Pension: Linkage of Aadhar with monthly pensions schemes helps in shunning the fraudulent incidents of fake beneficiaries will be stopped the initiation of monthly pension's schemes with Aadhar.

Opening new bank account: A digital identity with Quick Response Code which has all the biometric details including identity, photo and address proof, which is fair alternative bunch of documents with lot of convenience is Aadhaar is now made compulsory while opening bank account. For the existing bank account holders they are to provide Aadhaar to the banks where they hold account for more than six months. Digi Locker: Indian Government has introduced digital locker (DigiLocker) system for all for storing all personal documents in digital form on the government's server. The sign-up process requires person to link his/her 12 digit Aadhaar card number. Digilocker with Aadhaar option keeps all the data with higher convenience.

Provident Fund: As pension option, Employee Provident Fund Organization has also turned up to Aadhaar Based Online Claim Submission (ABOCS) for PF account holders.

Digital Life Certificate: An initiative launched by Ministry of Electronics and IT named as "Jeevan Praman for Pensioners", which will end a process where pensioner had to be physically present at the Pension Disbursing Agency for renewing his / her life certificate. Aadhaar is best option where all the details of pensioner will be accessed digitally by the agency.

Driving License: Mapping of Aadhaar to all sorts of driving license (Learning and Permanent Driving) for all types of vehicle category will help in checking prevalence of multiple licenses.

EIC Card Linking: The action of inking of voter's ID since 2015 is to eliminate bogus voters and bogus voting. Once EIC and Aadhaar are linked, it becomes difficult to duplicate and have multiple voters ID Card which would curb illegal use of voter id card.

Mobile Number: whether it is mobile or landline or may be network cable service related to telecom services all subscribers (prepaid and postpaid) must have to link Aadhaar to their subscription for availing services.

SEBI: Aadhaar is now accepted as a proof of identity and address by Securities and Exchange Board of India for investments in stock market.

Investments: Submission of Aadhaar to financial institutions is mandatory where one is doing mutual fund, other investments as may be dealing in real estate or other trades.

PAN card and IT return: This is measured to be the best step to curb black money. With this not only black money will be curbed but non-tax payers will be identified and they will be made compulsory to pay tax by the law ("Importance of Aadhaar, "n.d. Para.2.)

VI. Importance and benefits of 16 Digit VID in Aadhaar

The virtual ID system by UIDAI permits users to spawn a 16-digit number that may be used for completing process of e-KYC formalities with telecom corporations and other service authorities. Virtual ID can be utilized by those who really do not want to share their original UIDAI details with a service provider for security reasons. VID system will be copiously operational when banks and service providers should have to rollout the VID facility. Amid qualms of personal data theft among people in early phase, UIDAI proclaimed that VID alongside facial recognition will be operational and will discourse the concerns of privacy and authentication related to Aadhaar.

Operation of Aadhaar Virtual ID

a) VID is a provisional and revocable 16-digit random number charted with the Aadhaar number which means it won't be possible to derive Aadhaar number from VID.

b) The last digit in VID is the checksum applying "Verhoeff" algorithm procedure (checksum principle for error detection) as in Aadhaar number. Hence, there will be only one valid and active VID for a 12 digit Aadhaar number at any given time.

c) Aadhaar card holder can adopt VID in lieu of 12 digit Aadhaar number whenever the authentication of services and validation is performed in form of KYC. E.g. users would be able to generate, recover and revoke their VID from UIDAI website, mAadhaar app or Aadhaar enrolment centers. For generation of VID, one will have to feed his 12 digit Aadhaar number on official UIDAI website and respond to OTP to receive VID. While in this mechanism, RBI has instructed all banks to tweak their systems to allow the use of VIDs in replacement of Aadhaar. This helps users to choose whether they want to give Aadhaar and VID either to banks. Concerning institutions will face penal actions in case of non-compliance. ("Virtual ID - eKYC,"n.d).

The Dept. of Telecom had also asked telecom service providers (TSPs) to tweak their systems to enable applications of VIDs. Markedly, VID can be generated alone by the Aadhaar number holder and can also replace VID from time -to- time once UIDAI fixes minimum validity period ("VID - digital virtual id,"n.d.).

Benefits of 16 Digits VID in Aadhar

1. Accession to needed data:- The benefit of this concept is that not all the data will be accessed by the third party only needed data will be accessed by the concerned authority in virtual or actual presence of Aadhar holder or as the case may be. This keeps high security of privacy of data.

2. VID makes work less laborious:- This will reduce paper work, no Aadhar Card or any biometric verification is needed mere VID through Android enabled and Java based mobile either is enough for authentication without disclosing 12 digits Aadhar.

3. More safe and secured:- It has more security provided sound and security proof IT or cloud is enabled which shuns any type of fraudulence ("16 digits vid benefits,"n.d).

VII. Statement of the Problem

Since Aadhar is made compulsory and unanimously being applied everywhere with security measure, despite VID is fair option as secured access of Aadhar, has some loopholes. Hence, new approach in VID can sort out above issues and can support as extended arm to UIDAI in public governances and administration.

VIII. Objectives of Research Study

- a) To know the feasibility of VID among general public and implementation at Government level
- b) To understand benefits of VID mechanism in both governance and revenue generation

IX. Hypothesis

H01:- VID Mechanism does not impact on Feasibility, Security, Speed, and Economy and doesn't provide Support to UIDAI in Public Governances and Administration.

H02:- VID Mechanism neither supports Efficiency, Effectiveness, and Productivity nor minimizes the Administrative Burden in Public Governances and Administration.

X. Research Methodology

Population - People from Pimpri-Chinchwad area

Sampling Frame - General Public

Sampling Units: Self-employed, Salaried, Professionals, College going Students

Sampling Size - 400 Units (general public (280) and Aadhar verifying authorities (120)).

Sampling Method - Non - Probabilistic (Random) Stratified Sampling.

Research Instrument - Interviews and Structured Questionnaire.

Research Type-Descriptive.

Data Collection Approach -The data collected to the needed information consists of both primary (interviewing the respondents through personal interview and administration of structured questionnaire) and secondary data (company websites, books, reports newspaper, etc.) can be analyzed using appropriate evaluating tools.

Measurement and Analysis Techniques -The measurement techniques and evaluation of the data is done

through simple percentage method, cross tabulation and graphical representation with the help of data code sheet using MS Excel. While validating hypothesis i) Chi-square test, ii) One Sample t test and iii) Multiple Co-relation is used.

XI. Data Analysis and Hypothesis Validation

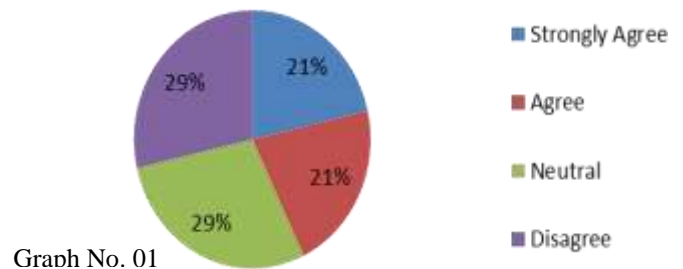
In present survey the data is collected through administration of structured questionnaire wherein population size was divided into two broad categories as general public (280) and the Aadhar verifying authorities (120). Survey was mainly focusing on perspectives of both targeted samples about convenience of mere Aadhar card or feasibility 16 digit VID card to be mapped Aadhar.

UIDAI integrated application Softwares for accessing the all data for respective purpose –

This question was asked to determine the psychology of respondents to integrate the UIDAI/Aadhar card with Application Software for governance purpose

RESPONSES	NUMBER	TABLE NO. 01
STRONGLY AGREE	60	
AGREE	60	
NEUTRAL	80	
DISAGREE	80	
TOTAL	280	

Preference towards access to application of Aadhar data



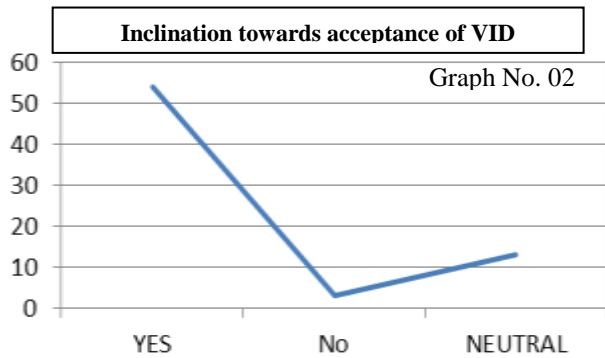
From the Table and Graph it is clear that most of the response is equally spread across the population, but slight higher response is denying having access to application of Aadhar data.

Reason behind not to have access of Aadhar data to application. This question was asked to know the reason as to why respondent doesn't want to link Aadhar with data. The Table No. 02 states that respondents don't want to share their personal data and majority that is 45-50% are stating that there might be security and misuse issue with mapping of Aadhar with application. Rest very meager percentages of respondents say that they don't bother with mapping.

REASONS	NUMBER	TABLE NO. 02
SECURITY	36	
MISUSE	32	
CAN'T SAY	12	
TOTAL	80	

Instead of giving all documents or Aadhar number if VID as option which will not disclose all data except needed one - This question was asked to understand that number of respondents interested towards acceptance of VID

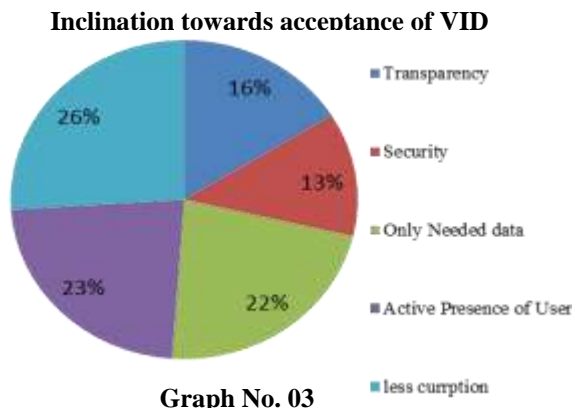
REASONS	NUMBER	TABLE NO. 03
SECURITY	216	
MISUSE	12	
CAN'T SAY	52	
TOTAL	280	



Above 3rd graphical and tabular representation state that the respondents want to be tech savvy and more concerned about personal data and even they are ready cooperate with compulsion of Aadhar for governance but 77.14% say that no 12 digit Aadhar or any other documents given to authority for administration. If VID helps them in governance through just needed data will be accessed with actual or virtual presence of individual. But surprisingly 18.57% say that they are fine with present system and new one either.

Inclination towards VID – This multiple choice question was asked to gauge the reason why respondents incline towards accept of VID

REASONS	NUMBER	TABLE NO. 04
TRANSPARENCY	36	
SECURITY	28	
ACCESS TO NEEDED DATA ONLY	50	
ACTIVE PRESENCE OF USER	51	
LESS SCOPE FOR CORRUPTION	58	



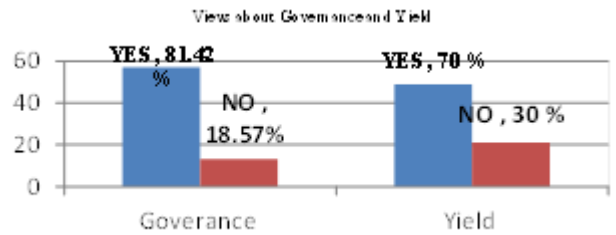
Graph No. 03

Pie chart says high amount of majority is inclined towards 16 Digit VID. There might be a belief that 26% people say that they would be a scope for very less corruption, followed by are personal and virtual presence and connected through a common platform that is cloud of Technology while accessing the data is 23%. Followed by 22% i.e. no full data can be accessed except needed one,

16% say about fairness in accession but there might be intruders while data accession and only 13% people that it is safe.

Views of general public about governance and Yield (Revenue generation) – This question was asked to know the view about governance and revenue generation with VID

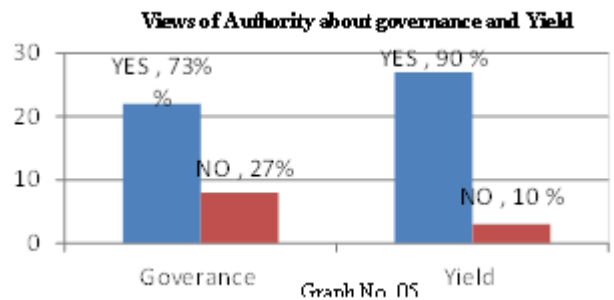
OPTIONS	GOVERNANCE	YIELD GENERATION	TABLE NO. 05
YES	228	196	
NO	52	8	
TOTAL	280	280	



A joint option of people about governance and revenue generation through 16 VID has remarkably fair response wherein governance and revenue generation stands with over 81% and 70% respectively.

Views of Authority about governance and Yield (Revenue generation) – This question was asked to authorities like bank, RTO and so on. From the perspective that whether VID over mere Aadhar will have convenience in governance and helps in timely revenue generation.

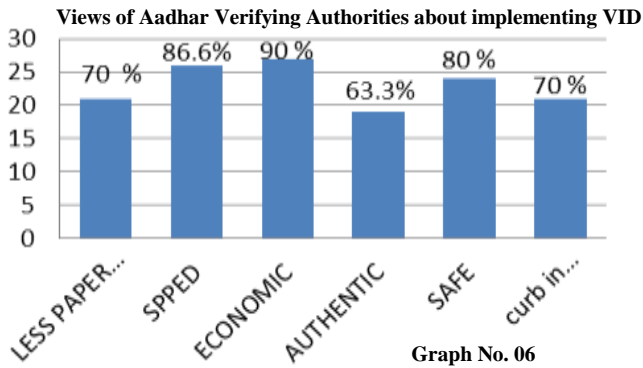
OPTIONS	GOVERNANCE	YIELD GENERATION	TABLE NO. 06
YES	88	92	
NO	32	28	
TOTAL	120	120	



In survey when Aadhar verifying authorities were asked about their views of VID governance and yield through implementing the same, 73% and 90% of 88 and 92 respondents respectively reported that this system will have definitely a positive impact and it should be accepted respectively.

Views of Authority about why VID to be implemented in all utilities – This multiple choice question was asked to authorities like bank, RTO and so on about why VID should be implemented.

REASONS	NUMBER	TABLE NO. 07
PAPER LESS WORK	21	
SPEED	26	
ECONOMIC	27	
AUTHENTIC	19	
SAFE	24	
CURB IN CORRUPTION	21	



The Aadhar verifying authorities claim that there can be high scale of convenience from the perspective of paperwork, speed, economic, safety, less scope for corruption. All mentioned parameters have secured $\geq 70\%$ preference in implementing VID in real course of action. In survey it's found that only 19% score is reported as far as authenticity is concern.

Hypothesis Validation

The hypotheses were tested on the basis of primary data collected from field survey. Hypotheses purported that VID Mechanism tools with optimum tool plays a vital and major role to uplift and enhance the Feasibility to UIDAI in public governances and Administration.

To verify this Hypothesis assumption and assertion, more than thirty questions were asked to four hundred respondents from authentic and Responsible Respondent. In first section selected crucial questions were asked to test the impact of the VID Mechanism and its effect such as support, secure and provide Feasibility to UIDAI in public governances and Administration.

Respondents were asked to express their opinion using five-point Likert type scale 1 to 5 (Strongly agree =5 to strongly disagree=1). Moreover, it is assumed that a mean value greater than 3 will offer support for the Hypothesis I. A Chi-square test, One Sample t test and Multiple Co-relation were used to test the 1st Hypothesis to assess the impact of VID Mechanism tools on different dependent variables. (Support, security, economy, Feasibility and time consumption etc.).

Testing of Hypothesis I:

H01:- VID Mechanism does not impact on Feasibility, Security, Speed, and Economy and doesn't provide Support to UIDAI in Public Governances and Administration

Ha1:- VID Mechanism impacts on Feasibility, Security, Speed, and Economy and provide Support to UIDAI in Public Governances and Administration

VID Mechanism as a tool

S.N.	VID as Tool	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Supportive	71%	26%	3%	0	0
2	Secure	64%	33%	3%	0	0
3	Feasible	47%	50%	13%	0	0
4	Economic	33%	48%	15%	4%	0
5	Time Consuming	14%	33%	50%	03%	0

Source :- Primary Data (Table No. 08)

The above table reveals that majority of respondents' i.e. average of 97% respondents were strongly agree/ agree that recommended VID Mechanisms process is most Supportive for public governances and administration, 3% respondent remain undecided with the views. None of the respondents disagree/strongly disagree with the views. The researcher reveals that majority of respondent recommended VID Mechanisms process is most supportive in public governances and Administration.

The opinion of respondents on the VID Mechanisms for in Security for public governances and administration population about 97% of respondents agree/strongly-agree and 3% disagree. None of the respondents disagree/strongly disagree with the views. The researcher reveals that majority of respondent were recommended VID Mechanisms process high Security Purposes in public governances and Administration.

The respondents reveals that Feasibility in VID Mechanism is best Option, i.e. 97% strongly-agree / agree whereas only 3% disagree. None of the respondents disagree/strongly disagree with the views. The researcher reveals that majority of respondent were recommended VID Mechanisms as a more feasible to UIDAI in public governances and Administration.

About 81% of the respondents' agree/strongly-agree with the opinion that the Economy is the best deal with VID Mechanism process for public governances and administration. 15% of the respondents disagree. The researcher reveals that majority of respondent were recommended VID Mechanism process is more economic for public governances and administration

Followed by 50% of the opinion of respondent's undecided on the view of time consumption for VID Mechanism process for public governances and administration. 3% disagree with the same and 47% agree/strongly agree with the views. None of the respondents strongly disagree with the views. The researcher reveals that still few respondents were not recommended VID Mechanism process for public governances and administration on the view of time consumption.

Opinion of respondent for VID Mechanism process for public governances and administration

S.N	Views about VID	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Supportive	71%	26%	3%	0	0
2	Secure	64%	33%	3%	0	0
3	Feasible	47%	50%	13%	0	0
4	Economic	33%	48%	15%	4%	0
5	Time Consuming	14%	33%	50%	03%	0

Source :- Primary Data (Table No. 09)

Above table Shows that the Chi-Square test calculated value impact of for VID Mechanism such as Support, Security, Speed, Economy and Feasibility are higher than the tabulated value. Also for One Sample t test it shows that the calculated value for as S Support, Security, Speed, Economy and Feasibility is greater than critical value.

So the null Hypothesis (Ho) is rejected partially for five functions such as Support, Security, Feasibility, Economy, and Time Consumption in favors of the alternative Hypotheses (Ha1) which states that VID Mechanism has positive impact on Support, Security, Speed, Economy and Feasibility to UIDAI in public governances and administration.

Co-relation between VID Mechanism and its impact such as support, security, speed, economy and feasibility.

Data and information has been collected from respondents to find out the co-relation between VID Mechanism and its impact on five functions such as Support, Security, Speed, Economy and Feasibility is tabulated in following table no 10.

VID Mechanism	Total	Average	Karl Pearson's Coefficient (r)
More Supportive	93.5	4.68	0.640896
	87.45	4.37	
More Secure	92.3	4.62	0.515205394
	87.95	4.4	
More Feasible	88.2	4.41	0.003836912
	83.95	4.2	
More Economic	82.95	4.15	0.116283759
	69.25	3.46	
More Time Consuming	71.3	3.57	0.441506321
	65.15	3.26	

Source:- Primary Data (Table No. 10)

The impact of VID Mechanism as an independent variable on dependent variable as Support is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.640896) i.e. independent

variable has a positive co-relation with dependent variable. The researcher reveals that VID Mechanism provide more Support for Public Governances and Administration.

The impact VID Mechanism as an independent variable on dependent variable as Security is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.515205394) i.e. independent variables have a positive co-relation with dependent variable. The researcher reveals that VID Mechanism provides high degree Security for Public Governances and Administration.

The impact VID Mechanism as an independent variable on dependent variable as a Feasibility is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.003836912) i.e. independent variable has a positive co-relation with dependent variable. The researcher reveals that VID Mechanism is most Feasible for public Governances and Administration

The impact VID Mechanism as an independent variable on dependent variable as an Economy is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.116283759) i.e. independent variable has a positive co-relation with dependent variable. The researcher reveals that VID Mechanism is the most economic for public governances and administration.

The impact VID Mechanism as an independent variable on dependent variable as an Time Consume is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.116283759) i.e. independent variable has a positive co-relation with dependent variable. The researcher reveals that VID Mechanism speed up and reduces time for public Governances and Administration.

By all these parameter here, the null Hypothesis (H₀1) gets rejected partially for VID Mechanism on five functions favor of the alternative Hypotheses (H_a1) which states that VID Mechanism support, secure, speedup, economic and provide feasible to UIDAI in public Governances and Administration.

Hypothesis 2

H₀2:- VID Mechanism neither supports Efficiency, Effectiveness, and Productivity nor minimizes the Administrative Burden in Public Governances and Administration

H_a2:- VID Mechanism supports Efficiency, Effectiveness, and Productivity and minimizes the Administrative Burden in Public Governances and Administration

The advantages of VID Mechanism: The opinion of respondents regarding the advantages of VID Mechanism such as Efficiency, Effectiveness, Productivity and the Administrative Burden in Public Governances and Administration are shown in following table.

Benefits of VID	Yes	No	Benefits of VID	Yes	No
Efficiency	68%	32%	Productivity	69%	31%
Effectiveness	73%	27%	Reducing Administrative burden	63%	37%

Advantages of VID Mechanism {(Source:- Primary Data) Table No. 11

It is observed from the above table that 68 % of the opinion of respondents agrees with the statement that Efficiency is the advantages of VID Mechanisms whereas 32% of the respondents remain disagree with statement. Researcher reveals that majority of the respondent follows that Efficiency is the advantages of VID Mechanisms in Public Governances and Administration.

It is observed from the above table that 73 % of the opinion of respondents agree with the statement that VID Mechanisms and its practices provide the Effectiveness in Mechanisms, 27% of the respondents remain disagree with the statement. Researcher reveals that majority of the respondent agree that VID Mechanisms tools were refocus Effectiveness in in Public Governances and Administration.

It can be observed from the above table that about 69 % of the opinion of respondents agrees with the statement that VID Mechanisms practices are more Productive, 31% of the respondents remain disagree with the statement. Researcher reveals that majority of the respondent follows that VID Mechanisms increases Productivity in Public Governances and Administration.

It can be observed from table 63 % of the opinion of respondents agree with the statement that VID Mechanisms is easy to access the information and avoid the Reduction for the administrative burden and 37% of the respondents remain disagree with the statement. Researcher reveals that majority of the respondent accept VID Mechanisms to access the Reduction for the administrative burden for Public Governances and Administration.

The Chi-Square test and One Sample t test statistics are apply on above data and the result is tabulated in following table.

Application of Chi-Square and One Sample t test				
Advantages	Chi-Square Test		One Sample Test	
	Calculated Value	Table Value	Calculated Value	Table Value
Efficiency	82.807	5.024	0.59525	0.068
Effectiveness	51.84	5.024	0.6	0.068
Productivity	27.60	5.024	0.575	0.068
Reducing Administrative Burden	28.090	5.024	0.6	0.068
Source:- Primary Data (Table No. 12)				

The above table shows that the Chi-Square test calculated value for Efficiency, Effectiveness Productivity and Reduction for the Administrative Burden is higher than the tabulated value. Also for One Sample t test it is shows that the calculated value for Efficiency, Effectiveness Productivity, and Reduction for the Administrative Burden is greater than critical value.

So here the null Hypothesis (Ho2) is rejected partially in favors of the alternative hypothesis which states that An Implication and Application of VID provides more Efficiency, Effectiveness, Productivity and Reduction for the

Administrative Burden in public Governances and Administration.

Co-relation between VID Mechanisms and the its advantages:

Data and information has been collected from Respondents to find out the advantages of Application of VID Mechanisms. The impact of VID tools as an independent variable on dependent variable as an advantage is tabulated in following table.

Co-relation between VID Mechanisms and advantages		
VID Mechanism		Karl Pearson's Coefficient (r)
Total	Average	
93.5	4.68	0.256538474
87.45	4.37	
92.3	4.62	0.024702255
87.95	4.4	
88.2	4.41	0.097079007
83.95	4.2	
82.95	4.15	0.13610487
69.25	3.46	
Source:- Primary Data (Table No. 13)		

An implication and Application of VID Mechanisms as an independent variable on dependent variable as Efficiency is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.256538474) i.e. independent variable has a positive co-relation with dependent variable.

An Implication and Application of VID Mechanisms tools as an independent variable on dependent variable as Effectiveness is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.024702255) i.e. independent variable has a positive co-relation with dependent variable.

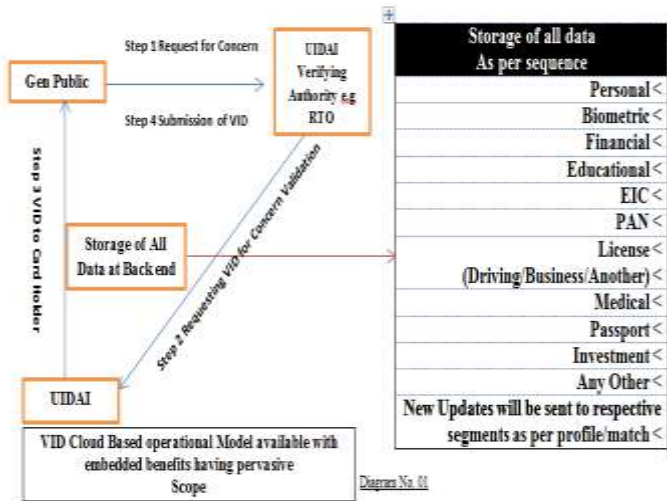
An Implication and Application of VID Mechanisms tools as an independent variable on dependent variable as a Productivity is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.097079007) i.e. independent variable has a positive co-relation with dependent variable.

An Implication and Application of VID Mechanisms tools as an independent variable on dependent variable as a Reduction for the administrative burden is tabulated in above table. The calculated value of Karl Pearson's Coefficient (r) is positive (0.13610487) i.e. independent variable has a positive co-relation with dependent variable.

By all these means research scholar has rejected the second null hypothesis (Ho2) partially in favors of the alternative Hypotheses (H2) which states that An Implication and Application of VID provides more Efficiency, Effectiveness, Productivity and Reduction for the Administrative Burden in Public Governances and Administration.

XII. Result and Discussion

From the above interpretation it can be inferred that there is high feasibility to accept and implement the 16 digit VID in Aadhar from both general public and verifying authorities as Bank, RTO, License, Business, PAN, Ration, Phone, Mobile, Insurance, LPG, Education, Job, Water, Property, SETU, Utility, Tax in 3 Level (Municipals, State and Central Govt.), Passport, Medical, Shopping, Investment, Loan, Internet, GYM (SERVICE), Restaurant, Tourism, Electricity, Digital Sign, Land Records/Dealing, Trading and so on. The concept of VID has high degree of Transparency, Speed, Economy, Safety, Validation, less paperwork, convenience and virtually card holder remain present through cloud of technology which makes his data safe to him and authentic to above referred verifying authorities. But considering the couple of loopholes as cyber safety the below mentioned model to be tested and implemented for better execution which ensure about fair governance with apt tracking all transaction in any sector and revenue/yield generation with transparency by curbing corruption.



Mechanism of Operational Model

Brief about Mechanism of Operational Model

General Public as Aadhar card holder when he approaches Aadhar verifying authority say for example RTO, in such instances he must have broken the traffic rule when cops catches him and asks for fine, scans his vehicle number, automatically his vehicle number will appear with all the needed data, here Aadhar registered mobile number has really a major role to play, when it comes to pay fine Aadhar card holder has to send request for concern to verifying authority (step 1), and then verifying authority requests UIDAI portal to send 16 digit VID as OTP to card holder (step 2), after due process only needed data will be retrieved from back end storage and VID will be forwarded to card holder (step 3), having received VID, card holder will submit the same to Cops then and then only fine will be charged and said fine will be paid from Aadhar linked bank account of card holder, the fine will be deposited to RTO account and immediately record of receipt will be maintained in back end storage of card holder UIDAI account.

The above cited instance states that this VID system has all the transparency; records are properly maintained and very less scope for corruption. Another notable observation is, say for example consecutively for 3 times if card holder

gets caught before RTO cops automatically UIDAI will get seized will lead to all other data on Aadhar will get blocked and can't enjoy other benefits. This system will help in abiding traffic rules and helps in maintaining traffic activities in disciplined way. In VID system let there be whatever changes, updates, deletion or modification very time data will be recorded on Aadhar portal and all data will be available and retrieved as per need.

VID in Aadhar from the perspective of revenue generation – i) in continuation to last illustration, once Aadhar gets blocked, it has to be renewed by paying due penalty, then other services and Aadhar will get activated and ii) Like prepaid services, customers have to pay and recharge their subscription, in same way every financial year all card holders to recharge Aadhar card paying certain but considerable amount so that Aadhar will be active for stipulated period. These two ways will generate revenue through Aadhar and will also set for discipline in respective avenues.

VID in Aadhar from the perspective of Transparency and Accountability - As there are governance and administration wise revenue generating authorities in India starting from Local bodies as Municipal Corporation, State Government and Central Government, whatever fines or charges collected by the UIDAI card holders will get deposited in accounts of respective governing bodies for instance cleanliness, gutters, drainage, water charges to Municipal Corporation, industries, education, agriculture, tax policy, state administration policies to State Government and security at national level, international trade, development of underprivileged class, setting commissions and its administration for corruption and inflation, local development funds, employment generation, GDP and Development of Country and so on to Central Government, Due to which transparency about funds will be maintained as where exactly the collected funds of UIDAI card holder is being employed and above referred receiving authorities will be accountable for utilization of same in correct manner.

XIII. Suggestions and Recommendations

From the all above throughout discussion although the VID has many benefits over lacunas of mere 12 digit Aadhar card, there can be minute points of discussion which lead to issues of havoc nature. The reason for such issues can be i) data is huge in number approx. 120 crore population with many details of many verticals, ii) cost involved in it, as earlier Project of Aadhar is worth of over Rs. 9,440 crore, iii) issues of security about card holder data as in Aadhar card is linked with PAN, RATION, EIC, BANK details and so on, which is very crucial and vital in nature. Hence, considering the pivotally of above it is suggested that issuance of VID must be abided with strong Cloud Technology, so that in any case the intruders can't hack it, alongside biometric verification, there must be VID with OTP system to be embedded every time. If VID is not available through mobile, there must be denial of verification and some other necessary measures to be cultivated to sort out the issue. The advent of new civilization is stemming up and need of ongoing information uprising. Research minds have to indoctrinate unique bunch of rudimentary dexterities which will help them to lead in volatile and dynamic predicaments related to VID of UIDAI.

In nearing future, if the VID project gets into reality, the concerned project authorities radically may have to work upon technology based know-how and a devise to develop

apt auto information administrators. With the patronage of ECGET (Electronic Computing Gadgets and Enabled Technologies) project or research intellects have to maintain dynamic and practical deployment of information by refining the abilities required for access, dissemination and applications of processed data of UIDAI card holders (Savanoor, S., and et.al.2019)

XIV. CONCLUSION

In modern era, the information and Technology is acknowledged as an operative instrument for spawning the economic activity in efficient governance. This model offers strong platform for government (in 3 levels from tax payment or any charges collection as mentioned in result and discussion) for yield generation and help in nation building. Further, this model plays a redistributive role with the assurance of robust and fair governance. Hence, considering overall perspective of general public and verifying authorities and it can be said that there is a fair feasibility in implementing VID 16 digit in Aadhar number. Now, the approving and deciding authority as Government at Local, State and Central level have to re-think on feasibility of budget in terms of i) time to design, test and implement, ii) man power, iii) cost involved in it, iv) well equipped and hack proof cloud technology and iv) back up plan once project starts. Hence, the concept of VID of UIDAI is an attempt towards administrative sustainable development that meets the needs of present without settling down the ability of future generations to meet their governance needs.

XV. SCOPE FOR FUTURE RESEARCH

1. In this paper there might be some more untapped or not mentioned Aadhar verifying authorities. Hence, such uncovered sectors can be covered under implementation of VID.

2. This paper gives bird view about the feasibility, further there can be detailed work on many aspects as in storage of all the data in one go and single data can find key link in better governance, which help in smooth functioning and reducing the crime rates/fraudulences and so on.

3. If this concept may get success in domestic level, then under the joint collaboration of concerned ministries, there can be formation of international consultancy, which can offer such services to the foreign countries for better services in form of governance and revenue generation.

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“Study on future prospects of E-commerce and its impact on FMCG sector in India”

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Abstract:

Indian FMCG sector has been raising at a dynamic pace due to growing income levels, increasing internet penetration, varying customer lifestyle and increasing e-commerce marketplace. At present, the FMCG industries have moved their focus on Electronic Commerce because of the rising mobile internet penetration, globally. Food and Beverages section has the smallest shares in E-Commerce market of India; though, because of change in customer shopping habits and considerable growth has been observed in pay for food and beverages by online channels. The trades of FMCG by E-Commerce medium have been rising because of increasing sales of Smartphone leading to grow in the amount of mobile internet customers and the rate of internet penetration in the nation that developed from around 10 to 25 percent between the year 2014 and 2015. Online shopping has appeared very quick in current years. E-Commerce websites like Flipkart, Amazon and Grofers are creating the FMCG products gladly obtainable to the customers in India. The FMCG industry of India prompted with steady growth from the wide of use E-commerce technologies. This chapter explores the effectiveness of E-commerce in FMCG sector and attitudes of consumers towards E-commerce usage. It is required to figure out the factors associated with consumers like age, education level, the standard of living and their adequate computer literacy. As Indian consumers became more viable to the use of E-commerce tools and innovative technologies, the future of FMCG is foreseen from the online shopping attitude of the Indian consumer. Accelerating growth in the E-commerce industry and internet penetration of India decide the future of FMCG.

Review of Literature:

PWC Report (2016) has deeply dived into the strategy reforms that needed to generate an ‘*Ease of running Business*’ network in the retail sector, E-Commerce space and FMCG. Together with this report has analysed different Laws and Acts, which require some reformation of their strategies to motivate the development of these sectors. There are several key technology trends, which may influence the peak line in the Retail and FMCG sector as follows:

- Interconnectivity
- Customer pleasure and individualization in control

India has appeared as the most attractive investment goals in the universe with quick industrialization, considerable swing in the demographic prototype and rising disposable incomes. Between the key suppliers in this development story have been customer-centric industries like E-Commerce, Retail and FMCG sector.

BCG Report (2015) has noticed that FMCG constantly delivered better shareholder returns when compared to other sectors. E-Commerce will reveal exponential growth and also it can report to the extent that 10 to 15 percent of sales in the selected categories. Many FMCG industries are vague on the stance and the opportunity to obtain.

KPMG Report (2015) has identified that FMCG Company discussions in India have resulted in suggestions and particular action points for the different stakeholders of these industries to deal with the challenges and opportunities across five extensive themes. Key between these suggestions is the early passage of GST Bill (Goods and Service Tax), Rehabilitation, the Land acquisition and Resettlement Bill and the generation of nodal ministry for retail sector in accordance with conceding as a company status. It has been believed that execution of these suggestions were helped Indian retail and FMCG sector to attain growth i.e., sustainable in long-standing, while shifting beyond customer demand as the significant source of growth. In India, the multifold developments in internet penetration, united with ever-increasing objectives of Indian customers have modified the retail backdrop, particularly with meteoric increase of E-Commerce. Integrating technology is the greatest opportunity for the retail and FMCG sector in order to scale their relation and reach, both between customers and in supply chain, delivering higher value by resultant effectiveness in the value chain.

Future prospects, opportunities and challenges of E-commerce:

Devaraju (2016) determined the challenges, opportunities and future prospects of E-Commerce in India. The players of E-Commerce in India required dealing with eight key factors of their business both internal and external. In accordance with Indian population their huge scope for electronic commerce because presently in India around 19 percent of people utilizing internet for selling and buying products and remaining percent may considered having extent in Indian marketplace. The growth of E-Commerce has been proposed in urban and rural region capable cost for use, due to more people are obtaining related with e-commerce and the ratio of which is increasing on a daily basis.

Chaithralaxmi and Shruthi (2016) presented a report on e-commerce challenges as well as opportunities in India. The future prospect of E-Commerce is very complex to predict. There are different aspects that responsible for the development of e-commerce. There are several critical challenges to be tackled by the e-commerce sector. Nowadays businesses should always struggle to generate the next most excellent thing, in which customers need to persist to desire their services, products etc to incessantly be faster, cheaper and better, in general. By the arrival of new technologies in the world, businesses want to provide accommodation to the new kinds of customer trends and needs because it will show to be significant for their survival and success of business. E-commerce is constantly succeeding and also developing into progressively more significant for businesses as technology persists to promote and obtained benefit. E-commerce has its drawbacks including customer uncertainties, but not anything that can't be avoided or resolved by better business and decision making

practices. If the accurate practices and techniques are followed, a business will flourish in a setting of e-commerce with more profitability and success.

Rina (2016) talked about the future scope and challenges of e-commerce in India. The future prospect of electronic commerce isn't easily predictable but as stated by the current scenario e-commerce Company is increasing very rapidly. There are several significant aspects that contribute to the bane of the e-commerce company in India that includes multiple payment options, location based services, m-commerce services, shipment options, quick services, terms and conditions must be obvious as well as product quality must be the same as revealed on the sites. E-commerce challenges in India include: branding and marketing; touch and feel; e-infrastructural concerns; declining margins; tax related problems; and logistics and supply chain.

According to Chanana and Goele (2012), the future scope of e-commerce is very complex to forecast. There are several sectors, which would develop in the future such as electronic appliances, travel and tourism, hardware apparel and products. There are some important aspects that considerably contribute to the bane of E-commerce firm in India such as replacement guarantee, mobile commerce services, right content, legal requirement of creating demands for online dealings and quick services. People might identify different opportunities of job. In support of aforementioned experts and reports vision revealed that the e-commerce future scopes in India would be intense in the forthcoming years if all significant aspects would be implemented.

KPMG Report (2016) identified that India provides a variety of benefits for food service sector, as the fastest rising economies in the world. The most important demand factors driving the growth of industry may be categorized under four main buckets include: huge share of young population; rising disposable level of income; varying customer lifestyle; and India's urban women labor force. Supply factors include liberal reforms, rising travel, technology and promising retail formats and procurement through direct farm-firm relation. A quickly rising young population, rising use of technology in customer space, health awareness, brand and style consciousness and urbanization, increasing income levels, raised social media activity and hectic life routines etc have caused a shift in customers' food buying products.

EY (2013) talked about regeneration of electronic commerce in India. This report has looked for providing an insight into e-commerce marketplace in India. Also, this report has concentrated on the different sub-sectors of e-commerce marketplace and emphasized factors driving growth across these sectors. E-commerce transactions may be divided into three extensive modes or categories depend on participants taken part in the transaction includes: B2C (Business to Customer); C2C (Customer to Customer); and B2B (Business to Business). The buyer or customer has turn out to be the center point for the e-commerce players. In this backdrop, enablers like call centers and logistics players are broadening and developing their contributions to line up them with the policies of e-commerce players. In order to attain a boundary and delineation power, all key stakeholders are involving in creativity to give a rich knowledge to their consumers.

Raghnath and Panga (2013) studied about the problems and prospects of e-commerce in India. With the new technologies, there are negatives and positives related with its use and adoption. At last, an e-market may help as an information agent, which gives sellers and buyers with information on goods and other partakers in the marketplace. E-Commerce generates new opportunities for business and it generates new opportunities for

academics and education. It emerges that there is a great potential for giving e-business education. E-Commerce gives great opportunities in various regions but it needs careful application for customer protection problems. Development of e-commerce would be based on a great scope on efficient IT (Information Technology) security networks for that essential legal and technological provisions need to be set in position and reinforced constantly. While most of the industries, communities and organizations in India are starting to obtain benefit from the potential of e-commerce and the significant challenges remain to be triumphed over before e-commerce would develop into a benefit for people.

Vikram (2012) reviewed the opportunities and challenges of e-commerce in India. Internet based electronic commerce has great benefits, posed more number of threats due to its being what is universally known to be borderless and faceless. All of the following instances are ethical problems, which are distinctly linked to e-commerce such as great cash burn rate, cash on delivery, poor supply chains, high inventory and ethical problems like security and privacy concerns. Within these great confrontations recline huge opportunities as well as the maturation of e-commerce ecosystem in India is no different. The internet provides unprecedented simple access to a huge array of products and services.

Daru and Dhanjal (2015) determined the future visions and challenges of e-commerce in India. India is one of the developing nations and it is rising more because of e-commerce. The future visions of e-commerce are very intense; as well as there is no descending trend but there is just upward trend. E-Commerce is not only at global market but also at national marketplace. It generates new opportunities for business, education, academics in order to obtain the advantage of the opportunities it is essential that the problems that to be analyzed and steps must be obtained to resolve them. The main purpose of e-commerce include: easy reach, global trade, less costly, time savings, efficient performance, convenient, customer oriented and direct interactions with customers.

Kaur et al (2015) discussed about E-commerce and its different services provided to wholesalers who may obtain benefit from e-commerce and able to establish suppliers with reputed producers and relating their business with online. Retailers gather electronic orders and it must be connected with customers all time with e-commerce. Today, E-Commerce is considered as a broad consumption of computer network by means of internet. In this research, the researchers have analyzed various sectors, which would develop in the future such as electronic appliances, quick shopping, information saving, knowledge market growth, hardware products and tourism and travel. E-Commerce provides various benefit such as better consumer service and cost effectiveness etc. There are some necessary factors to be considered for the growth of electronic commerce like adoption of multichannel investments, customer convenience, multiple payment option, transparent and location based services.

PWC Report (2012) identified that the quick adoption of digital technologies and developing shopping activities are changing e-commerce into a necessary component of Omni-channel success in CPG (Customer Packaged Goods) industry. In order to succeed over digital shoppers as well as improve cooperative relations with clicks-bricks retailers and pure play online, CPG producers required to construct strong abilities to drive commitment and adaptation across the whole path to purchase. Certainly, the investment in e-commerce benefits include not

only higher influence over conventional retail sales, but also a bigger share of fairly small but fast growing online marketplaces in several CPG categories.

Impact of E-commerce on FMCG products in India

Mishra (2015) discovered that FMCG products sale and confectioneries like Orbit followed its versions using E-commerce. Increased internet access lead to distance is not a major issue so that the consumer could buy anything by one click of a mouse. Moreover, in FMCG sector, the e-commerce represents a mere share of 3.7% of sales in the market globally. E-commerce site like Big-basket, pepper fry, Ola store and Gropher practiced to keep check-in products section or reminding pop ups for the valid offers and attracting packaging like chocolates were used as gifting while packing. These bunches of creative ideas attract taste buds. Thus the researcher concludes that as far as FMCG concerned, in order to foster international growth and to broaden targeted market E-commerce is often seen as an ideal platform. Added to this the researcher pointed out that it enables the shoppers to reach the various assortment of product lines, promotions, convenient and quicker shopping experience and customized offer gives the consumers whole new experience.

Jain and Kulhar (2015) highlighted that FMCG consumption annual per capita continues to increase in Middle India's town more than the national average. By shifting the consumers' consumption pattern who are progressing to prosperity and their lifestyle purchases they tend to adopt new shopping channels provided through E-commerce. FMCG sector of Indian E-commerce industries highly influenced by women and main factor achieved through e-shopping in the categories such as home decor, fashion, jewelry, etc.

Higher penetration of internet and Smartphone's significantly contributed to the growth of E-commerce studied Kalita (2016). The advantage of speedy delivery, convenient payment process, high discount, easy returns and customer friendly policies are driving factors of online shopping. Further, the supply chain of E-commerce enhanced to several stages like bar-coding, procurement, storage of goods, packaging, quality checking, and easy dispatch and return promises both the consumers and E-business players. Hence the benefits of E-commerce applications uplift the FMCG sector to a higher extent.

Innovation and advancement in technology changed the business transactions and India is often considered as a rapid adaptor of technology thus E-commerce in India impacted traditional business operations. Panigrahi, Upadhyaya, and Raichurkar (2016) reported that apparels and electronics are the biggest categories in e-commerce business influenced by most of the online consumers. The attractive discounts and offers provided by e-commerce players increase more interest towards FMCG products.

Revolutions in ICT (Information Communication Technologies) fuel the growth of e-commerce globally. E-commerce integrates value chain components and the whole business. It allows the industries with reduced cost and improved customer services. Innumerable opportunities of E-commerce help the organizations to transform their business practices from the conventional one Raghunath and Panga (2013).

The advantages of E-commerce analyzed by Franco and Regi (2016) and stated easy to compare price of the products, coupons and deals, time saving, more convenience, increased customer base, expanded business reach, instant transactions, easy to find ratings and reviews, brand selection etc made E-commerce industries to gain competitive advantages in global market. Further, most of the consumers of India prefer more convenience in their shopping as compared with conventional direct shopping. As they move towards branding option E-commerce found to be the best solution for all their needs at their own convenience.

As the online retailers often provide significant discount through E-commerce channels, this attracts a number of consumers to engage in online shopping. Consumers make their purchase for their convenience since the comfort of being delivered to their doors (Mohiuddin, 2014). The innovation of E-commerce technologies and their holistic approach to funding transfer, internet marketing, electronic data interchange, online transaction processing and automated inventory management lead to new business strategies which keep the consumers more engaged in E-commerce platform.

The trend of personalization offered by E-commerce applications enables the industries to make the proposal to specific consumers with respect to their interest, content, shopping history and their activity in social networks described Pogorelova et al (2016). The FMCG products included and –used goods to be delivered through traditional logistic channels and the information of the product and their services to be delivered on appropriate internet channels. The trade and tracking information could be easily maintained. Through reliable E-commerce applications, multiple data are aggregated which are related to consumer behaviors such as purchase and order content, list of products on waiting list often known as the wish list, the time of shopping, and buyer location can be tracked. The accumulation of information even from external sources about the consumers is also possible.

Many E-commerce studies reveal that it creates the significantly positive relationship with customers which serves as a foundation for the long-term sustainability and FMCG industries have to stick with E-commerce to combat with the global market. The FMCG industries are able to make the positive relationship with their consumers by using E-commerce technologies which encourage repeat purchases.

Murphy and Narkiewicz (2010) investigated E-commerce and the fulfillment of consumers' need. They exemplified amazon.com and its first-class customer experience in which the personalization, one click ordering technologies, multiple order confirmation, and secured payment are considered to be the features highly valued by worldwide customers. The most customer centric approach is focused on the applications of E-commerce. The FMCG industries with E-commerce use were benefited by enabling the consumers at lowest price, fastest delivery, reliability and efficient customer services.

Shanthakumari and Priyadarsini (2013) focused on the e-promotional strategies of E-commerce for the effective e-marketing. General online marketing components like banner advertising search engine marketing, blogs, podcasting, widget, e-mail marketing, and social networking attract a number of consumers. These strategies encourage consumers to remain connected for longer duration and thus reinforce the industries name. Added to this, consumers are encouraged repetitive visits and gradually built relationships.

Budhiraja and Mittal (2016) assessed factors affecting consumer purchase intentions based on online grocery shopping. The online grocery fulfills requirements of the consumers and helps them to reduce their effort and time. The online grocery shoppers of India felt comfortable, hassle free and more convenience. With Smartphone penetration consumers apply the offers and online grocery becoming more popular in India due to the ease of shopping, convenience, and fast-growing market. Young Indian working professionals highly benefited through E-grocery applications.

Conclusion:

The current state of FMCG segment of India would be impacted by E-commerce techniques and tools. The reshaping of FMCG sector is progressed through new channels of E-commerce along with the proliferation of internet access and digital media consumption. The consumption of FMCG product through E-commerce became more promising since the commercial transaction among buyer and seller provided the ideal economic environment. Thus FMCG sector benefited with the use of E-commerce. Based on the consumption FMCG products of consumers the following were identified. Consumers had shown much interest in electronics, apparels, and accessories and the other categories which are books, home and furnishing, personal care products, baby products and healthcare. E-commerce in FMCG sector hypes the sales through product positioning, branding, and awareness of new products and their features.

As far as FMCG industry concerns, E-commerce has undoubtedly shown exponential growth. The online sale will be analytically forecast a break-out growth in the online sales of FMCG products over the next decade. A profitable E-commerce business entailed with the choice of channels, marketplaces or vertical specialist. The FMCG companies created substantial value by leveraging the value chain for the enhancement of effective E-commerce operations.

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“Role of Value Education towards developing E-commerce”

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Abstract:

Value education is all about values and culture. In terms of organizations, it can be about ethics and values that the employees display internally as well as externally while interacting with others. This research paper finds that in technological world where everything is going online, it is very essential to display high standards of ethics and values so as to gain trust and confidence of all the stakeholders. In e-commerce where trust and confidence plays important role, it becomes very important for such companies to provide value education to its employees so that they can display outmost ethics in dealing with customers. Major concerns that customers are having before using e-commerce is they are worried about their personal and financial details. Customers are also worried whether they will get good quality of products and delivered to them as promised by the seller. As e-commerce involves hardly any physical or personal touch, customers are not sure if they will get what is displayed or promised. Imparting good value education will thus make sure that there is no breach of trust and faith the customer has on companies. Value education will also make sure that high standards of ethics are displayed by companies in handling customer personal and financial information. And all this will help in gaining customer trust and confidence which will in turn increase use of e-commerce and help in developing it better.

4979

Keywords: E-commerce, Value education, Business ethics

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Objective of Research paper:

To understand role played by value education in developing e-commerce.

Introduction:

With advancement in its technological capacities and changing lifestyles of people, Indians have seen rise of internet. Internet is available for everyone at very cheaper rates. With increasing level of education and easy internet access Indians are not only using internet for gathering information but are exploring different opportunities for business transactions online. This has given rise to E-commerce where the consumers can gather different information, save in their online accounts or online shopping carts and make the

purchase any time. Difference between E-commerce and traditional commerce is that, there is no physical interaction or face to face interaction of buyer and seller. People simply login into their accounts online, search for things they want to buy and make purchases. In most of the cases there is online payments made. Thus factors like social behaviors, ethics, education, values and culture also play an important role. These factors are very much important as they help in building trust and confidence. Specially in case of E-commerce where there is no personal interaction, and



people and just transacting online without knowing each other, trust and confidence will be required. Thus value education will be required more in case of e-commerce than in traditional commerce. Value education imparted to employees technological and people involved in delivery or handling of products will play vital role in developing of e-commerce and there by resulting in success for the organization. Trust and confidence are the real motivators for consumers to make online purchase.

Review of literature:

Arnold, Landry and Reynolds (2007) in their study stated that "A major stumbling block for internet retail growth relates to consumer distrust of shopping online-over concerns that are both real and imagined. Bosworth (2006) says consumers increased wariness and online business loses in revenue is due to lack of confidence on the part of consumers in current security measures provided for e-commerce. Wakefield et al., (2004) mentions that, Risk perception is another antecedent to online shopping that is frequently included in e-commerce studies. There are several risks that the consumers encounter when engaging in online commerce including personal risk, economic risk and privacy risk. In their research study, Benedict et al., (2001) stated that, perceptions towards online shopping and intension to shop online are not only effected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. Shergill and Chen (2005) say that commitment is important factor that affects online buying and most of the consumers are concerned about on-time delivery of their products. Zia Ul Haq (2012) in her research paper demonstrates that web security plays an important role in an online buying situation and recommended the online companies to build this kind of trusting relationship by developing strategy that could

instill sense of belongingness between them and consumers.

How Value education plays important Role in Developing E-commerce:

Value education in any organization or business can be stated as a process by which people give moral values to others. It can be any activity in an organization in which people are assisted by others who may be more experienced or holding higher position in authority, to make explicit those values underlying good behavior which can be more effective for long term well being of self and others. We can also say that value education is those long term standards that help a person determine how they should approach a situation or person. We have seen from reviews that Business Ethics and Trust are important factors that can determine consumer's attractiveness towards use of e-commerce. Some of the concerns that are stopping consumers from use of e-commerce are as mentioned below.

1. Good Quality of Products: As consumer cannot touch and feel the product itself, it becomes very important that good quality product is provided by the seller. Most of the consumers feel that they will not get better quality online and this fear stops them from using e-commerce.
2. Delivery as promised: Consumers also fear that they might not get the products as per promised time of delivery. In traditional commerce, a consumer will get the product immediately as he or she pays for the product. They also fear whether the product will be delivered or not to proper address and in proper time.
3. Protection of Personal Information: most of the consumers feel that, their personal information like mobile number, email id and residential address can be misused. Not only can this information be available to employees easily, but company can sell



it to different marketing sites or companies.

4. **Protection of Financial Information:** One of the most important and major risk consumer feels is that, their financial data which can include credit card/debit card or bank information can be misused. There are many cases reported of fraudulent transactions which make the consumer feel unsafe to share such details online.
5. **Enhances Employee Skills and Knowledge:** Training programs help employees acquire new skills and knowledge that are vital for their current job roles. It enables employees to enhance their performance and productivity, resulting in improved overall organizational performance.
6. **Fosters Innovation and Adaptability:** Training programs can help employees stay updated with the latest industry trends, technologies, and best practices. This enables them to adapt to changes more easily and fosters a culture of innovation within the organization.

Value Education for overall development of Individuals involved in E-Commerce

1. **Economic growth:** Development aims to stimulate economic activity and create jobs, leading to increased income and improved living standards.
2. **Education and skill development:** Development focuses on providing access to quality education and training opportunities, enabling individuals to acquire the skills needed for employment and personal growth.
3. **Gender equality and empowerment:** Development promotes gender equality, attempts to eliminate discriminatory practices, and empowers women and marginalized groups to participate fully in social, economic, and political activities.

4. **Social justice and human rights:** Development aims to create a more equitable society by promoting human rights, social justice, and access to justice for all individuals.
5. **Good governance:** Development seeks to strengthen governance systems, improve transparency, accountability, and institutional capacity, ensuring that decision-making processes are inclusive and responsive to the needs of the population.

Conclusion:

Understanding the dilemma and risks faced by consumers, it will be better for organizations to make workplace more ethical by providing principals and code of conduct through value education. It should not be thought that value education can be provided in schools and colleges only. However, it is very essential that values be thought in organizations as well so that consumers feel safe and secure while doing their transactions or interacting with different people associated with the organizations. Brining value education will help company become more ethically responsible to its stakeholders and consumers. As e-commerce is more dependable on trust and confidence, values in the employees of organization will help in gaining more profitability and trust from customers.

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“Comparative study between Electronic commerce and Traditional commerce”

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Abstract:

Traditional commerce is exchange of goods or services directly between two or more parties involved. It can be traced way back since the beginning of human civilization. However, in today’s technological era we see new technology within a short period of time. Thus traditional commerce is also taking a drastic change with use of electronic medium for exchange and transaction of goods or services. It has evolved to such an extent that in some cases you do not require any interaction between the seller and buyer. This research paper highlights what is traditional commerce and electronic commerce and it is also a comparison between traditional commerce and electronic commerce. This paper tries to find out behavior and thinking of consumers towards traditional and electronic commerce. The paper also discusses the different process involved in traditional and electronic commerce and tries to identify the difference between both ways of commerce. It also highlights few factors that have played a vital role in shifting the consumer preference from traditional commerce to electronic commerce.

4152

Keywords - E-commerce, traditional commerce, internet, e-commerce v/s traditional commerce.

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Introduction

In last one decade, India has seen a vast change in its technological advancement and lifestyle of people. In the technological era we have seen rise of internet and World Wide Web to great extent. Large population in India is today using internet on daily basis. With innovation in technology within a short period of time, internet is available for everyone at cheaper rates. Today one carries internet connection in pockets in the form of data cards or mobiles. Wi-Fi and wireless connections at lower prices and easy availability of smart phones has made it very easy to access internet. With increasing literacy rates and job opportunities for women, today we see even the so yesterdays home maker is busy with her professional career. This

has made the husband and wife both busy in working environment. Easy internet access and busy lifestyle have marked increased use of internet for gathering information. With expanding city boundaries and lots of traffic on city roads, traveling to and from work place has also become hectic and time consuming. Thus most of the people are devoting time for entertainment to distress and are less interested to spend time for shopping and going to markets which might again take more of their time and energy. Thus most of the consumer today is trying to find out easy medium of purchase of goods and services. Also on the other hand there is increase in competition to all consumer businesses. This has made the managers and entrepreneurs



think in different ways and mediums to attract and reach out to consumers to sell their products and services. They want to provide their consumers convenient way of shopping available to consumers when ever and where ever they want. Thus this has given rise to electronic commerce where the consumers can gathers different information, save in their online accounts or online shopping carts and make the purchase any time. Thus for most of the consumers electronic commerce is the best medium available which can be used to purchase products and services 24 by 7, 365 days a year by simply sitting in office or luxury of their homes.

Research Methodology

Objective of Research Paper:

To compare electronic commerce and traditional commerce.

Data Source:

Secondary data was the main source of Data for this study. The data that was collected from various data collected. And published data in newsletters and magazines was collected. Also literature review of many earlier published research papers and books related to e-commerce and traditional commerce was used to collect data and was used as secondary data.

Review of Literature

Busy lifestyles, rising standard of living, education, availability of wide range of product etc are increasing use of e – commerce in India. E-commerce market in India was worth about \$2.5 billion in 2009. It rose to \$8.5 billion by 2011 thus depicting a definite surge in the last two years. (Nisha Chanana and Sangeeta Goele, 2012). Globally, the online shopping industry is growing at 8 to 10 % annually, however, its growth in India is approximately 30% annually (Sharma, 2011). Amin and Amin (2010) argued that online shopping grown in India like a mushroom, and it is well accepted for different products and services like computer products, automobiles, travel products, investment

products, clothing, flowers, books and music because technological advances, changed perceptions of the corporate world, convenient and customized offering by companies, availability of software and various search engines. There are many categories like automobiles, shares, real estate, travel, tourism, and hotels etc that are dealing in e – commerce. There is still large scope in India for e – commerce due to its large geographical area and vast population. However there are barriers like payment collection, vendor management, logistics, taxation etc. (Waghmare G T, 2012). E - Commerce provides best environment for information search and purchase of products and this is an important characteristic that differentiates E - Commerce from traditional business transactions. Consumer is able to sit in front of a terminal and search the net and examine the information on goods. Consumers can also choose any time to visit website to search and purchase products. (Henry, C. et al. 2009).

Traditional Commerce

Traditional Commerce can be traced back to beginning of civilization. It was started due to the inability of humans to fulfill all their needs by themselves. In today's world and in earlier period also it was not possible to have everything that one needs to fulfill his or her requirements. For example, it was not possible to grow all crops and fruits by one particular family or at one particular region. It is also not possible for each and everyone to develop all the skills like construction of houses, making utensils, making of different crafts and many more such skills that are needed by everyone to satisfy oneself. Thus commerce started between people so that one can fulfill all his needs and demands. So in earlier period there was barter system of commerce where one will exchange what is produced by him or her with another person and in exchange will acquire what he cannot make. This was eventually spread on larger scales between communities

of different regions. Like one community will exchange their goods with another communities goods which cannot be manufactured by them or it was not available with them due to various geographical reasons. In the early stages it was barter system where there was exchange of goods or services with some other kind of goods or services. Then it was replaced by use coins in exchange of goods or services and then use of currency started which is most popular form in today's era.

Traditional commerce involves following process.

1. First the buyer will identify his or her need and decide to make a purchase to fulfill it.
2. Buyer will search for seller in market.
3. Buyer and seller will meet at one particular place, which preferably is a market place.
4. Then actual product or its sample is checked and verified physically.
5. Based on requirements and capacity of buyer, he will choice one among the options available and place an order and make the payment.
6. Actual delivery of product will be made by seller.

Electronic Commerce

Electronic commerce is use of electronic tools to communicate and make business transactions. Electronic commerce mostly started in India on 90's era. With internet easily available everywhere at very cheaper rates, it is now possible to reach out to everyone with this medium of business transaction. It is similar to what process a traditional commerce will involve, however in Electronic commerce there is use of electronic tools and internet to carry out the transaction. In today's era we find Electronic commerce to be more popular in urban areas, as it has made it very easy for everyone to shop and do business online. There are many reasons why Electronic commerce has made such a boom on lifestyle of people. With

ample job opportunities for both the male and female, everyone has become busy with their professional life. This made Electronic commerce the need off the hour. As people can sit in the comfort of their offices or homes and with simply using their laptops, computer or even mobiles can search product and services online. Due to increasing competition and rising property rates, even the sellers find it more economical in selling product and services online. This also makes sure that the seller can reach out to customers from different parts of city which would have not possible if there was only shop in one particular part of city to sell the product or services.

Electronic commerce involves following process.

1. First the buyer will identify his or her need and decide to make a purchase to fulfill it.
2. Buyer will search for information about product or services through different online websites and compare the offers available.
3. Buyer will finally decide on best available option for him/her.
4. Buyer will then place order online only using net banking or credit or debit card or will ask of cash on delivery (choose among which ever options are available).
5. Then Seller will home deliver the actual product to address provided by customer.
6. Actual product is then checked and verified physically by customer.
7. If the product is not as per the details or different, then it is returned back to seller for replacement of product.

Electronic Commerce versus Traditional Commerce

As mentioned above, we understand that the main difference that electronic commerce has from traditional commerce is its use of electronic medium and the internet for

different parameters involved in them. Other some important differences that can be noted are as mentioned below.

1. Traditional commerce is more of physical in nature. Which means, in traditional commerce everything should be present in front of us to complete the transaction. Right from going to market place to receiving of goods has to be face to face. However in case of electronic commerce there is no such need. One can simply use internet and carry out the transaction.
2. In traditional commerce there is need of shop or place where one can visit and purchase the product however in electronic commerce you get the product delivered to your home or office or any other place agreed between buyer and seller.
3. In traditional commerce there is lot of human interaction is required to carry out all the activities, where as in electronic commerce there is not much human intervention except during home delivery.
4. In traditional commerce high cost is involved as you will be required to have shop in each locality at well connected spot to display the products, workforce required to maintain the shop, decorate to attract the shop, and so on. However in case of electronic commerce you just need to have a warehouse where everything can be stored and this cannot necessary be in well connected place or in every locality. Product can be kept at any safe and secure place and can be delivered to customers place.
5. In traditional commerce customers will have to visit the shop and only then there will be transaction taking place. While in electronic commerce the

customer can simply place the order online and get it as per his convenience.

6. In traditional commerce when the customer visits the shop and looks for the product, the required product should be available in the shop and it should be in good condition. Otherwise there will be no sell. But in case of electronic commerce, even if the product is not available with the seller or is not in good condition, the seller can take the order and make necessary arrangements to deliver proper product to buyer. There by chances of loss of sales opportunity is less in electronic commerce as compared to traditional commerce.

Conclusion

With increasing number of internet users and many among them having potential to purchase, it is fast changing the purchase behavior of consumers from traditional commerce to electronic commerce. Changing lifestyle of consumers, especially in urban areas, has become one of the important factors for selection of electronic commerce over the traditional commerce. Though traditional commerce cannot be ruled out completely as still majority of consumers are using this method, however in this paper we tried to compare it with electronic commerce so as to understand the growing importance and scope of electronic commerce is near future. Thus it will be far better for the sellers and various business enterprises to be well prepared to offer even this medium of business transaction to its target audience. Although many companies and almost all the high end brands have already initiated and implemented combination of traditional commerce and electronic commerce so as to not lose any of its customers. Thus it is in the benefit of seller to understand the importance and requirement of electronic commerce. In near future electronic



commerce is surely having great potential in selling of most of the products and services.

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“Study of Training and Development for better Career Opportunities”

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Abstract:

Enhancing one's abilities to understand and interpret knowledge is a fundamental aspect of personal growth and development. It involves honing critical thinking skills, improving analytical reasoning, and expanding one's cognitive abilities. By enhancing the ability to understand and interpret knowledge, individuals can make more informed decisions and navigate the complexities of the world more effectively. This skill set is essential in various domains of life, including education, career progression, personal relationships, and even day-to-day problem-solving. There are several strategies and practices that can aid in developing these abilities. Cultivating a mindset of continuous learning helps in expanding one's knowledge base, staying updated, and fostering curiosity. Enhancing one's abilities to understand and interpret knowledge is an ongoing process that requires effort and intentional practice. By investing in these skills, individuals can become more effective learners, thinkers, and problem solvers, ultimately leading to personal and professional growth. Focusing on employee's personal growth is essential for both the individual and the organization as a whole. When employees are given opportunities to develop their skills and knowledge, they become more engaged, motivated, and productive. Development programs are designed to address specific areas of developmental need and to help individuals and communities reach their full potential. These programs can vary widely in their focus and content, depending on the specific goals and objectives of the program. Training needs assessment is a process used to identify the areas where employees may require additional training or development in order to enhance their job performance and productivity. It helps organizations determine the specific training needs and skills gaps so that appropriate training programs can be designed and delivered to meet those needs. By conducting a training needs assessment, organizations can ensure that their training efforts are targeted and effective in addressing the skill requirements of their workforce.

Keywords: Training, Development, Career Advancement, Skills Enhancement, Better Growth.

Introduction:

Training and development is the process of enhancing the knowledge, skills, and abilities of employees in order to improve their performance and productivity in the workplace. It involves providing employees with necessary tools, resources, and skills to perform their job effectively and contribute to the overall success of the organization. The concept of training refers to the acquisition of knowledge, information, and skills through structured programs and activities. It generally focuses on specific job-related tasks and helps employees acquire the necessary skills to perform their roles efficiently. Training programs can range from on-the-job training,

classroom training, online courses, workshops, seminars, and conferences. Development, on the other hand, refers to the overall growth and development of employees in terms of their careers and personal growth. It focuses on building competencies, improving leadership skills, grooming future leaders, and preparing employees for higher-level responsibilities within the organization. Development programs often involve mentoring, coaching, job rotations, and other long-term interventions. There are several benefits associated with training and development. Firstly, it enhances employee performance and productivity by improving their skills and knowledge. This leads to greater efficiency and effectiveness in completing job tasks. Secondly, training and development contribute to employee satisfaction and motivation as they feel valued and supported by the organization. It also helps in attracting and retaining talented employees by providing opportunities for growth and advancement. Additionally, well-trained and developed employees have a positive impact on the overall organizational culture and contribute to a more skilled and competent workforce. In summary, training and development are essential components for organizations to ensure the continuous improvement and growth of their employees. It not only leads to improved performance and productivity but also contributes to employee satisfaction and overall organizational success.

Prior to the 1990s, the prevalent management style in India was primarily hierarchical and paternalistic, where decisions were made by the top management without much involvement from lower-level employees. This approach was largely influenced by the country's socialist policies, which favoured government control and regulations. However, with the liberalization and economic reforms initiated in the early 1990s, India witnessed a shift towards a more market-oriented economy. This created a need for professional management practices to effectively navigate the complexities of a competitive business environment. The entry of multinational corporations and the increasing presence of foreign direct investment also played a significant role in driving the adoption of professional management in India. These companies brought with them modern management practices and a focus on efficiency and productivity. Moreover, the rapid growth of the information technology sector in India further accelerated the adoption of professional management. As Indian IT companies started serving global clients, they had to adhere to international standards and best practices, which required a shift towards professional management. The rise of management education and the establishment of prestigious business schools in India also contributed to the development of professional management.

Research Methodology:

This research was Descriptive research conducted by gathering secondary data. Main purpose of this research was to understand how training and development is essential in industries and how MBA students can be prepared well before their placement activities. Also this research was conducted to highlight continues importance of training and development in better career advancement that can help MBA students in long run even after years of experience and stay up to date with changing skillsets as per industry standards.

Objectives of Study:

1. To understand importance of training and development for benefit of students and employees.

Data Source:

Entire research was based on secondary data that was collected from various data earlier collected by different companies randomly selected from major cities of India. Companies who have published data in their newsletters and magazines was collected. Also literature review of many earlier published research papers and books related to topic of training and development was used to collect data and was used as secondary data.

Importance of Training:

Training programs are crucial for the overall growth and success of an organization. Here are some reasons why these programs are necessary.

1. **Enhances Employee Skills and Knowledge:** Training programs help employees acquire new skills and knowledge that are vital for their current job roles. It enables employees to enhance their performance and productivity, resulting in improved overall organizational performance.
2. **Increases Employee Retention and Engagement:** Offering training opportunities to employees shows that the organization values their growth and development. This can increase employee satisfaction, engagement, and retention rates, as employees feel more motivated and invested in their work.
3. **Fosters Innovation and Adaptability:** Training programs can help employees stay updated with the latest industry trends, technologies, and best practices. This enables them to adapt to changes more easily and fosters a culture of innovation within the organization.
4. **Promotes Career Advancement:** By providing training organizations empower employees to develop new skills and knowledge that can lead to career advancement. This boosts employee morale and motivation, creating a positive work environment.
5. **Improves Employee Performance:** Training programs focus on improving specific skills, such as leadership, communication, and problem-solving, that are essential for employee success. Improved employee performance translates into better customer satisfaction and higher overall organizational performance.
6. **Addresses Skill Gaps:** Training programs help in identifying and addressing skill gaps within the organization. By assessing the current competencies of employees, organizations can design targeted training programs to bridge these gaps and improve overall workforce capabilities.

Why Employee Development is needed:

The goals of development can vary depending on the context, but in general, they aim to improve the well-being and quality of life for individuals and communities. Some common goals of development include as mentioned.

1. **Economic growth:** Development aims to stimulate economic activity and create jobs, leading to increased income and improved living standards.
2. **Education and skill development:** Development focuses on providing access to quality education and training opportunities, enabling individuals to acquire the skills needed for employment and personal growth.

3. Gender equality and empowerment: Development promotes gender equality, attempts to eliminate discriminatory practices, and empowers women and marginalized groups to participate fully in social, economic, and political activities.
4. Social justice and human rights: Development aims to create a more equitable society by promoting human rights, social justice, and access to justice for all individuals.
5. Good governance: Development seeks to strengthen governance systems, improve transparency, accountability, and institutional capacity, ensuring that decision-making processes are inclusive and responsive to the needs of the population.
6. Infrastructure development: Development focuses on building and upgrading infrastructure such as roads, bridges, schools, hospitals, and water supply systems to support economic growth and improve living conditions.

Identification of Training Needs and Development Policy:

For Training Needs:

1. Conduct a training needs analysis: This involves assessing the current skills, knowledge, and competencies of employees to identify any gaps or areas for improvement.
2. Obtain input from employees and managers: Solicit feedback and input from employees and their managers to understand their training needs and goals.
3. Review performance evaluations: Analyze employees' performance evaluations to identify areas where additional training could enhance their performance.
4. Stay updated on industry trends: Keep track of trends and developments in the industry to identify any new skills or knowledge that employees may need to stay competitive.
5. Regularly communicate with departments: Regularly engage with department heads and supervisors to understand any specific training needs within their teams.

For Development Policy:

1. Establish a learning culture: Foster a culture that values continuous learning and professional development for all employees.
2. Provide ongoing training opportunities: Offer a variety of training programs, workshops, seminars, and conferences to address the identified training needs.
3. Encourage self-directed learning: Support employees in pursuing their own learning opportunities, such as online courses or industry certifications.
4. Mentorship and coaching programs: Establish mentorship or coaching programs to provide guidance and support for employees' career development.

5. Performance-based development: Link development opportunities to employee performance and career goals, ensuring that training is aligned with individual and organizational objectives.
6. Career progression opportunities: Offer opportunities for career advancement and progression to motivate employees to continually develop their skills and knowledge.

What can be easily done in day to day life for developing skills.

Active Reading: Instead of passively going through texts, actively engaging with the material by asking questions, making connections, and reflecting on the content can enhance understanding.

Critical Thinking: Developing critical thinking skills involves analyzing and evaluating information objectively, questioning assumptions, and considering multiple perspectives.

Seek Different Sources: Exposing oneself to a variety of sources and perspectives helps in gaining a more comprehensive understanding of a topic or issue.

Reflective Journaling: Maintaining a journal to record thoughts, ideas, and reflections can aid in deepening one's understanding and making connections between different concepts.

Dialogue and Discussion: Engaging in conversations and discussions with others allows for the exchange of ideas, challenges assumptions, and can lead to new insights.

Mind Mapping: Creating visual representations of concepts or ideas can enhance understanding by mapping out relationships and connections between different elements.

Practice Critical Listening: Actively and attentively listening to others promotes understanding by capturing important details and being open to different viewpoints.

Conclusion:

Organizations that invest in training and development are seen as employers of choice. This helps attract top talent and enhances the organization's reputation in the industry. In conclusion, training and development programs are essential for organizations to remain competitive and succeed in the rapidly changing business landscape. They improve employee skills, engagement, performance, and overall organizational effectiveness.

Creating a supportive and inclusive work environment where employees feel valued and appreciated can also foster their willingness to utilize their skills and abilities to achieve their aspirations. Most people are interested in promoting their career graph. This is because career advancement often comes with numerous benefits such as higher salary, greater job satisfaction, increased job security, and new opportunities for learning and growth. Additionally, a successful career graph can also help individuals gain recognition and status within their professional field.

Overall, investing in the continuous development of managers' knowledge, skills, and abilities is crucial to prevent them from becoming obsolete. This can be achieved through various means, such as training programs, workshops, seminars, mentoring, and encouraging continuous learning.

Effective communication allows for better decision-making, workplace collaboration, and employee engagement. Establish a culture that promotes open and honest communication. Encourage managers to share information, ideas, and concerns openly. This creates a positive environment for discussions and problem-solving.

Ensure that all employees have equal access to development opportunities and that the selection process is transparent and fair.

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"Study to understand E-Commerce and its Scope with special reference to FMCG sector"

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Abstract

The study will provide different opportunities and strategies that can be recommended to the business organizations in FMCG sector for promoting E - commerce. Also suggestions can be given to FMCG companies for the better implementation of E – Commerce plans. This study will give idea to different firms for carrying out various E - Commerce plans and activities. This study will also highlight the need of integrating E - Commerce with different channels of trading and business transactions. This will also help in understanding the various opportunities and threats in the field of E – Commerce for companies in FMCG sector. Availability of infrastructure helps in increasing the use of E - commerce among consumers. Thus this study can also highlight the need of different tools and schemes for better implementation of E – Commerce. This study will help in finding the relation between different demographic factors and use E – Commerce. Thus it will be helpful in giving new dimension towards consumer buying decision for FMCG products.

Keywords: E commerce, Future of E commerce, E commerce in FMCG, Scope of E Commerce.

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Introduction

Innovation is the need of the hour. The world is changing fast and it is changing for better. Marketing is being done for past many years in one or the other way and it has also seen many innovative changes. These changes were as per the need of the hour and likes and benefits of the consumers. The present world is now dependent on digital or electronically working tools. The world is increasingly digital. A single search engine retrieves over 115 million web pages with the word digital in it, an increase from 35 million just two years earlier. (Hanson, W and Kalyanam, K, 2007) Organizations and customers, both are now equipped with computers and use high speed internet service. This change in technology had created new gateways of one-to-one customer relationship as well as mass population reach. The 21st century has seen boom in use of internet.

Internet is playing an important role in day to day activities of people. People are connected to internet for work purpose, for social purpose, for personal use, for entertainment, for knowledge or sometimes they just Google around on internet. In India, internet users have crossed a remarkable number. Thus there is a great opportunity for tapping internet as a channel of communication and distribution for different business firms. The internet is likely to replace traditional distribution and communication channels and evolve as a channel with much potential.

This has given rise to electronic commerce (popularly known as E - Commerce). With large population using internet and benefits of technology there is a huge opportunity for growth of

E – Commerce. E - Commerce can also improve consumer effectiveness by providing them



convenience to search information, evaluate, and purchase the products. Through E - Commerce the firms can make use of different image, text, audio and visual tools to enhance consumer learning and help consumers choose products that can best satisfy their needs. E - Commerce provides more efficiency and effectiveness than traditional channels of business transactions at the convenience of home. E - Commerce provides best environment for information search and purchase of products and this is an important characteristic that differentiates E - Commerce from traditional business transactions. Consumer is able to sit in front of a terminal and search the net and examine the information on goods. Consumers can also choose any time to visit website to search and purchase products. (Henry, C. et al. 2009)

Firms can reach out to a wide audience through E - commerce. If we examine the ratio of cost to the reach of the target audience, we will find that E - commerce is inexpensive or less expensive than many other traditional methods. E - Commerce is such a medium which allows the consumers to research and to purchase products and services conveniently. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly. Importance of E - commerce also lies in its interactive nature. Now organizations can easily track their customers and reach them, whereas customers can now evaluate and compare their product and services more efficiently. E - Commerce has lots of Flexibility, which is in terms of available options such as various websites, emails, forums, blogs and articles for transactions of a product or service. It also facilitates to choose a media type within video, audio, textual or image. It provides accurate data such as number of viewers or visitors and that to with specifications that include details about demographic such as area, age, interest group etc. E - Commerce helps the business firms in targeting consumers with accuracy and efficiency. Importance of anything cannot be ignored and an organization knows

that well. E - Commerce is soon becoming a vast and efficient way of reaching consumers with low cost and large numbers. This is attracting different business firms to promote their product and services to customers through E - commerce.

Research Methodology

Objective of Study

To know future prospects of E - Commerce in FMCG sector.

Tenure of study: Study will be carried out by collecting data from different business firms in FMCG sector and dealers. Also data will be collected from different firms doing business through E - Commerce. This data will be collected for last 10 years, From April 2002 to March 2012.

Scope of Study

- ✓ The basic scope of this study is for the benefits of the entrepreneurs, individuals and FMCG industry with benefits to other industries also.
- ✓ This will help entrepreneurs and SHGs by providing opportunities for starting E - Commerce activities for their products and services.
- ✓ Individuals will be getting opportunity to gain information about products, compare them, and make decisions for purchase etc, simply by sitting in the comfort of their homes with help of E - Commerce.
- ✓ Information technology plays a key role in building linkages. It can be used by local people and consumers to bring about transparency and increased access to information.

Limitations of the study

Drawing from a single industry - Drawing from a single industry is a major limitation of the study. Although E-commerce for many industries has much in common, each industry has its own special characteristics in terms of product/service complexity, distribution

channels, automation levels, price elasticity etc. Drawing only from a single industry limits the generalization of findings.

Restricted Participation of FMCG/ E-Commerce player - The small number of participating companies limited the generalization of findings across the Indian E-commerce industry. Perhaps more participation would have enhanced the generalization of results.

REVIEW OF LITERATURE

E – Commerce can broadly be defined as “Any form of business transaction in which the parties interact electronically rather than by physical exchanges of documents or direct meetings amongst officials.” (C. S. V. Murthy, 2002). It is also defined as “ E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals. (Nisha Chanana and Sangeeta Goele, 2012). There are many categories like automobiles, shares, real estate, travel, tourism, and hotels etc that are dealing in e – commerce. There is still large scope in India for e – commerce due to its large geographical area and vast population. However there are barriers like payment collection, vendor management, logistics, taxation etc. (Waghmare G T, 2012). Busy lifestyles, rising standard of living, education, availability of wide range of product etc are increasing use of e – commerce in India. E-commerce market in India was worth about \$2.5 billion in 2009. It rose to \$8.5 billion by 2011 thus depicting a definite surge in the last two years. (Nisha Chanana and Sangeeta Goele, 2012). Globally, the online shopping industry is growing at 8 to 10 % annually, however, its growth in India is approximately 30% annually (Sharma, 2011).

Amin and Amin (2010) argued that online shopping grown in India like a mushroom, and it is well accepted for different products and services like computer products, automobiles,

travel products, investment products, clothing, flowers, books and music because technological advances, changed perceptions of the corporate world, convenient and customized offering by companies, availability of software and various search engines.

Types of E-Commerce:

B2B: This is known as Business to Business e – commerce. In this type of e – commerce there is business transaction between one business firm and other business firm. In this type a manufacturer is selling or doing business transaction with its distributors or wholesalers or retailers etc. Pricing is based on quantity of order and is often negotiable.

B2C: This is known as Business to Consumer e – commerce. In this type of e – commerce there is business transaction between Business firms selling to the consumers directly through shopping cart software. Here there are no middlemen involved and there is direct dealing between consumer and manufacturer, for example futurebazaar.com which is online purchase website of future group.

C2C: This is known as Consumer to Consumer e – commerce. In this type of e – commerce there is business transaction between individual who wants to sell and individual who wants to buy. Websites offering free classifieds for such purpose are there, for example olx.com

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) this all are forms of ecommerce that involve transactions with the government—from procurement to filing taxes to business registrations to renewing licenses. (Waghmare G T, 2012).

Cost Effectiveness

If we examine the ratio of cost to the reach of the target audience, we will find that E -

commerce is inexpensive or less expensive than many other traditional methods. Internet retailers do not invest in brick-and-mortar storefronts or require inventory at multiple locations. (Hanson, W and Kalyanam, K, 2007). If you take the example of banking industry as stated by Staffan Hultén et al. (2002) customer co-production often entails an important value creation potential in addition to possible producer cost and consumer price savings. Such value creation may take place both from the consumers' and the producer's point of view. In the case of Internet banking, the cost savings come from reductions among teller personnel, and fewer bank branches. Some of these savings are passed on to Internet bank customers in the form of lower fees and better

interest terms. In addition, consumer value is created in Internet banks by the ability of Internet banks to offer 24-hour banking, higher degree of privacy in banking, an increased sense of control and perhaps also positive feelings related to being a "modern" person. One example of how Internet banking can create value for the bank is by allowing it to live up to institutional demands on what a modern bank should be. Providing Internet banking also builds up a customer base, experienced users who, if satisfied with the service, can recruit and teach potential new users. Interaction with the first users, such as through problem-solving, also enables the bank to learn and improve its services.

The New Cost-Benefit Equation of Internet Banking

	Producer	Client
Cost/price savings	Personnel, offices, etc.	Lower fees, lower interest rates, etc.
Value creation	"Image" benefits, higher client retention, learning,	Flexibility, more privacy

Source: Staffan Hultén et al. (2002)

The creation of an Internet bank is a major undertaking for most banks. The banks are confronted with a new competitive situation in which the old cost advantages and customer relations are changing. But there exist opportunities for incumbents in such turbulent markets. They can for example use their historical market position to move to markets where the advantage is more sustainable.

Conclusion

There is a growing awareness among the business community in India about the opportunities offered by e-Commerce. Safe and secure payment modes are crucial too along with the need to invent and popularize innovations such as Mobile Commerce. The other reports available on India Reports are on retail, outsourcing, tourism, food and other emerging sectors in India.

Rapidly increasing Internet user base Technology advancements such as VOIP

(Voiceover-IP) have bridged the gap between buyers and sellers online. The emergence of blogs as an avenue for information dissemination and two-way communication for online retailers and E-commerce vendors

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“Study to understand factors important for Effectiveness of E-commerce”**Dr. Altaf Abdul Latif Shaikh**, Software Engineer, Decision Minds India Pvt. Ltd.**Dr. Sunil S Dhanawade**, Director, Dr. D. Y. Patil Centre for Management and Research,
Pune.**Abstract:**

The FMCG industry of India prompted with steady growth from the wide of use E-commerce technologies. This chapter explores the effectiveness of E-commerce in FMCG sector and attitudes of consumers towards E-commerce usage. It is required to figure out the factors associated with consumers like age, education level, the standard of living and their adequate computer literacy. As Indian consumers became more viable to the use of E-commerce tools and innovative technologies, the future of FMCG is foreseen from the online shopping attitude of the Indian consumer. Accelerating growth in the E-commerce industry and internet penetration of India decide the future of FMCG.

Review of Literature:

Hahn and Kauffman (2003) measured and compared the effectiveness of electronic commerce website designs. Estimating the effectiveness of Electronic Commerce website design is very significant one, yet greatly complex issue of E-commerce retailers. The e-commerce retailers' success pivots to a huge range on the capability of the E-commerce industry in order to give a best website, e-commerce retailers required to steadily observe effectiveness of their internet-based storefronts. Present techniques for the estimation of website designs don't provide practical signifies for solution to this issue. The researchers have developed a technique for estimating and measuring the e-commerce website designs' effectiveness, which provides a creative technique to evaluating the e-commerce websites' effectiveness on the enduring basis. The researchers have concluded with a ramshackle of theoretical and practical contributions of this article, according to considerations and caveats in applying this technique.

Pawar (2014) studied the effectiveness of online marketing on incorporated marketing communication. The research has concluded that customers trust in over one medium to improve their brand-related knowledge. It signifies that they utilize the combination of different sources for creating final purchase decision. According to traditional sources, they greatly depend on recent advertising tool that is online marketing. The research has also shown that major reason for increasing significance of online advertising is the rising literacy regarding internet between people. The researchers have determined that internet is really beneficial by which they may serve their different purposes mostly online shopping, social networking and media sharing (music, video, and photo). This effectiveness of internet has made stronger their propensity of being online.

A research conducted by Stevens (2014) to estimate the effectiveness of legal frameworks of e-commerce. This article has got started to examine the root cause of the issues that African nations with respect to their operative legal frameworks of e-commerce. The research has shown that certain African nations had domestic legislation with regard to e-commerce, whereas some other has defined e-commerce legislation. It has been suggested that law enforcement members and agents of the administration, who are alleged with the task of creating and enforcing modifications to the legislation correspondingly, which need to be made clear and set aside abreast of growths in the region of e-commerce as links to their roles to ensure advance development of more safe legal framework for the success of e-commerce.

El Gawady (2005) determined the impact of electronic commerce on both developed and developing nations. As E-commerce is quickly increasing in the US; to the contrast, it is entirely different in Egypt. Though, e-commerce is assumed an important tool for the growth of the Egyptian financial system. Trade through the internet hasn't been rapidly adopted in Egypt as there are many obstacles, which have alleviated e-commerce to take off correctly. This may be very essential in outlining significant problems, increasing awareness and confidently proposing action plans and solutions in order to implement solutions for impending issues. As well,

there is a great deal to be attained from collaboration and trade of practices and expertise across borders by the rest of the Universe.

Highlighting factors important for effectiveness of E-commerce:

According to IBEF Report (2017), e-commerce industries such as Amazon is intensification their trade in FMCG zone, through locating their platform store as forefront providing to drive product sales on a daily basis. Foremost players of customer products have a strong distribution system in rural region of India; they also rest to achieve from the involvement of technological progresses such as e-commerce and internet to superior logistics. Godrej is concentrating more on rural marketplace for domestic insecticides section. Presently, Godrej reports for around 25 % of the domestic insecticides sales from the rural regions FMCG marketplace size are likely to touch 220 billion US dollars by the year 2025. Indian customers are greatly adoptable to novel and creative products. For example, there has been a simple acceptance of flavored yoghurt; gel based facial bleach; sugar free chyawanprash; drinking yogurt; men's fairness creams; and cuppa mania noodles. Indian as well as multinational FMCG players may manipulate India as a planned sourcing center for cost-competitive product growth and manufacturing to furnish to global markets.

As said by PWC Report (2015) new technologies like virtual walls and virtual mirrors will further assist to enhance the retail consumer experience, thus motivating higher consumption. E-Commerce copes with the trading of products and services or broadcasting of data or funds, over the internet as an electronic platform. Self-owned catalog is a model in which the e-commerce player owns the catalog. The model offers superior post-purchase consumer experience and satisfaction. It also gives smoother functions because of ready information on the catalog, place, supply chain and deliveries, efficiently leading to improved control over the catalog. In the perspectives of this report, there is a humongous prospective for e-commerce industries due to the increasing interest user base and enhancements in technology.

Aggarwal (2017) presented a brief report on the rising trends in the Indian FMCG sector. FMCG indicates to "Fast Moving Consumer Goods". These may be either commoditized (such as sugar, pulses, and glycol) or branded. Many industries can proclaim to be FMCG sector as the indications of market dominators with various factors include:

- i. Long-standing pricing power i.e., capability to rise costs (ITC).
- ii. Brand recall for products like Marico, Pidilite, Asian Paints and so on.
- iii. Negative operating capital, for instance, HUL (Hindustan Unilever Limited) because of consumer advances.
- iv. Lesser ticket size differentiates them from customer durables such as laptops, phones and bikes.

The rising trends in FMCG sector include:

- Negative impact of cashless economy's on non-urban consumption
- Driven or aggregator model in food
- Penetration of E-Commerce supported by GST with Demonetization
- Regulatory framework
- Concentrate on health and taste
- The demise of traditional marketing
- Return to Ethnic or Indian styles
- Food parks develop into the new SEZs or IT parks
- Farm to divide SMEs thrive after APMC Limitation
- Cooperatives persist to dominate

Though, this report has made a great job of extrapolating current trends to increase an alarm indication to the viewers (that can drive them into the arms of BCGs for the impact analysis etc), the business atmosphere is radically varying that can drive these suggestions invalid.

PWC Report (2013) has presented the perceptions in FMCG innovation. FMCG market in India is competitive, mature and jam-packed with global and local brands. In this FCMG marketplace, innovation is very critical for following insights:

- i. FMEG insights towards 'Market' include: creating new avenues for sales as well as profits; remaining competitive; dynamic growth by ingoing new categories by relevant innovation; rising market share; moving towards marketplace domination positions in brand share, category share and overall FMCG market distribution; and increasing product and category dissemination.
- ii. FMCG perspectives towards 'Customer' include: generating products, which satisfy the developing tastes, needs and preferences of customers; increasing the share of wallet from present consumers; and achieving new consumers.
- iii. Insights towards 'Product' in introducing new products and maintaining the product portfolio.
- iv. FMCG insights towards 'Channel' include: leveraging new distribution channels to increase revenue and penetration (for instance, multi-channel, Omni-channel and social media).

Kanoria (2016) discussed about effectiveness of E-Commerce in FCMG market of India. Indian FMCG sector has been raising at a dynamic pace due to growing income levels, increasing internet penetration, varying customer lifestyle and increasing e-commerce marketplace. At present, the FMCG industries have moved their focus on Electronic Commerce because of the rising mobile internet penetration, globally. Food and Beverages section has the smallest shares in E-Commerce market of India; though, because of change in customer shopping habits and considerable growth has been observed in pay for food and beverages by online channels. The trades of FMCG by E-Commerce medium have been rising because of increasing sales of Smartphone leading to grow in the amount of mobile internet customers and the rate of internet penetration in the nation that developed from around 10 to 25 percent between the year 2014 and 2015. Online shopping has appeared very quick in current years. E-Commerce websites like Flipkart, Amazon and Grofers are creating the FMCG products gladly obtainable to the customers in India.

PWC Report (2016) has deeply dived into the strategy reforms that needed to generate an '*Ease of running Business*' network in the retail sector, E-Commerce space and FMCG. Together with this report has analyzed different Laws and Acts, which require some reformation of their strategies to motivate the development of these sectors. There are several key technology trends, which may influence the peak line in the Retail and FMCG sector as follows:

- Interconnectivity
- Customer pleasure and individualization in control

India has appeared as the most attractive investment goals in the universe with quick industrialization, considerable swing in the demographic prototype and rising disposable incomes. Between the key suppliers in this development story have been customer-centric industries like E-Commerce, Retail and FMCG sector.

BCG Report (2015) has noticed that FMCG constantly delivered better shareholder returns when compared to other sectors. E-Commerce will reveal exponential growth and also it can report to the extent that 10 to 15 percent of sales in the selected categories. Many FMCG industries are vague on the stance and the opportunity to obtain. Depending upon the trajectory, they need to go behind the digital maturity curve; FMCG companies may succeed with digital by following three moves include:

- i. Influencing digital customers and developing deeper customer relation and support;
- ii. Generating a profitable Electronic Commerce business; and
- iii. Digitizing their core functions.

These three moves would require to be supported through recasting old world abilities for the digital universe and generating entirely new ones.

KPMG Report (2015) has identified that FMCG Company discussions in India have resulted in suggestions and particular action points for the different stakeholders of these industries to deal with the challenges and

opportunities across five extensive themes. Key between these suggestions is the early passage of GST Bill (Goods and Service Tax), Rehabilitation, the Land acquisition and Resettlement Bill and the generation of nodal ministry for retail sector in accordance with conceding as a company status. It has been believed that execution of these suggestions were helped Indian retail and FMCG sector to attain growth i.e., sustainable in long-standing, while shifting beyond customer demand as the significant source of growth. In India, the multifold developments in internet penetration, united with ever-increasing objectives of Indian customers have modified the retail backdrop, particularly with meteoric increase of E-Commerce. Integrating technology is the greatest opportunity for the retail and FMCG sector in order to scale their relation and reach, both between customers and in supply chain, delivering higher value by resultant effectiveness in the value chain.

Conclusion:

This paper draws attention to the literature accessed that was of relevance to understanding factors important for effectiveness of E Commerce for FMCG products in Pune region. This paper first discusses about the E-Commerce and FMCG in India. After that this paper explained the factors that influencing use of E-Commerce. Together with it provides detailed description on effectiveness of e-commerce in FMCG sector in India. Finally, this paper presents clear vision on future prospects, challenges and opportunities of E-Commerce in FMCG sector, especially in Pune region. It is expected that this attempt will provide useful perspectives to the researchers.

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