

Anekant Education Society's
**Anekant Institute of Management
Studies (AIMS), Baramati**

One Day

14th National Conference 2024

Hybrid Mode

On

**“Value Driven & Techno- Powered Governance
in Science, Socioeconomic & Management”**

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Anekant Education Society

Anekant Education Society is established in 1961 under the able guidance of Late Shri Fulchandji Gandhi, Education Minister of the Former Hyderabad State. The founder President of the Society Late Shriman Seth Lalchand Hirachand Doshi, founder President of Premier Automobiles Ltd., and Walchand Group of Industries was determined on attracting the best talent to institutions operating under the auspices of AES. The society has chosen the Jain concept of "Siddhirnekantat" and "Anekantvad" in the nomenclature of the Society. The Society started Undergraduate Programs in Baramati in the year 1962. The college eventually was renamed as Tuljaram Chaturchand College. In a span of about 5 decades of its presence, Anekant Education Society has touched upon the lives of almost every household in and surrounding areas of Baramati.

Anekant Institute of Management Studies (AIMS), Baramati

Anekant Education Society has added another feather to its cap by starting AIMS to provide MBA course. AIMS is certainly working beyond excellence in all the accreditations, affiliations and Certifications of the nominated authorities. The initiative is to develop management professionals with a view to excel in the corporate world as well as take it to new heights. The need is to nurture the talents and hone their skills which are achieved only through AIMS. Since its inception, AIMS is providing quality education and in a period of few years the Institute has made its mark on academic, cultural and social environment of Baramati.

About the 14th National Conference

Scope of the Conference: Techno - Powered, Social, Economical & Environmental transforming education and educational institutions beyond recognition. Therefore, it is impossible to be ignored! The proposed National Conference shall explore what value is and why is it important for educators. Further, the future generation of society, teachers and students will be focused on learning by doing. In such a scenario, leveraging Science, Socio-economic, Environmental & Management to facilitate the education ecosystem.

Objectives of the Conference:

1. To discuss various Techno-Powered, Socio-Economic, Environmental & Management possibilities that will shape the future governance.
2. To discuss the challenges to adapt changing technology.

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From AES President's Desk

Dear Participants,

Greetings from Anekant Education Society's Anekant Institute of Management Studies (AIMS) Baramati. I heartily congratulate the AIMS team for consistently organizing 14 National Conferences in series since its inception. AIMS has always catapulted on issues pertaining to society and industry by virtue of conferences. In continuation to the same, the theme of this conference covers the ethical aspects of governance in Science, Socioeconomics, and Management.

Strengthening the ethical and moral values in governance is fundamental for fostering trust, accountability, and transparency in administration. Integrating ethical principles which contributes to the development of a responsible and responsive governance is critical for promoting society's well-being.

I believe the preceding context has made the present National Conference extremely engaging by attracting intellectual discussions as well as paper presentations. I wish all the success to the organizing committee, resource persons, and delegates.

With Warm Regards,

A handwritten signature in black ink, appearing to be 'J. Shaha', with a long horizontal line extending to the right.

Shri. Jawahar M. Shaha (Wagholikar)

President,
Anekant Education Society, Baramati



From AES Secretary's Desk

Dear Scholars,

I am happy to know that AIMS is organising the 14th National Conference on Value Driven & Techno Powered Governance in Science, Socioeconomic and Management. The topic chosen for the conference is a great endeavour to understand the role of values and technology in strengthening the process of governance.

Industry is moving from Management by Objectives (MBO) to Management by Values (MBV) with more emphasis on values and principles in the process of governance. Technology is playing an increasingly vital role in modern governance, transforming how governance operate and interact with stakeholders.

The thoughtful deliberations of industry persons, academicians, research scholars and students at this juncture will surely unleash the new dimensions of the theme.

My best wishes to all the stakeholders of this intellectual congregation.

Shri. Milind R. Shah (Wagholikar)

Secretary,
Anekant Education Society, Baramati



From the Desk of Secretary, AIMS

Dear Friends,

It is with great pleasure; that I welcome the delegates and guests to the 14th National Conference 2024 in hybrid mode. As mentioned in the tagline, AIMS is always aiming beyond excellence and created the benchmark in management education by virtue of innovative practices. The upcoming 14th National Conference is adding another feature to our cap. In spite of being located in a rural area, AIMS has always held high for extraordinary contributions to the society and industry.

The present conference is leaping forward the legacy of the institute and paving a path for stockholders to deliberate on the issue pertaining to Value based and Techno powered Governance.

I am sure that the keynote speakers, researchers, and participants will develop new conceptual model based on theme of the conference. Wishing a great success to this conference.

A handwritten signature in black ink, appearing to read 'Dr. Harshvardhan Vhora'. The signature is stylized and written over a light blue horizontal line.

Dr. Harshvardhan Vhora

Secretary,
AIMS, Baramati



Preface

Professional Greetings!!!!!!

Continual, Consistency Conquered

Dear fellow members, researchers, scholars, academicians, students and all our well-wishers you are most welcome to our 14th National Conference on,

'Value Driven & Techno-powered Governance in Science,
Socioeconomic & Management'

We made this conference very students friendly and ease in learning process by virtue of conference on HYBRID mode. Our strong continual and consistence planning and efforts, made us to inaugurate 14th national conference in continuity of 14 years Institute Anniversary. Indeed, a monumental work by the team of AIMS.

AIMS good will has reached in PAN India. We have accepted only quality research papers 36, which has received from across India, namely Tamil Nadu, Maharashtra, Karnataka, Kerala etc. This made our Institutes great milestone in the research field.

If we see seriously into today's scenario the Value Driven & Techno-powered Governance in Science, Socioeconomic & Management really is need of hour. Our learned faculty with deep contemplation from the source arrived this title of the 14th national conference.

The blue-print of 14th National Conference very minutely executed by Prof. Dr. S.V. Khatavkar Convener, with the hierarchical heads of, Review & editing led by Prof. Dr. D. P. More, Prof. Dr. A.Y. Dikshit and Prof. Dr. Smita S. Khatari. Presentation led by Prof. Dr. Piriti Hanchate, Registration led by Prof. Dr. Manisha Vhora, Designing and Printing led by Prof. Dr. P. V. Yadav, Master of Ceremony - Anchoring led by Prof. Anuradha Kadam, Social Media led by Prof. S.S. Jadhav, Technical led by Prof. Dr. T.V. Chavan & Prof. Hemraj Giri

The entire hospitality was rightly at its place headed by Mr. Vijay Shinde, O.S, Mrs. S.M. Beldar, Accountant, Mr. Uday Gardi, Librarian and all the non-teaching staff were live wires for the effective happening of conference.

Please watch out on last page of this proceeding for the next year 2025 conference details

Hope to have great learning and Food for Thought.
Our Pleasure...

Dr. M.A. Lahori
Director, AIMS, Baramati.

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STUDY OF UPCOMING TRENDS IN ONLINE RENTAL SERVICES: INNOVATIONS, CHALLENGES AND FUTURE DIRECTIONS

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ABSTRACT

This research paper examines the current landscape and upcoming trends in online rental services, focusing on innovations, challenges, and future directions. It seeks to understand how technological advancements and changing consumer behaviors are shaping the evolution of online rental platforms across various sectors. Online rental services have transformed various industries, from accommodation and transportation to fashion, equipment, healthcare, home appliances, home décor, furniture, electronic, pet animal rentals etc. This paper reviews the evolution of online rentals, analyzes emerging trends driven by technological advancements and changing consumer behaviors, discusses key challenges such as regulatory issues and trust concerns, and explores future directions for the industry. By synthesizing existing literature and industry insights, this paper aims to provide a comprehensive understanding of the dynamics shaping the future of online rental services globally.

Keywords: *Rental Services, Consumer Behavior, Technological Advancement*

Introduction: The concept of renting goods and services online has experienced significant growth in recent years, driven by technological advancements and shifts in consumer preferences towards access over ownership. Online rental platforms have disrupted traditional business models across various sectors, offering convenience, cost-efficiency, and sustainability benefits to consumers. This paper explores the evolution of online rental services, identifies current trends, discusses innovations transforming the industry, examines challenges faced by rental platforms, and proposes future directions for growth and development. As internet usage became more widespread in the 1990s, it laid the groundwork for online transactions and peer-to-peer communication. This enabled the early platforms to connect renters and owners directly. Advancements in internet technology, secure payment gateways, and digital communication tools facilitated the development of online rental platforms. These technologies reduced barriers to entry and enabled scalable business models. Changing consumer attitudes towards ownership and consumption played a crucial role. The desire for cost-effective alternatives, sustainability concerns, and a preference for access over ownership drove people to explore rental options online. Entrepreneurs recognized the potential of the sharing economy early on. Platforms like eBay (founded in 1995) and Craigslist (founded in 1995) allowed individuals to rent or sell items directly, paving the way for peer-to-peer rentals. Early successes in specific industries, such as Netflix with DVD rentals and later streaming, demonstrated the viability of online rental services. These successes encouraged entrepreneurs to explore other sectors like

clothing (Rent the Runway), lodging (Airbnb), and even tools and equipment. A cultural shift towards experiences over possessions and an increasing awareness of environmental sustainability further boosted the appeal of rental services. This shift in mindset supported the growth of platforms offering access to goods and services without the burden of ownership. Over time, legislative bodies adapted to accommodate the sharing economy. Regulations and laws were adjusted to provide legal frameworks for rental transactions, addressing concerns around liability, taxation, and consumer protections. The early adoption and growth of online rental services were driven by a combination of technological innovation, changing consumer behaviors, entrepreneurial initiative, and regulatory adaptation. These factors collectively fostered an environment conducive to the rapid expansion of rental platforms across various industries.

The expansion of online rental services into different sectors has been a transformative trend, driven by consumer demand for affordability, convenience, and sustainability. Airbnb pioneered the short-term rental market, allowing individuals to rent out their homes or spare rooms to travelers. VRBO (Vacation Rental by Owner) similarly offers vacation rental properties. Ride-sharing platforms like Uber and Lyft revolutionized urban transportation by providing on-demand access to rides. Car rental platforms such as Turo expanded this concept to longer-term rentals directly from car owners. Rent the Runway popularized the concept of renting high-end fashion and designer clothing for special occasions or everyday wear. Le Tote offers a subscription service for clothing and accessories. Platforms like Borrow and

Fat Llama allow users to rent tools, equipment, and gadgets from individuals or businesses, providing access without the upfront costs of ownership. Babyscripts offers remote monitoring devices for pregnant women, while various platforms facilitate the rental of medical equipment like wheelchairs, hospital beds, and mobility aids. Feather offers furniture rental with options for delivery, assembly, and pickup. Rent-A-Center provides rental services for furniture, appliances, electronics, and other household items. Grover allows users to rent electronics such as smartphones, laptops, and cameras on a monthly basis. Lumoid offers a similar service with a focus on photography and videography gear. The expansion of online rental services into diverse sectors reflects a growing trend towards a sharing economy model that prioritizes access over ownership. This trend is driven by technological advancements, changing consumer behaviors, and a shift towards more sustainable consumption practices.

Mobile technology, IoT (Internet of Things), AI (Artificial Intelligence), and machine learning have played pivotal roles in shaping and enhancing online rental services across various sectors. Mobile apps have made it convenient for users to browse, book, and manage rentals on-the-go. This accessibility has significantly increased user engagement and transaction volume. Mobile devices enable location-based services, facilitating local rentals and enhancing logistics for delivery and pickup of rented items. Apps utilize push notifications to update users on rental status, promotions, and other relevant information, improving customer engagement and retention. IoT devices can track the location and condition of rented items in real-time, ensuring better inventory management and reducing the risk of loss or theft. IoT sensors can monitor the usage and performance of rented equipment, enabling predictive maintenance to ensure items are in optimal condition for users. In the case of home rentals, IoT devices can provide smart home functionalities like keyless entry, temperature control, and security monitoring. AI algorithms analyze user preferences and rental history to offer personalized recommendations, improving user experience and increasing rental conversions. AI can optimize pricing based on demand, seasonality, and other factors, maximizing revenue while offering competitive rates to users. AI-powered chat-bots and virtual assistants provide 24/7 customer support, handling queries, booking modifications, and troubleshooting efficiently. Machine learning models can detect and prevent fraudulent activities such as identity theft or misuse of rental services, ensuring secure transactions. Machine learning algorithms analyze historical data to forecast demand for rental items, allowing platforms to optimize inventory levels and availability. Machine learning enhances operational processes such as route optimization for deliveries, resource allocation, and inventory management, reducing costs and improving service

efficiency. Continued advancements in AI and IoT will likely lead to greater automation in rental services, reducing manual intervention and enhancing service agility. AI will continue to refine personalized recommendations and user experiences based on deeper insights into individual preferences and behaviors. IoT integration will expand to include more smart devices, offering enhanced functionalities and control over rented items. Mobile technology, IoT, AI, and machine learning are integral to the evolution and growth of online rental services, driving innovation, efficiency, and customer satisfaction in diverse sectors.

Literature Review: Stacy H. Lee and Ran Huang stated that Collaborative consumption, often referred to as the sharing economy, have gained significant attention in recent years due to its potential to offer sustainable and cost-effective alternatives to traditional consumption patterns. Within this context, online fashion renting has emerged as a niche but promising segment that allows consumers to rent clothing items rather than purchasing them outright. Innovation Diffusion Theory suggests that the adoption of new technologies or practices is influenced by several factors, including relative advantage (perceived benefits of adopting the innovation compared to current alternatives), compatibility with existing values and practices, complexity (ease of use), trialability (ability to experiment with the innovation), and observability (visibility of the innovation's benefits). While collaborative consumption practices have seen exponential growth, online fashion renting remains relatively underexplored in the academic literature. The application of theories such as TRA and Innovation Diffusion provides a robust framework for understanding the motives behind consumer engagement with online fashion renting. This review highlights the importance of sustainability, perceived benefits, and social influences in driving the adoption of online fashion rental services, paving the way for future research and practical implications in the fashion industry

Haochen Ding and Jinghong Sun explained that the global housing management sector is undergoing significant transformation due to the proliferation of digital innovations introduced by PropTech start-ups. These innovations aim to streamline property management processes, enhance tenant experiences, and optimize operational efficiencies for property owners and managers. The systematic review of scholarly articles from 2018 to 2022 reveals that digital interventions introduced by PropTech start-ups are reshaping the dynamics of housing management in Scotland. Themes such as automation, digitization of management processes, and brokerage-based functions highlight the transformative potential of PropTech in optimizing operational efficiencies and enhancing tenant experiences. This study contributes

to the evolving landscape of Scotland’s housing market by guiding policymakers and IT designers in leveraging digital innovations to create more efficient, transparent, and inclusive housing management systems

As per the FATbit technologies report the launch of eBay in 1995 marked a significant milestone in the evolution of online marketplaces. It provided a platform where individuals could buy and sell goods directly to each other, bypassing traditional retail channels. This model disrupted traditional notions of commerce and facilitated a more decentralized approach to market transactions. The evolution of online marketplaces like eBay exemplifies the transformative impact of technology on commerce. From its inception in 1995 to the present day, online marketplaces have revolutionized how goods and services are produced, exchanged, and consumed globally. The dynamic interplay between supply, demand, and human behavior underscores the resilience and adaptability of online commerce in meeting the needs and preferences of modern consumers.

IMARC Group in his report narrated that the online clothing rental market has emerged as a viable alternative to traditional retail, offering consumers access to a wide range of clothing styles without the need for ownership. This market segment has gained traction due to changing consumer preferences towards sustainability, affordability, and fashion diversity. The market segmentation by clothing styles includes Western wear, Ethnic wear, and others (casual wear, formal wear, and sportswear). Western wear dominates due to its global appeal and versatile styling options, while Ethnic wear caters to specific cultural and ceremonial needs. Other styles cater to niche segments such as active wear and seasonal fashion trends. The online clothing rental market continues to evolve, driven by consumer demand for sustainability, affordability, and fashion diversity. The segmentation by clothing styles, end users, price range, end-use sectors, business models, and regions provides a comprehensive framework for understanding the market dynamics and strategic opportunities. This literature review informs stakeholders, including industry players, policymakers, and investors, about the evolving landscape of the online clothing rental market and its potential for growth from 2024 to 2032.

Akash S, Mehroof, Able Sobichan and Srinivas R derived that Peer-to-peer (P2P) rental models have gained popularity within the sharing economy, enabling individuals to rent out their underutilized assets to others. This model not only promotes resource efficiency but also fosters community engagement and economic empowerment. Current P2P rental platforms often face challenges such as trust issues between users, inconsistent quality of goods, and limited scalability. These limitations hinder the widespread adoption of P2P rentals and

pose barriers to sustainable growth within the sharing economy. Researchers have proposed various models to address these shortcomings, focusing on enhancing user trust, improving service quality, and optimizing operational efficiency. These models incorporate innovative technologies such as blockchain for secure transactions, AI for personalized recommendations, and IoT for asset tracking. The development of RECO exemplifies a promising new model for online peer-to-peer rentals of goods, grounded in the principles of the sharing economy and sustainability. By addressing the shortcomings of existing models and aligning with global sustainability goals, RECO sets a precedent for future innovations in collaborative consumption platforms. This literature review highlights the transformative potential of P2P rentals in promoting resource efficiency, community resilience, and environmental stewardship, positioning RECO as a frontrunner in the evolving landscape of sustainable business practices.

Mara Ferreri & Romola Sanyal in his research founded that the emergence of disruptive digital platforms has profoundly impacted housing geographies worldwide. These platforms, driven by algorithms and corporate interests, are reshaping how housing is accessed, managed, and governed across different global contexts. The term 'digital informalisation' proposes a new framework to understand how digital platforms are fostering opaque and sometimes discriminatory practices in housing governance. Unlike traditional informal housing studies, which focus on physical and regulatory aspects, digital informalisation examines how digital technologies mediate and exacerbate inequalities in housing. The concept of digital informalisation sheds light on the transformative impact of digital platforms on housing geographies. By revealing the hidden mechanisms of digital governance in rental housing, the paper underscores the need for interdisciplinary research and policy interventions to address emerging challenges and promote equitable housing outcomes globally.

Vijay Kumar et al. elaborated that the increasing global population and improving living standards have amplified consumption in textiles and apparel, posing challenges in resource management, waste reduction, and environmental sustainability. Renting-based CCBMs offer a solution by promoting 'usership' over ownership, thereby reducing the environmental impact associated with fast fashion. By investigating renting characteristics and their implications, the study aims to assist rental companies in making informed strategic and operational decisions. These decisions may include optimizing rental product offerings, improving logistics and distribution networks, and enhancing customer satisfaction through tailored rental services. The literature review highlights the significance of renting-based collaborative consumption business models in addressing challenges related to textile and apparel

consumption. By analyzing renting characteristics and conducting simulations, the study contributes valuable insights to rental companies, enabling them to optimize operations and strategically navigate the evolving market dynamics.

The report given by Fortune business insights, the furniture rental service market has emerged as a viable alternative to traditional furniture ownership, offering flexibility and cost-efficiency to both residential and commercial customers. This market segment has witnessed significant growth due to changing consumer preferences, economic factors, and sustainability considerations. Furniture rental services encompass a variety of materials including wood, plastic, metal, glass, and others. Each material type offers distinct advantages in terms of durability, aesthetic appeal, and suitability for different applications. Understanding consumer preferences and market demands for specific materials is essential for strategic business planning. The furniture rental service market continues to evolve as a dynamic sector within the broader furniture industry. The literature review provides a comprehensive overview of market trends, segmentation by material and application, the impact of COVID-19, regional dynamics, and strategic implications for industry stakeholders.

Axiom equipment group in the one report says that equipment rental industry plays a crucial role in providing businesses and individuals with access to a wide range of machinery and tools without the need for ownership. This sector has experienced significant growth and transformation, driven by technological advancements, changing consumer preferences, and economic factors. One of the pivotal trends identified in the equipment rental industry is the adoption of digital platforms. Rental companies are increasingly leveraging digital technologies to streamline operations, enhance customer experiences, and optimize asset utilization. Digital platforms facilitate online bookings, real-time tracking of equipment, predictive maintenance, and data-driven decision-making. The literature review highlights five pivotal trends reshaping the equipment rental industry: adoption of digital platforms, emphasis on sustainability, expansion of rental offerings, rental-as-a-service model, and focus on safety and compliance. These trends underscore the industry's evolution towards efficiency, innovation, and customer-centric solutions, positioning equipment rental companies for continued success in a dynamic market environment.

Anna Bjorklund et al. The design of a web application plays a crucial role in shaping user perceptions, including perceptions of trustworthiness. Elements such as color scheme, fonts, and layout contribute to the overall user experience and influence user trust in the application's reliability, security, and credibility. The literature review underscores the critical role of design elements—color scheme, fonts, and layout—in shaping perceived trustworthiness in web

applications. The study's findings contribute valuable insights into how specific design choices influence user perceptions and provide practical recommendations for designers and developers to enhance trust in their applications. This review synthesizes current research and empirical findings to illustrate the nuanced relationship between design elements and perceived trustworthiness in web applications. It serves as a foundation for further exploration and application of design principles to optimize user trust and satisfaction in digital interfaces.

Ravi Kant Sahu et. al. through his research says that Online platforms for property transactions have revolutionized the real estate industry, offering convenience, accessibility, and a wide range of options for buyers, sellers, and renters. These platforms facilitate transactions through digital interfaces, providing tools for property search, comparison, and management. In conclusion, the literature review provides a comprehensive overview of online platforms for property buying, selling, and renting, highlighting consumer needs, challenges, comparative studies of platforms, and recommended features for renting platforms, survey-based conclusions, and future directions. It underscores the importance of user-centered design and continuous innovation in meeting the evolving demands of the real estate market through digital solutions.

Amika Mehta et. al. explained that the online rental platforms have gained significant popularity due to their convenience, cost-effectiveness, and sustainability benefits. These platforms enable users to rent products temporarily instead of purchasing them outright, offering flexibility and access to a wide range of items from furniture and electronics to cars and tools. Applications like LeKeDe expand the scope of rental services by offering a diverse range of products including furniture, books, cars, clothes, accessories, fitness gadgets, and mechatronics. These platforms cater to a broad audience, including local residents seeking convenience and tourists looking for temporary solutions. The literature review provides insights into the evolving landscape of online rental platforms, focusing on applications like LeKeDe that offer a wide array of products for temporary use. By understanding consumer behaviors, technological advancements, market trends, and operational challenges, rental platforms can optimize their offerings and enhance user experiences.

The report given by Twice commerce is very helpful in the concept of the circular economy. It gives an insight on how online fashion renting services promotes sustainable practices by reducing waste and maximizing resource efficiency throughout the product lifecycle. It emphasizes principles such as designing for longevity, reusing materials, and recycling at the end of product life to minimize environmental impact. Technological advancements

play a crucial role in enhancing the operational efficiency and user experience of online clothing rental platforms. AI algorithms personalize recommendations, optimize inventory management, and predict consumer preferences, while IoT devices track inventory and improve logistics. The literature review provides an overview of the circular economy in fashion, focusing on the online clothing rental market as a sustainable alternative to traditional retail. By embracing circular economy principles and leveraging technological innovations, rental platforms can contribute to reducing fashion waste and promoting sustainable consumption practices.

Anna Monticelli and Mattia Costamagna stated that the apparel industry, particularly under the fast fashion business model, is known for its significant environmental impacts, including resource depletion, water pollution, greenhouse gas emissions, and textile waste. These impacts underscore the urgency for sustainable alternatives that reduce environmental footprint while meeting consumer demand. The circular economy advocates for sustainable practices such as product longevity, reuse, and recycling to minimize waste and maximize resource efficiency. Product-as-a-Service models, including clothing rental, align with circular economy principles by extending the lifespan of products and promoting a shift from ownership to access. The literature review highlights the environmental benefits of adopting a rental business model for formal dresses within the apparel industry. By extending product life cycles and reducing environmental impacts associated with production and disposal, rental models contribute to sustainable resource management and value creation. CATHAL COFFEY et al. shows that the Rent regulations and stabilisation measures aim to address housing affordability challenges by controlling or stabilising rental prices. These policies are implemented to protect tenants from excessive rent increases and ensure housing affordability in high-demand areas. The literature review provides a comprehensive overview of rent regulations, microdata analysis of rental impacts in Ireland, development of macroeconomic rental models, and reflections on policy design. It underscores the importance of evidence-based policy making to address housing affordability challenges while promoting sustainable housing market conditions.

Elisa Arrigois his work explained that the fashion industry has been significantly impacted by megatrends accelerated by the Covid-19 pandemic, including shifts towards sustainable consumption, digital transformation, and changing consumer behaviors. Fashion retail companies are adapting their strategies to navigate these dynamic and competitive challenges. The literature review synthesizes current research, case studies, and empirical evidence to highlight fashion rental as a viable alternative channel in the fashion industry. By addressing sustainability concerns, meeting consumer preferences for

flexibility and variety, and fostering brand innovation, fashion rental services play a pivotal role in reshaping fashion retail strategies.

ÁdámOsztoivits according to his contribution the sharing economy represents a disruptive business model characterized by peer-to-peer sharing of goods, services, and resources facilitated through digital platforms. Companies like Airbnb, Uber, and Couch surfing have transformed traditional industries by leveraging technology to facilitate transactions between providers and consumers. The future trajectory of sharing economy companies is influenced by technological advancements, regulatory landscapes the literature review underscores the transformative impact of sharing economy companies on global markets, highlighting their rapid growth, economic significance, and disruptive potential. Despite challenges and regulatory hurdles, these companies continue to redefine traditional industries, stimulate innovation, and shape future business environments.

Taylor Brydges et al. stated that the platform economy has transformed industries by facilitating peer-to-peer transactions and disrupting traditional business models. Fashion rental platforms emerged as a prominent segment within this economy, offering consumers access to luxury and designer apparel without the need for ownership. Increasing awareness of environmental impact and desire for experiential consumption fueled adoption of rental services. Platforms like Rent the Runway and Le Tote expanded their offerings to cater to diverse consumer segments seeking fashion flexibility, regulatory frameworks addressing consumer protection, labor rights, and environmental sustainability in the platform economy. The literature review provides insights into the transformative impact of the COVID-19 pandemic on fashion rental platforms within the platform economy. By examining short-term challenges, adaptive strategies, and broader societal implications, this review contributes to understanding how platform-based businesses navigate crises and shape future research agendas.

Objective of the study

1. To investigate and analyze the upcoming trends, innovations, challenges, and future directions in the online rental services.
2. To identify key technological advancements, consumer behaviors, regulatory issues, and other factors shaping the evolution of online rental services.
3. To give insights into the potential opportunities and challenges for stakeholders in the online rental services.

Research Methodology: The objective of this study is to comprehensively describe and analyze upcoming trends, innovations, challenges, and future directions in online rental services. This study adopts a descriptive research design to systematically

document and analyze current trends and innovations in the online rental industry. Data for this study were collected through a comprehensive review of existing literature, including academic journals, industry reports, white papers, and reputable online sources related to online rental services. Primary sources include scholarly articles, industry reports, conference proceedings, and other relevant publications focusing on the advancements and challenges within the online rental sector. The study acknowledges limitations in the availability and scope of literature, which may impact the comprehensiveness of the analysis of upcoming trends in online rental services.

Current Trends in Online Rental Services: Rental platforms are diversifying into new product categories beyond traditional items like clothing and electronics. This includes furniture, home appliances, sports equipment, and even experiences like event spaces and luxury cars. Subscription-based rental services are gaining popularity, offering consumers the flexibility to access a variety of items for a fixed monthly fee. This model appeals to users looking for cost-effective and hassle-free alternatives to ownership. There's a growing emphasis on sustainability within the rental economy. Renting helps reduce consumption and waste, aligning with consumer preferences for eco-friendly practices. Platforms are increasingly promoting the environmental benefits of renting. Advancements in AI, machine learning, IoT, and blockchain are enhancing the rental experience. AI-driven personalization, IoT-enabled asset tracking, and blockchain for secure transactions are becoming standard features, improving efficiency and trust. Peer-to-peer rental platforms continue to thrive, enabling individuals to monetize their underutilized assets. This trend extends beyond personal items to include services and even shared spaces like co-working offices. Some platforms are adopting hybrid models that combine traditional rentals with peer-to-peer listings or subscription services. Partnerships with brands or influencers also help expand product offerings and reach new audiences. Rental marketplaces and aggregators are consolidating offerings across multiple categories into single platforms. This simplifies the rental process for consumers and increases visibility and accessibility for rental providers. Platforms are investing in user-centric design and seamless interfaces to enhance the rental journey. This includes intuitive mobile apps, personalized recommendations, and responsive customer support via AI-powered chatbots. In response to global health concerns (e.g., COVID-19), rental platforms have implemented stringent health and safety protocols. This includes enhanced cleaning procedures for rented items and contactless delivery options. There's increasing regulatory scrutiny on online rental services, particularly concerning consumer protection, data privacy, and compliance with local regulations. Platforms are adapting to ensure legal compliance and build trust with users.

The Market Landscape: Dominated by platforms like Airbnb, VRBO (Vacation Rental By Owner), and Booking.com, offering short-term rental options ranging from apartments and homes to unique vacation stays. Ride-sharing services such as Uber and Lyft provide convenient access to transportation, while platforms like Turo enable peer-to-peer car rentals, expanding options beyond traditional car rental companies. Rent the Runway and Le Tote lead the fashion rental segment, offering designer clothing and accessories for rent through subscription models or per-item rentals. Feather and Rent-A-Center cater to consumers looking to rent furniture, home appliances, and electronics, providing flexibility and affordability without the commitment of ownership. Platforms like Fat Llama and Borrow facilitate the rental of tools, equipment, and gadgets, serving both individual and business users seeking access to specialized items on-demand. Companies like Agiliti and Hillrom offer medical equipment rental services, supporting healthcare providers with flexible access to devices like hospital beds, wheelchairs, and patient monitoring systems. Grover and Lumoid specialize in renting out electronics such as smartphones, laptops, cameras, and audio equipment, appealing to tech enthusiasts and professionals seeking the latest gadgets without upfront costs. Consumer preferences in the online rental services sector are influenced by several key factors that shape their decision-making process and overall satisfaction. Here are some of the prominent factors driving consumer preferences. Consumers opt for rentals as a cost-effective alternative to purchasing expensive items outright, especially for goods that are infrequently used or depreciate quickly. Renting allows consumers to access higher-end products or services that might be financially impractical to own, offering value through flexibility and reduced financial commitment.

Accessibility: Online rental platforms provide convenient access to a wide range of products and services with minimal effort, often through user-friendly mobile apps or websites. Renting offers consumers the flexibility to choose items based on their current needs and preferences without long-term commitments, supporting a more dynamic lifestyle. Renting aligns with environmentally conscious consumer behaviors by promoting reuse and reducing the overall environmental impact of production and consumption. Consumers increasingly prefer rental services that contribute to a circular economy, where resources are used more efficiently and waste is minimized. Rental services provide access to a wide variety of products, enabling consumers to explore and experience different brands, styles, and functionalities without ownership constraints. Renting allows consumers to try out products before committing to a purchase, particularly for items like electronics, fashion, and home furnishings. Consumers prioritize platforms that ensure the quality and condition of rented items, including cleanliness,

maintenance, and functionality. Reliable rental services that deliver as promised and provide responsive customer support are preferred, fostering trust and satisfaction among users. Some consumers prefer peer-to-peer rental platforms that enable them to rent directly from individuals, fostering a sense of community and trust within the sharing economy. Rental platforms that partner with local businesses or independent providers may appeal to consumers looking to support smaller enterprises.

Innovations in Rental Platforms: Rental platforms utilize AI algorithms to analyze user data and behavior, offering personalized recommendations for products and services that match individual preferences and needs. This enhances user engagement and satisfaction by presenting relevant options upfront. IoT sensors and smart devices are integrated into rental items to provide real-time data on usage, location, and condition. This allows for proactive maintenance, optimized logistics, and enhanced security measures, ensuring items are always in top condition for renters. Blockchain technology is used to create transparent and secure transaction records, enhancing trust between parties in peer-to-peer rental platforms. It also facilitates smart contracts that automatically execute rental agreements based on predefined conditions. Many rental platforms are adopting subscription-based models, offering consumers the flexibility to access a wide range of products for a fixed monthly fee. This model appeals to frequent users and encourages long-term engagement with the platform. In sectors like fashion and home furnishings, virtual try-on and augmented reality (AR) technologies allow users to visualize how items will look in their space or on their person before renting. This reduces uncertainty and enhances the rental decision-making process. Machine learning algorithms analyze historical data and market trends to predict demand patterns. This enables rental platforms to optimize inventory levels, reduce stockouts, and improve overall supply chain efficiency. Rental platforms are investing in user-friendly mobile apps that provide seamless browsing, booking, and management of rentals on-the-go. Mobile technology enhances accessibility and convenience for users, driving higher engagement and usage. Rental platforms are increasingly focusing on sustainability by promoting the reuse and sharing of products. They educate consumers about the environmental benefits of renting versus owning, aligning with growing consumer preferences for eco-friendly practices. **Contactless Services:** In response to global health concerns, rental platforms have implemented contactless delivery, enhanced cleaning protocols, and health safety certifications. These measures reassure users and prioritize their well-being. Collaborations with other businesses or service providers enable rental platforms to expand their offerings. This includes bundled services, cross-promotions, and access to complementary products or

experiences, enhancing the overall value proposition for users.

Challenges in Online Rental Services: Ensuring the legitimacy of users and preventing fraudulent activities such as identity theft, fake listings, or misuse of rented items. Handling sensitive user data responsibly and complying with data protection regulations to maintain trust with customers. Ensuring that rented items are well-maintained, clean, and in good working condition between rentals. Verifying the authenticity and quality of products, especially in sectors like luxury goods or electronics. Managing logistics for timely delivery and pickup of rented items, especially in cases of large or bulky products. Optimizing inventory levels, tracking availability, and ensuring accurate listings to avoid overbooking or stockouts. Providing clear and prompt communication with users regarding rental terms, policies, and any issues that may arise. Offering responsive customer support to handle inquiries, complaints, and troubleshooting effectively, often requiring 24/7 availability. Adhering to regulations governing rental services, including tax implications, consumer protection laws, zoning ordinances (especially for short-term rentals), and health and safety standards. Addressing liability concerns for both renters and owners, particularly in cases of damage, accidents, or disputes. Facing competition from both traditional rental companies and emerging startups, necessitating differentiation through unique offerings, pricing models, or customer service. Overcoming technical hurdles related to integrating new technologies (such as IoT, AI, or blockchain) into existing platforms and ensuring scalability as user bases grow. Protecting platforms and user data from cyber threats, including data breaches and hacking attempts. Managing the environmental footprint of rental services, promoting sustainability through practices such as product reuse, recycling, and eco-friendly operations.

Future Directions and Opportunities: Looking ahead, the future of online rental services presents several promising directions and opportunities driven by technological advancements, shifting consumer behaviors, and global trends. Here are key areas of focus and potential opportunities. There's growing potential in renting medical devices, rehabilitation equipment, and healthcare aids as populations age and healthcare costs rise. Rental platforms can cater to businesses needing specialized tools, machinery, and equipment for short-term studies or seasonal demands. Further integration of AI for personalized recommendations, predictive analytics for inventory management, and automation of customer service interactions. Increasing use of IoT sensors for asset tracking, condition monitoring, and maintenance scheduling to optimize operational efficiency and user experience. Utilizing blockchain for secure transactions, smart contracts, and transparent record-keeping to build trust and facilitate peer-to-peer transactions. Expansion of subscription-based rental

services offering regular access to products across various categories, enhancing customer retention and revenue stability. Offering packages that combine rental items with complementary services (e.g., delivery, installation, maintenance) to provide added value and convenience. Emphasizing sustainability through product reuse, recycling programs, and carbon footprint reduction strategies to appeal to environmentally conscious consumers. Partnering with sustainable brands and promoting eco-friendly practices to differentiate and attract a green-minded customer base. Tailoring rental services to local preferences, regulations, and cultural norms to enhance relevance and acceptance in new markets. Seizing opportunities in emerging markets where access to affordable goods and services is driving demand for rental solutions. Expanding contactless delivery options and implementing stringent health and safety protocols to reassure users and adapt to post-pandemic consumer behaviors. Introducing remote monitoring capabilities for rented items, especially in sectors like healthcare and home appliances, to enhance user safety and satisfaction. Providing seamless experiences across online platforms, mobile apps, and physical touchpoints (e.g., pop-up stores, partnerships with retail outlets) to enhance accessibility and convenience. Fostering a sense of community among users through forums, reviews, and social engagement to build brand loyalty and advocacy. Staying abreast of evolving regulatory landscapes, particularly regarding data privacy, consumer protection, and taxation, to ensure legal compliance and mitigate risks.

Conclusion: This study has provided a comprehensive exploration of the upcoming trends, innovations, challenges, and future directions in the online rental services industry. The research began by examining current literature and industry reports to identify and categorize key trends shaping the landscape of online rental services. The analysis revealed several significant trends, including the increasing adoption of artificial intelligence and machine learning to enhance personalized recommendations and operational efficiency in rental platforms. The integration of Internet of Things (IoT) devices in rental products is also emerging as a transformative trend, offering new capabilities for tracking, maintenance, and user interaction. Alongside these innovations, the study highlighted notable challenges such as data privacy concerns, regulatory uncertainties, and the need for robust cyber security measures to protect user information and maintain trust in online rental platforms. Economic uncertainties and competitive pressures further underscored the challenges faced by stakeholders in navigating a rapidly evolving market. Looking ahead, the research discussed future directions for the online rental services industry. These include the potential for platform consolidation, partnerships with traditional industries, and the exploration of new

rental categories driven by changing consumer preferences and technological advancements. Moreover, the study emphasized the importance of sustainability initiatives and customer-centric strategies to foster long-term growth and resilience in the market. Online rental services have revolutionized consumer behavior and business models across various industries. By providing access to goods and services without the need for ownership, these platforms have tapped into a growing market of environmentally and economically conscious consumers. However, the industry faces challenges related to regulation, trust, and operational scalability. Looking ahead, innovations in technology, expanded market opportunities, and a focus on sustainability are expected to shape the future of online rental services. As the industry continues to evolve, it is essential for stakeholders to navigate these challenges and seize opportunities for growth and innovation. The future of online rental services is characterized by innovation, sustainability, and adaptability to changing consumer needs and technological advancements. By capitalizing on these opportunities and addressing potential challenges proactively, rental platforms can position themselves for continued growth, market leadership, and positive impact in the evolving global economy. This study contributes to the understanding of the dynamic nature of the online rental services industry and provides a foundation for future research and strategic planning in this rapidly expanding market.

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A CONCEPTUAL STUDY ON ENTERPRISE RESOURCE PLANNING : FUTURE NEXUS TECHNOLOGY IN ORGANIZATIONAL MANAGEMENT

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ABSTRACT

This paper delves into the conceptual framework of Enterprise Resource Planning (ERP) systems and explores their future nexus within organizational technology. ERP systems have become integral to modern businesses, offering integrated solutions for managing core business processes. As technology advances and organizational needs evolve, the role of ERP systems is expected to undergo significant transformations. This study aims to examine the current state of ERP systems, anticipate future trends, and analyze the potential impact on organizational technology. By synthesizing existing literature and expert opinions, this paper provides insights into the evolving landscape of ERP and offers recommendations for organizations to adapt to emerging trends..

Keywords: Enterprise Resource Planning, Organizational Technology, Future Trends, Integration, Digital Transformation, Organizational Management.

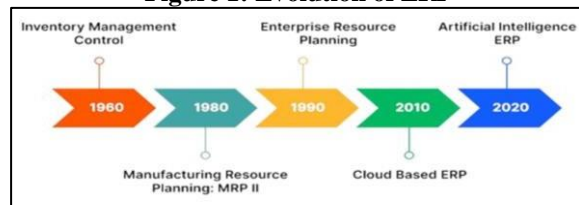
Introduction: Enterprise Resource Planning (ERP) systems have revolutionized the way organizations manage their resources and operations. These integrated software solutions provide a centralized platform for coordinating various business functions, including finance, human resources, supply chain management, and customer relationship management. Over the years, ERP systems have evolved from standalone software applications to comprehensive suites that facilitate seamless communication and data sharing across departments. As technology continues to advance at a rapid pace, the future of ERP systems holds immense potential for driving innovation and enabling digital transformation within organizations. This paper aims to explore the future nexus of ERP in organizational technology, focusing on emerging trends and their implications. (Turbide, 1999)

Review of Literature: Enterprise Resource Planning (ERP) is an integrated software solution designed to streamline and optimize business processes across various departments within an organization. It could be defined as: "ERP embodies a paradigm shift in organizational culture, catalyzing not only technological integration but also fostering a holistic approach to business operations. It serves as a catalyst for organizational change, aligning disparate functions towards a unified strategic vision, and empowering stakeholders to adapt and thrive in an ever-evolving business landscape." (Hossain et al., 2001)

The evolution of ERP systems can be traced back to the 1960s when early MRP (Material Requirements Planning) systems were developed to help manufacturers manage production processes. These systems evolved into ERP in the 1990s by Gartner Group with the integration of additional functionalities such as finance, human resources, and

inventory management. Today, modern ERP systems leverage cutting-edge technologies such as artificial intelligence, machine learning, and cloud computing to deliver enhanced capabilities and scalability. The shift towards cloud-based ERP solutions has enabled organizations to access real-time data, improve collaboration, and reduce IT infrastructure costs. (Chang & Gable, 2002).

Figure 1: Evolution of ERP



Source: Secondary Data

Current State of ERP Systems: In the present-day business landscape, ERP systems play a crucial role in streamlining operations, optimizing workflows, and facilitating data-driven decision-making. Organizations across various industries rely on ERP software to manage complex processes and gain a competitive edge.

Key features of contemporary ERP systems include modular design, customizable dashboards, mobile accessibility, and integration with third-party applications. Moreover, ERP vendors are increasingly focusing on user experience design and offering intuitive interfaces to enhance usability and adoption rates.

ERP Modules: ERP modules refer to the specialized components or subsystems within an Enterprise Resource Planning (ERP) system that cater to specific functional areas of an organization. While the exact modules can vary depending on the ERP vendor and

the industry, common ERP modules include(Ke & Wei, 2008):

1. Financial Management (FM): This module manages financial transactions, general ledger, accounts payable, accounts receivable, fixed assets, budgeting, and financial reporting.
2. Supply Chain Management (SCM): SCM modules handle procurement, inventory management, supplier relationship management, demand forecasting, and logistics to ensure efficient flow of materials and products through the supply chain.
3. Human Resource Management (HRM): HRM modules cover employee information, payroll, benefits administration, performance management, training, recruitment, and compliance with labor regulations.
4. Customer Relationship Management (CRM): CRM modules focus on managing customer information, sales automation, marketing campaigns, customer service, and support to enhance customer satisfaction and retention.
5. Operations Management (OP) : This module oversees production planning, scheduling, shop floor control, quality management, product lifecycle management, and manufacturing analytics to optimize manufacturing processes.
6. Inventory Management (IM): Inventory management modules track inventory levels, warehouse operations, stock movements, and replenishment strategies to ensure optimal inventory levels while minimizing carrying costs.
7. Study Management (PM): Study management modules assist in planning, scheduling, budgeting, resource allocation, task tracking, and collaboration for managing studys effectively.
8. Asset Management (AM): Asset management modules handle the lifecycle of physical assets, including maintenance, depreciation, tracking, and optimization to maximize asset utilization and minimize downtime.
9. Business Intelligence (BI): BI modules provide analytics, reporting, and data visualization tools to generate insights from ERP data, enabling informed decision-making and strategic planning.
10. Enterprise Performance Management (EPM): EPM modules support financial planning, budgeting, forecasting, and performance monitoring to align organizational goals with financial performance.
11. Quality Management (QM): Quality management modules ensure compliance with quality standards, track quality metrics, manage non-conformances, and support continuous improvement initiatives.
12. Compliance and Risk Management (RM): These modules help organizations adhere to regulatory requirements, manage compliance audits, mitigate risks, and ensure data security and privacy.

These modules collectively address the diverse needs of different functional areas within an organization, fostering integration and synergy across departments for improved efficiency and productivity.

Future Trends in ERP: Looking ahead, several trends are poised to shape the future of ERP systems and their integration with organizational technology. One such trend is the adoption of AI and machine learning algorithms to enhance predictive analytics and automate routine tasks. By leveraging data insights, ERP systems can anticipate demand patterns, optimize resource allocation, and improve forecasting accuracy. Additionally, the proliferation of Internet of Things (IoT) devices is expected to further augment ERP capabilities by enabling real-time monitoring of assets, inventory, and production processes. Blockchain technology also holds promise for enhancing data security and transparency within ERP systems, particularly in industries such as supply chain management and finance.(Chen, 2001)

ERP Lifecycle Stages: The ERP life cycle encompasses the stages involved in the implementation, maintenance, and evolution of an ERP system throughout its lifespan within an organization.(AlMuhayfith & Shaiti, 2020)

1. Initiation: The ERP life cycle begins with the initiation phase, where the organization identifies the need for an ERP system to address operational inefficiencies, support growth objectives, or streamline business processes. During this stage, stakeholders assess the feasibility of implementing an ERP solution and establish study goals and objectives.
2. Planning: In the planning phase, detailed study plans are developed to define scope, budget, timelines, and resource requirements for ERP implementation. Key activities include conducting requirements gathering, selecting an ERP vendor, forming an implementation team, and outlining a communication and change management strategy.
3. Design: The design phase focuses on configuring the ERP system to align with the organization's business processes and requirements. This involves customizing modules, defining data structures, mapping workflows, and integrating the ERP system with existing IT infrastructure and applications.
4. Development: During the development phase, customization and configuration of the ERP system take place based on the design specifications outlined in the previous phase. ERP modules are tailored to meet specific business needs, and data migration processes are implemented to transfer legacy data into the new system.
5. Testing: Testing is a critical phase where the ERP system undergoes rigorous validation to ensure functionality, performance, and usability meet stakeholder expectations. Various types of

testing, including unit testing, integration testing, and user acceptance testing, are conducted to identify and resolve any issues or discrepancies before deployment.

6. **Deployment:** Deployment marks the transition from development to production, where the ERP system is implemented and made accessible to end-users. This phase involves data migration, user training, system configuration, and finalizing deployment procedures to minimize disruption to business operations.
7. **Operation and Maintenance:** Once the ERP system is deployed, ongoing operation and maintenance activities ensure its stability, reliability, and performance. This includes monitoring system health, applying updates and patches, providing user support, and addressing any issues or enhancements that arise post-implementation.
8. **Optimization:** The optimization phase focuses on maximizing the value derived from the ERP system by continuously refining processes, improving system efficiency, and leveraging advanced features and functionalities. Organizations may conduct periodic reviews, performance assessments, and optimization initiatives to adapt the ERP system to evolving business needs and industry trends.
9. **Evolution:** As the organization evolves, the ERP system must evolve as well to remain relevant and aligned with changing business requirements. The evolution phase involves periodic evaluations of the ERP system's effectiveness, considering upgrades, expansions, or replacements to ensure it continues to support organizational growth and innovation.

By navigating through these stages of the ERP life cycle thoughtfully and systematically, organizations can maximize the benefits of their ERP investments and drive sustainable business success.

Implications for Organizational Technology: The evolving landscape of ERP systems presents both opportunities and challenges for organizational technology. On one hand, advancements in ERP technology can empower organizations to operate more efficiently, adapt to market dynamics, and innovate at a rapid pace. On the other hand, implementing and managing complex ERP systems requires careful planning, investment, and organizational change management. To harness the full potential of ERP systems, organizations must prioritize data governance, cybersecurity, and workforce training. Moreover, collaboration between IT departments, business leaders, and ERP vendors is essential for aligning technology initiatives with strategic objectives and driving digital transformation initiatives forward.

1. **Technology Selection:** (Ranjan et al., 2016) studied various classifications of these important ERP system screening process components and separated them into two categories: software-related and implementation-related. The most crucial software-related ERP selection criterion is the emphasis on ERP system functionality.
2. **Change Management:** (Hurt, 2011) applies a number of well-known concepts from the fields of information systems and management to the case study, including the systems development life cycle, the capability maturity model, the expectation concept, the value chain, and change management principles.

Conclusion: In conclusion, the future nexus of ERP in organizational technology holds immense promise for driving innovation, efficiency, and competitiveness. By embracing emerging trends such as AI, IoT, and blockchain, organizations can unlock new opportunities for growth and differentiation. However, successful implementation and integration of ERP systems require careful consideration of technological, organizational, and cultural factors. As organizations continue to navigate the digital landscape, strategic investments in ERP technology and cross-functional collaboration will be critical for staying ahead of the curve and capitalizing on the transformative potential of ERP systems.

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THE RIGHT TO DISCONNECT: A PATHWAY TO REDUCING STRESS IN THE MODERN WORKPLACE

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ABSTRACT

In today's interconnected world, the line between work and personal life has become increasingly blurred, leading to challenges related to constant connectivity. The emergence of the "Right to Disconnect" has become crucial in addressing these issues, particularly in terms of reducing stress among employees. This paper delves into the historical background, legal frameworks, and case studies surrounding this right to demonstrate its potential in alleviating workplace stress. Historically, the concept of work-life balance has evolved alongside technological advancements and societal changes. The onset of digital technology in the late 20th century transformed the landscape, blurring boundaries between work and personal time, resulting in heightened stress levels and burnout among workers. France set a benchmark in 2017 by mandating companies with over 50 employees to establish policies regulating after-hours communications, thus establishing the Right to Disconnect. Countries like Italy and Spain have followed suit, recognizing the importance of protecting employees from the constant demands of being "on call." Globally, various nations are adopting different approaches to the Right to Disconnect. Italy and Spain have enacted laws allowing employees to refuse work-related communications outside of regular working hours without facing repercussions. Additionally, companies like Volkswagen and BMW have implemented their policies to limit after-hours emails and messages, reflecting a commitment to employee well-being. In India, amidst a changing work landscape characterized by remote work and digital communication, discussions on the Right to Disconnect have gained momentum. While formal legislation has yet to be established, some companies are proactively embracing policies that align with this right, acknowledging the importance of mental well-being.

Research underscores the detrimental impact of constant connectivity on stress levels, with studies linking after-hours work to increased anxiety and depression among employees. Case studies have shown that implementing the Right to Disconnect can lead to decreased burnout rates, improved job satisfaction, and enhanced productivity among workers. Despite the evident benefits, challenges such as cultural norms, employer resistance, and lack of awareness hinder the formal establishment of the Right to Disconnect in India. Overcoming these obstacles necessitates a shift in organizational culture to prioritize employee well-being alongside performance metrics. In conclusion, the Right to Disconnect is a critical tool in mitigating workplace stress in the digital age. By setting clear boundaries and fostering a healthier work environment, organizations can enhance employee well-being, productivity, and job satisfaction. Advocating for policies that promote work-life balance is essential for improving overall workplace dynamics and benefiting both employees and employers.

Keywords: Rights, Employee Wellbeing, Stress, Work life Balance, Human Resource Practices.

Introduction: In an increasingly connected world, the boundaries between work and personal life have blurred significantly. The concept of the "Right to Disconnect" has emerged as a critical response to the challenges posed by constant connectivity. This paper explores the implications of this right on employee well-being, particularly in relation to stress reduction. By examining the historical context, legal frameworks, and case studies, this research aims to demonstrate how the Right to Disconnect can serve as a vital mechanism in alleviating workplace stress.

Historical Context

1. Evolution of Work-Life Balance: The concept of work-life balance has evolved over the decades, driven by technological advancements and cultural shifts. In the early 20th century, the focus was primarily on working hours and labor rights.

However, the rise of digital technology in the late 20th century introduced new challenges. The proliferation of smartphones and remote work capabilities blurred the lines between professional and personal time, leading to increased stress and burnout.

2. Recognition of the Right to Disconnect: The Right to Disconnect originated in France in 2017 when legislation mandated that companies with more than 50 employees must establish policies to manage after-hours communications. This legal framework aimed to protect employees from the negative effects of being perpetually "on call." Since then, other countries, such as Spain and Italy, have begun to adopt similar laws, highlighting a growing recognition of the importance of this right.

Legal Frameworks

1. **International Approaches:** The Right to Disconnect is gaining traction globally, with various nations taking different approaches. For example, in 2019, the Italian government enacted a law allowing employees to refuse communication outside working hours without repercussions. Similarly, in Spain, legislation mandates that workers should not be penalized for not responding to work communications outside their designated hours. These laws reflect a broader understanding of the impact of digital connectivity on mental health and work-life balance.
2. **Corporate Policies:** Beyond government legislation, many companies are implementing their own policies to support the Right to Disconnect. Organizations such as Volkswagen and BMW have adopted practices that limit after-hours emails and messages. These initiatives not only comply with legal standards but also demonstrate a commitment to employee well-being, fostering a healthier work environment.

Right to Disconnect Status in India: As the workplace continues to evolve in India, particularly with the rise of remote work and digital communication, the concept of the "Right to Disconnect" has gained attention. This right allows employees to disengage from work communications outside of regular working hours, aiming to improve work-life balance and reduce stress. However, the status of this right in India remains complex, with ongoing discussions about its necessity and implementation.

As of now, India does not have a specific law granting the Right to Disconnect. However, the discussion around it is gaining momentum, particularly in light of increasing concerns about employee mental health and well-being. The following points outline the current legal landscape:

1. **Existing Labour Laws:** India's labour laws, such as the Factories Act and the Shops and Establishments Act, focus primarily on working hours, overtime, and rest periods. However, they do not explicitly address the issue of disconnecting from work outside these hours.
2. **Proposed Regulations:** In late 2021, the Ministry of Labour and Employment proposed new codes that aim to modernize labour laws. These proposals include discussions about work-life balance and the potential for implementing a Right to Disconnect, although no concrete regulations have yet been established.
3. **Judicial Precedents:** Indian courts have recognized the importance of work-life balance in various rulings, emphasizing the need for fair working conditions. However, these rulings have not directly addressed the Right to Disconnect.

Workplace Practices: Despite the absence of formal legislation, some organizations in India are proactively adopting policies that align with the Right to Disconnect:

1. **Corporate Policies:** A number of Indian companies, particularly in the tech sector, are beginning to implement informal policies encouraging employees to limit after-hours communication. These initiatives reflect a growing recognition of the importance of mental health and employee well-being.
2. **Cultural Shifts:** The pandemic has accelerated discussions around work-life balance in India. Many employees now expect more flexible working conditions, prompting employers to reconsider their communication practices.

Challenges to Implementation: Several challenges hinder the establishment of a formal Right to Disconnect in India:

1. **Cultural Norms:** The traditional work culture in India often emphasizes long hours and constant availability. Changing these entrenched norms can be difficult.
2. **Employer Resistance:** Some employers may resist formalizing the Right to Disconnect, fearing that it could affect productivity or lead to misunderstandings about work commitments.
3. **Lack of Awareness:** Many employees may not be aware of the potential benefits of disconnecting from work, leading to hesitance in advocating for such policies.

Impacts on Employee Stress Levels:

1. **The Connection between Connectivity and Stress:** Research indicates a strong correlation between constant connectivity and increased stress levels. A study published in the "Journal of Occupational Health Psychology" found that employees who engage in after-hours work experience higher levels of anxiety and depression. The pressure to remain constantly available can lead to chronic stress, affecting both mental and physical health.
2. **Case Studies:** Several case studies illustrate the positive impact of implementing the Right to Disconnect on employee stress levels. For instance, a multinational corporation that adopted a policy prohibiting emails after 6 PM reported a significant decrease in employee burnout rates. Employees expressed feeling more empowered to manage their time, leading to improved job satisfaction and productivity. According to a study by MediBuddy and CII, three times as many Indian workers as the global average of 20% experience burnout, at 62%. This is ascribed to inadequate work-life balance and stress at work. The Indian software industry, where high levels of stress and burnout are frequent, is the subject of one of the most prominent case studies on work stress in India. The study found that because of the high pressure work environment and lengthy work hours, people in the software

business are more likely to experience work-related stress. According to the study, high levels of anxiety, sadness, and burnout were experienced by workers in the software business, which had a negative impact on job satisfaction and raised absenteeism. Numerous studies have examined the effects of workplace stress in India, including one from the Ministry of Health and Family Welfare. The study discovered that among Indian workers, stress at work played a significant role in the development of mental health conditions like anxiety and depression. The study also discovered that physical health was significantly impacted by work-related stress, with higher risks of obesity, heart disease, and sleep difficulties. An additional study conducted by the Indian Institute of Management Ahmedabad discovered that one of the main factors contributing to employee burnout in India was work-related stress. According to the study, workers who were under a lot of stress at work were more likely to become burned out, which reduced their productivity, increased absenteeism, and lowered job satisfaction. Another case study from a French tech company revealed that after implementing a Right to Disconnect policy, absenteeism due to stress-related issues decreased by 30%. Employees reported improved work-life balance, allowing them to engage in leisure activities and spend quality time with family, further reducing stress.

Challenges and Considerations

1. **Resistance to Change:** Despite the clear benefits, there are challenges in adopting the Right to Disconnect. Some employers may resist implementing such policies due to fears of decreased productivity or resistance from employees accustomed to a culture of constant availability. Overcoming these challenges requires a cultural shift within organizations to prioritize employee well-being alongside performance metrics.
2. **Implementation and Enforcement:** Effective implementation and enforcement of the Right to Disconnect pose additional challenges. Organizations must develop clear guidelines and communicate them effectively to all employees. Regular training and awareness programs can help ensure that both managers and employees understand the importance of respecting personal time.

Conclusion: The Right to Disconnect represents a crucial step towards addressing the growing problem of workplace stress in the digital age. By establishing clear boundaries between work and personal life, organizations can foster a healthier work environment that prioritizes employee well-being. As more countries and companies recognize the importance of this right, it is essential to continue advocating for policies that support work-life balance. The evidence

suggests that such measures not only reduce stress but also enhance overall productivity and job satisfaction, ultimately benefiting both employees and employers.

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A STUDY ON EMPLOYEE DEVELOPMENT WITH EFFECTIVE TRAINING

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ABSTRACT

This study was carried out in a clothing manufacturing company. To begin with literature review was conducted. The most recent developments in the training areas were studied. On this basis, the research objectives and design was decided. The data was then collected from factory workers and employees. Various demographic parameters were studied. The researchers analysed various factors, including the effectiveness of the training, skill improvement, and training needs at the respondent organisation. The findings suggest that training programs were necessary in accordance with the needs assessment. Based on this study, it is proposed that training programs should be implemented in accordance with the needs assessments, with regular updates and performance employment feedback on the training that will assist in the effectiveness assessment. The authors conclude that as the garment sector employs a labour-intensive workforce, early evaluation of training needs to be done and on this basis training programs need to be developed.

Keywords: Training effectiveness, Employee Development, Need Assessment.

Introduction: The study's goal was to look into Peppermint Clothing pvt. Ltd. Baramati's current training methods. To find out how satisfied the people who took part in the different training programs were with them. Peppermint Clothing Pvt. Ltd.'s history and the way things are now are explained in the business profile.

Research Methodology

1. Objective:
 - i. To understand the Demographic Profile of the employee at Peppermint Clothing Pvt. Ltd, Baramati.
 - ii. To know about the current situation of the training programs at Peppermint Clothing Pvt. Ltd, Baramati.
 - iii. To analyze the effectiveness of training programs at Peppermint Clothing Pvt. Ltd, Baramati.
2. Data Source: This paper utilizes both primary and secondary data.
3. Research Design: The researcher employs a descriptive research design for this study, as it delineates the characteristics of the research issue. The study will be descriptive in character and empirical in nature.
4. Data Collection: Data has been obtained from both primary and secondary sources as detailed below. Primary data was collected utilising methods such as questionnaires and personal interviews. Secondary data was obtained from websites. The study used a convenience sampling strategy. The sample size consisted of 50 respondents. Respondents completed by employees at Peppermint Clothing Pvt. Ltd. in Baramati. The data collection method and sampling unit may be included within the research methodology section.

5. Questionnaire was the research instruments employed in this study and secondary data was obtained from relevant websites.

Literature Review:

1. Ananthalakshmi Mahadevan et al. (2019) examined how training approaches affected Malaysian direct selling company employees' performance. Building a trained and educated workforce is one of the most critical things an organisation can do to stay in business and develop in a fast-paced business environment, according to researchers. This study investigated how on-the-job and off-the-job training affects employee performance. One-on-one and non-job-related training had standard coefficient beta values of 0.370 and 0.546, respectively, with a significance level of 0.000. The beta value showed that off-the-job training has a greater impact on employee success than on-the-job training.
2. Sumaiya Shafiq et al. (2017) discussed how training and development effect private Malaysian firm employees' performance. Employees are an organization's most significant asset and drive its success, say researchers. To boost employee success, teach them. Job enrichment, job rotation, on-the-job training, and off-the-job training were examined to determine how they affect private company workers' success. Job development was the only independent variable that positively affected employee performance, according to the study. The other independent variables did not affect employee performance.
3. Training and growth help employees perform better, according to Philipppian Ampomah (2016). The study examined how training and development affects staff performance at a

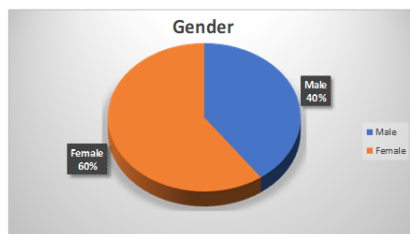
Ghanaian private college, Pentecost University College. Training and growth encourage workers and improve productivity at Pentecost University College, according to study. Pentecost University College committed to employee training and development. They also offered regular training to keep employees' skills fresh. The report recommended requiring all staff to complete training and growth.

4. Training and improving staff talents is the greatest method to use them, says Tarun Singh (2015). Training personnel and developing them at every level of management are called training and development, respectively. This study examined how Bharat Heavy Electricals Ltd. (BHEL) training and development initiatives affected worker performance. The survey indicated BHEL employees' job satisfaction. The 20-item average mean score was 3.62, 65.5% of attainable points. People like their pay and don't want to quit. The bosses and employees get along, and the workplace is nice. However, its policy, training programs, award system, and other vital areas need some modifications.
5. Ashikhube Humphrey Otuko et al. (2013) examined how teaching affected Mumia's Kenyan sugar workers' performance. The study investigated training needs. Impact of training material, review, and content alone on employee performance. Assessing training needs positively correlated with employee success. Thus, most respondents believed the training need assessment occurred before training. The results suggest that training material improves job performance significantly. If training material increases, so will performance. Employee work performance improved significantly with training evaluation improvement. If the correct evaluation criteria are applied, judging the training's material and procedures and comparing employees' knowledge, abilities, and attitudes to the standard could improve their work performance.

Data Analysis

Table No 1: RESPONDENT GENDER

Gender	Frequency	Percentage
Male	20	40
Female	30	60
Total	50	100

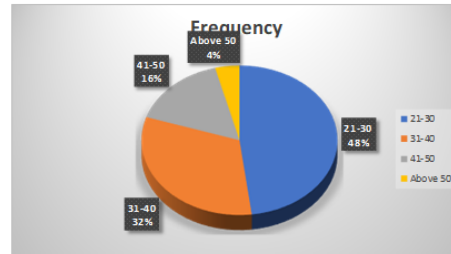


Source: Primary Data

Interpretation: It is found out that the majority of the employees working in an organization are female i.e., 60% and are in the minority i.e., 30% this is due to peppermint clothing is a manufacturing organization and female are physically more active.

Table No 2: RESPONDENT AGE

Age group	Frequency	Percentage
21-30	24	48
31-40	16	32
41-50	8	16
Above 50	2	4
Total	50	100

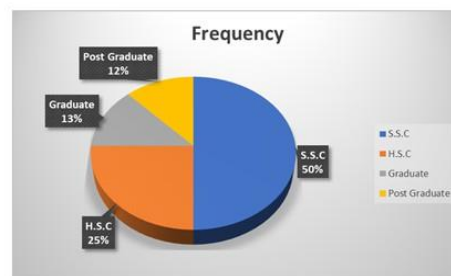


Source: Primary Data

Interpretation: From the graphs, it is found out that, organization have young employees in the majority as employees whose age group fall under 21-30 and 31-40 are 48% and 32% respectively.

Table No 3: EDUCATIONAL BACKGROUND OF RESPONDENTS

Education	Frequency	Percentage
S.S.C	20	40
H.S.C	10	20
Graduate	5	10
Post Graduate	5	2

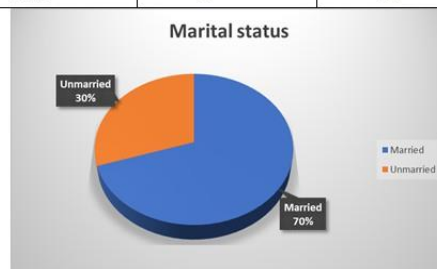


Source: Primary Data

Interpretation: 50% of the employees are S. S. C which indicates the employees are not well qualified and knowledgeable and 13% of the graduate employees.

Table No 4: MARITAL STATUSES OF RESPONDENTS

Married Status	Frequency	Percentage
Married	35	70
Unmarried	15	30
Total	50	100



Source: Primary Data

Interpretation: When it comes to marital status 70% of the employees are married and 30% of employees are unmarried.

Table No 5 TRAINING PROGRAMS CONDUCTED OR NOT

Organization	Frequency	Percentage
YES	38	76
NO	12	24
Total	50	100

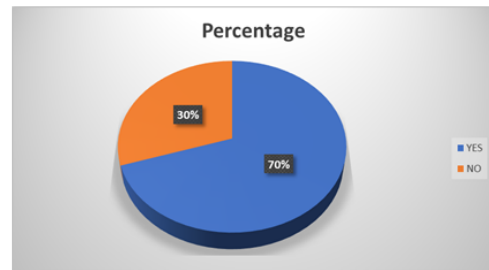


Source: Primary Data

Interpretation: It is proven that the organization conducts training, since 76% of respondents agree with the above statement so it is advantageous for both employees and organizations to enhance their performance.

Table No 9 Is Training Needs Analysis Effectively Done

TNA Effectiveness	Frequency	Percentage
YES	35	70
NO	15	30
Total	50	100

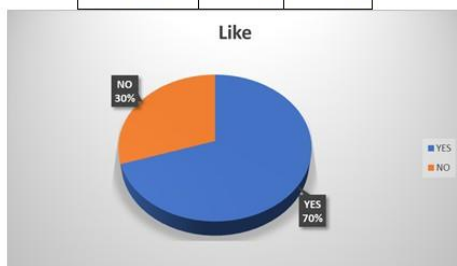


Source: Primary Data

Interpretation: No of respondents achieve Training Need Analysis i.e., 70% identifying the gap between employees training need and minority of respondents i.e., 30%.

Table No 6: Like Attending the Training program

Training Program	Frequency	Percentage
YES	35	70
NO	15	30
Total	50	100

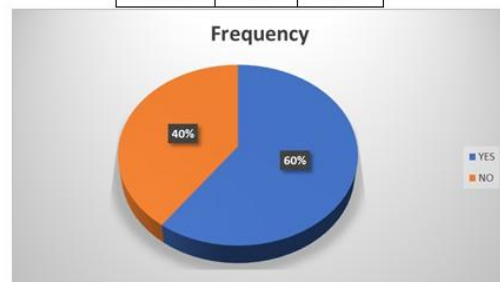


Source: Primary Data

Interpretation: It is proven that like the training program since 70% of respondents agree with the above statement.

Table 10: Does Training Lead to Skills Improvements

Organization	Frequency	Percentage
YES	30	60
NO	20	40
Total	50	100



Source: Primary Data

Interpretation: Majority i.e., 60% of employees agree skills are improved and minority of 40%.

Table No. 7 Need of Training

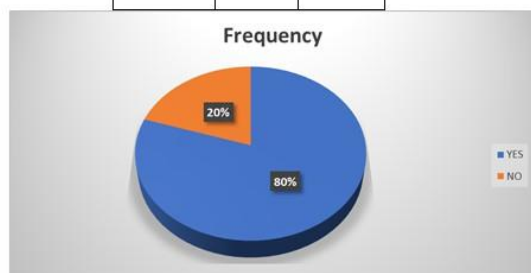
Organization	Frequency	Percentage
Learning	15	30
Enhancement	10	20
Knowledge & Skills	25	50
Total	50	100

Source: Primary Data

Interpretation: 50% respondent can understand the knowledge and skills about the training program.

Table No 11: Does Performance improve Post Training

Improvement	Frequency	Percentage
YES	40	80
NO	10	20
Total	50	100

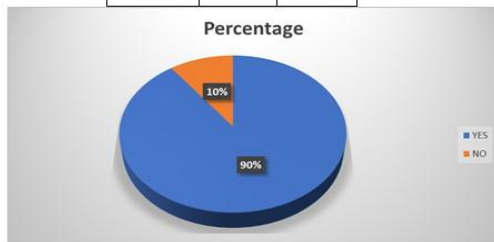


Source: Primary Data

Interpretation: No. Of respondent achieve improve their performance post training i.e., 80% and minority of 20%.

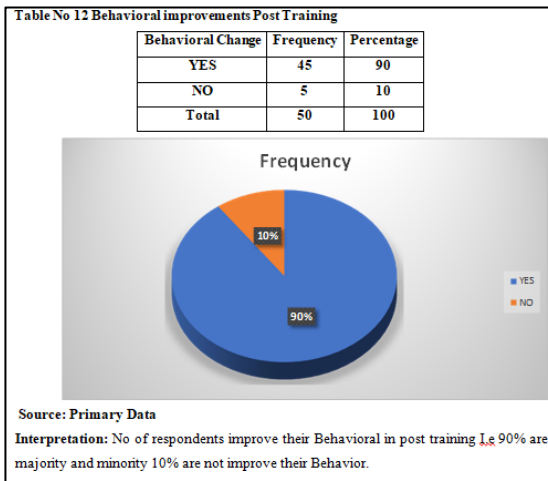
Table No. 8: Is Training Effective in achieving Improvement at Work

Effectiveness	Frequency	Percentage
YES	45	90
NO	5	10
Total	50	100



Source: Primary Data

Interpretation: Majority i.e., 90% of employees agree to training effectiveness and minority of i.e., 10% training helps learn gain new knowledge and skill.



Findings

1. Demographic profile indicates that females contribute more to the workforce. Majority of workforce belongs to age group of 21 to 30 years. But, only forty percent of the employees are S.S.C pass. This indicates a lack of qualifications and knowledge among them. The marital status study indicates that majority of the employees are married.
2. 76% respondents agree that trainings are regularly conducted in the organization. But, only 70% of them like to attend the training program. Furthermore, on 50% respondent actually feel that they gained the knowledge and acquired skills through the training program.
3. 90% respondent feel that the training is effective but feel out of these, 70% respondent are of the opinion that it is necessary to conduct training need analysis prior to scheduling of the training program. Table No 10, 11 and 12 indicate the Post training feedback of respondent as Skill improvement 60%, Performance improvement 80% and Behavioral Improvement 90%.

Suggestions: It is imperative that companies endeavour to guarantee that the training initiative is not just advantageous but also aligned with the organization's overarching strategy. As a result, it is critical that the company focus on identifying the precise domains where training needs have actually arisen. The organisational strategy should serve as the foundation for implementing training programs. Innovation in the sphere of technology is also necessary. Organisations must adapt to the rapidly changing technology landscape. Staying abreast with technology developments is crucial for enhancing efficiency and effectiveness. Regular updates to the wage structure are necessary to improve employee satisfaction. Given that a considerable proportion of employees remain unclear about their job duties, it is advised that training be given to them in a style that enhances their comprehension; in other words, training ought to be more practical.

Conclusion: Training and development are essential for enhancing employee performance because they give workers the opportunity to develop personally and contribute to the overall improvement of the workforce's level of expertise. This study was conducted to determine the extent to which Peppermint Clothing Private Limited's training and development programs had an impact on the performance of its staff members. Based on the findings of the study, it was shown that training and development have a significant influence on the work performance of employees. A good illustration of this is Peppermint Clothing Pvt. Ltd. Limit. Better performance, more production, and increased profits have been achieved by Baramati as a result of the training and development initiatives that the company has implemented. Additionally, there is positive feedback from employees regarding the career development and training opportunities that the company provides. It was their conviction that training and development not only assisted them in maturing as individuals but also motivated them to perform their tasks with a sense of enthusiasm. Because of the training that was provided to staff, there has been a reduction in employee absenteeism and turnover. The success of the business can be attributed to the implementation of formal training programs for both new and existing personnel, as well as reviews of the outcomes of these programs. In this manner, the business is able to validate that its staff members are acquiring knowledge and receiving assistance whenever they require it. Following an examination of the findings of the study, we have come to the conclusion that we should be more inventive in determining the origin of the training requirements that have been identified, and that the compensation structure ought to be modified on a regular basis.

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A STUDY ON INCREASED CRIMINAL TENDENCY AMONG INDIAN MINORS

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ABSTRACT

India is experiencing a surge in juvenile delinquency, posing significant challenges to societal norms, legal frameworks, and community safety. Factors contributing to this trend include socio-economic disparities, exposure to violence, media influence, and lack of support systems. Pune has seen an increase in juvenile delinquency, with 1,681 identified in criminal cases in the past four years. The Pune Police have focused on preventative and rehabilitation strategies, with Yerawada and Hadapsar divisions having the highest concentrations of juvenile offenders. In 2023, the Pune Police filed 102 Maharashtra Control of Organized Crime Act (MCOCA) proceedings against 650 defendants, with 69 being minors. The alarming rise in juvenile delinquency threatens the well-being of youth and raises questions about society's future. Critics argue that the Indian Penal Code and Motor Vehicles Act has been criticized for granting bail to a drunk boy who was later charged with culpable homicide not amounting to murder. Factors leading to minor delinquency include poverty, lack of education, dysfunctional families, peer pressure, media influence, urbanization and migration, substance abuse, lack of recreational opportunities, school environment, academic performance, inadequate law enforcement and justice system, and cultural factors. Stricter legislation is needed to limit the content of online platforms and ensure that age is not a determining factor in criminal release. The government and judiciary should take these cases seriously and enact appropriate rules and procedures for offenders, regardless of age.

Keywords: Juvenile delinquency, Crime, Legal Framework.

Introduction: In recent years, India has witnessed a concerning rise in criminal tendencies among minors. This phenomenon poses significant challenges to societal norms, legal frameworks, and the overall safety of communities. Factors contributing to this trend include socio-economic disparities, exposure to violence, the influence of media, and a lack of effective support systems. As minors increasingly engage in serious offenses—from theft and drug-related crimes to violent acts—understanding the underlying causes and implementing preventive measures has become imperative. Addressing this issue requires a multi-faceted approach that involves education, community engagement, and reform in juvenile justice policies. The alarming rise in juvenile delinquency not only threatens the well-being of the youth but also raises questions about the future of society as a whole.

Juveniles Delinquency in Pune since 2021: Pune has seen an increase in the number of juveniles involved in criminal cases; in the past four years, 1,681 have been recognised. The focus of the police is on preventative and rehabilitation strategies. The topic of children involved in criminal proceedings has garnered attention in the wake of the May 19 Porsche accident that claimed the lives of two techies and involved a juvenile. According to police data, 1,681 minors have been classified as "children in conflict with law" in over 1,061 crime cases that were filed in the city between May 22, 2024, and 2021, throughout the last four years. In 2021, Yerawada division recorded 179 of the largest numbers of minors

detected in 121 cases, out of the 519 juveniles engaged in 336 incidents throughout the city. In 2022, it was discovered that 342 incidences involving 544 minors had occurred throughout the city. The Hadapsar division also had the most kids engaged in 139 cases, at 204. Likewise, in 2023, 228 cases involved 449 children, with the biggest number of juveniles—148—found in the Hadapsar division in 98 cases.

According to police records, from May 22 to May 29, 2024, 169 minors were discovered to have been involved in 95 crimes around the city, with 41 of those cases involving Yerawada division. Juveniles are involved in more serious crimes than only small ones, according to officials. In 2023, the Pune Police filed 102 Maharashtra Control of Organised Crime Act (MCOCA) proceedings against 650 defendants in the city; sixty-nine of the defendants were minors. According to the data, Zones 4 (Yerawada) and 5 (Hadapsar) in the city have the highest concentrations of juvenile offenders, suggesting that these locations are specific hotspots for young engagement in criminal activity.

Heinous Crimes by Juvenile: The accident in Pune took place in the early morning on May 19. The Board's decision to grant the youngster bail on the same day while asking him to write an essay on road accidents drew massive criticism on social media. The youngster, son of a real estate developer, was drunk at the time of the accident, police claimed on May 20. A case was registered against him under section 304 (culpable homicide not amounting to murder) of the

Indian Penal Code and sections of the Motor Vehicles Act. A group of friends were returning on motorbikes around 3.15 am on Sunday after a party when a speeding luxury car hit one of the motorcycles at Kalyani Nagar junction. The two riders — Anis Awadhiya and Ashwini Costa — died of their injuries. Minors killed one by throwing a stone on his head for not paying for drinking alcohol. The incident took place on Friday (9th) in Ramtekdi area near Hadapsar. Wanwadi police have detained six minors in this case. The murdered person has been identified as Raju Shivsharan (age 36, resident of Ramtekdi).

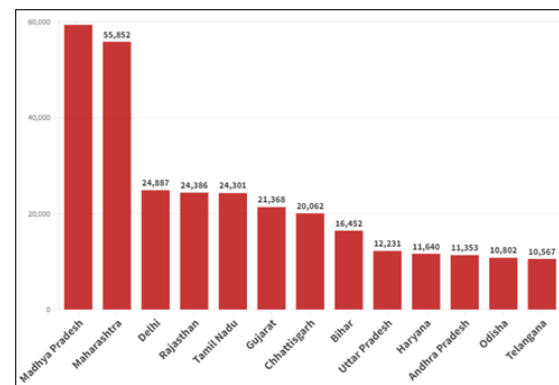
An argument took place over the minor cause of shock. A shocking incident has taken place in Bhosari area where six minors beat up a youth and killed him due to his anger. The incident took place at Shantinagar in Bhosari on Saturday night at around nine o'clock. According to the police, the plaintiff's brother Kiran was walking towards his house in Shantinagar after closing the shop. While near the house, they hit a minor boy. A drunken minor had an argument with Kiran. They had an argument. Out of anger, the minor along with his accomplices abused Kiran in front of Nishant E Aman Masjid and beat him up with kicks. A drunken minor beat Sagar on the head with a wooden stick. Kiran fell in a pool of blood.

A 5-year-old girl was raped in a village under Shirwal police station limits. It has been revealed that the heinous act was committed by minors. There was an incident where two minors were sexually assaulted after watching obscene videos on their mobile phones. A youth was brutally killed near the Margubai temple in Jamwadi in Sangli town due to the anger of an earlier dispute. The young man was brutally murdered by stabbing him in the head. Preliminary investigation has revealed that five people committed this act due to a dispute on Hanuman Jayanti. Five minor children have been detained in this case.

Baramati: Crime is increasing day by day in the area, especially in this there is a large number of juvenile delinquents. It has been revealed that 248 children have been admitted to children's homes in the last five years for various types of serious crimes. Minor crimes like theft, pickpocketing, fighting by minors are not new. However, the involvement of children in crimes of serious nature has also increased in Baramati sub-division. Police have detained minors as criminals in crimes of murder, robbery, burglary, molestation, forced theft, attempted murder etc. Many juvenile delinquents turn to crime because it costs money to have fun. While some inn criminals use children in crime by showing the lure of money. financial, family situation at home; Also the companionship of friends also leads to crime. Not only for money, many boys have turned to crime in Baramati sub-division by harassing women and girls due to perverted sexual attraction. Along with this, increasing use of social media, creating groups, creating offensive reels, following gangsters is

increasing, and this is creating an environment conducive to crime.

Diagram No 1: NUMBER OF CRIMES BY JUVENILES – TOP 13 STATES



Source: Secondary Data NCRB Report (2013 to 2022)

The central and western states of Madhya Pradesh and Maharashtra have recorded much higher rates of juvenile crimes between 2013 and 2022, with 59,372 and 55,852 cases, respectively, excluding UTs after Rajasthan and Tamil Nadu, with 24,386 and 24,301 cases respectively. The states of Madhya Pradesh, Maharashtra, and Tamil Nadu rank among the top five states even after normalising the total number of juvenile crimes per lakh of child population (excluding the UTs). They rank first, third, and fifth, respectively, with 206, 154, and 117 crimes per lakh of child population. With 205 and 127 crimes, respectively, Chhattisgarh and Haryana are ranked second and fourth, respectively, while Rajasthan comes in at number fifteen. Remarkably, 13 states have recorded more crimes during this time frame than the 76 offences per lakh kid population that is the national average. The aforementioned statistics suggest that Madhya Pradesh, Maharashtra, and Tamil Nadu are among the top five states with respect to the total number of juvenile-committed crimes as well as the juvenile-committed crime rate.

Factors leading to minors Delinquency-

1. Socio-Economic Factors:

- i. **Poverty:** Many minors come from low-income families, leading to desperation and engagement in criminal activities for survival.
- ii. **Lack of Education:** Limited access to quality education can drive minors to seek alternative, often illegal, means of livelihood.

2. Family Environment:

- i. **Dysfunctional Families:** Children from broken homes or those experiencing abuse and neglect are more prone to delinquency.
- ii. **Parental Influence:** Parents who engage in criminal behavior or neglect their children can inadvertently encourage similar behavior in their offspring.

3. **Peer Pressure:** The desire for acceptance among peers can lead minors to participate in criminal activities, particularly when such behavior is glamorized within their social circles.

4. **Media Influence:**

- i. **Exposure to Violence:** Television, films, and online content often depict violence and crime, which can desensitize minors and normalize such behavior.
- ii. **Social Media:** Platforms can facilitate negative influences, including cyberbullying and the glorification of criminal acts.

5. **Urbanization and Migration:** Rapid urbanization leads to unplanned settlements and an increase in crime rates. Migrant children, in particular, may lack support systems and become vulnerable to delinquency.

6. **Substance Abuse:** The increasing availability of drugs and alcohol among minors contributes to reckless behavior and criminal activities.

7. **Lack of Recreational Opportunities:** Limited access to constructive recreational activities can lead minors to fill their time with delinquent behavior.

8. **School Environment:**

- i. **Bullying and Violence:** A hostile school environment can push students toward gangs and criminal behavior.
- ii. **Failure in Academic Performance:** Poor academic outcomes can lead to feelings of inadequacy, prompting some minors to resort to crime.

9. **Inadequate Law Enforcement and Justice System:** A lack of effective juvenile justice measures can result in minors not facing appropriate consequences for their actions, thereby failing to deter future delinquency.

10. **Cultural Factors:** In some communities, certain criminal behaviors may be socially accepted or overlooked, leading to normalization among minors.

Conclusion-

The judicial system and the entire public are quite concerned about the worrisome rate at which these crimes are increasing. Stricter amendments to the legislation are required. Since movies, web series, and social media have a greater impact on children's development, the OTT platform's content needs to be limited. These days, the kids are also exposed to a lot of porn. An age should not be a determining factor in the release of a criminal because a criminal is a criminal. Numerous cases exist, including those involving Sada and Feroz, who were freed from Juvenile Board custody. What's frightening is that we have no idea who or where these youngsters are. Is it possible for the Juvenile Justice Board or the court to obtain a promise that a released juvenile would not commit suicide after leaving the juvenile home? There have been instances where juvenile offenders have committed crimes even after being released from custody. The government and the judiciary ought to take these cases very seriously and enact the appropriate, stringent rules and procedures for these offenders, without regard to their age. Given the

nature of crime, punishment is appropriate. With any luck, the judiciary will address it and improve the next generation.

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A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON STARTUP SUCCESS

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This study looks into how social media marketing affects businesses' ability to succeed, with a particular emphasis on how it helps with revenue generation, market research, and feedback gathering. Social media platforms have become essential tools in today's business environment for companies looking to get their name out there, interact with clients, and expand. The study is organized around two main goals: first, to determine how social media helps startups with market research and consumer feedback; and second, to analyze the impact of social media marketing. The first purpose of the study looks at how social media platforms facilitate direct communication between entrepreneurs and their target audiences, providing businesses with insights into the preferences, trends, and pain points of their clientele. The second goal explores the relationship between revenue development and social media marketing initiatives. Through the analysis of quantitative data and case studies from different firms, the study shows how successful social media campaigns may boost sales, customer acquisition, and brand visibility. The report highlights important tactics that have worked well, including influencer collaborations, targeted advertising, and the production of interesting content. It also discusses the hazards and difficulties related to social media marketing, such as the erratic nature of social media trends and the significance of sustaining a steady and genuine online presence. All things considered, the study emphasizes how important social media marketing is to the success of startups and provides useful advice and insights for business owners who want to use these channels to expand their clientele. This study takes into account the wider implications of social media marketing on brand growth and consumer loyalty in addition to the immediate effects of social media on market research, feedback, and revenue. Creating a recognizable and reliable brand from the ground up is a problem that startups frequently encounter. Social media platforms offer an affordable and easily accessible means of community building and brand storytelling. By means of regular and genuine interaction, entrepreneurs have the ability to develop a devoted clientele that not only buys merchandise but also serves as brand ambassadors. Customer community building and brand credibility are strengthened by user-generated material, such reviews and testimonials. The study also looks at how social media may help with partnerships and collaborations, which are important for the expansion of startups. Social media platforms serve as networking centers where entrepreneurs can meet possible partners, mentors, and investors in addition to being instruments for client involvement. Through their participation in online communities and the utilization of social media, businesses can discern and establish strategic partnerships that offer supplementary resources, specialized knowledge, and access to markets. these partnerships help speed your entry into new markets, improve product development, and increase marketing efforts. Lastly, the study recognizes the restrictions and difficulties that come with social media marketing for new businesses. Notwithstanding the enormous potential advantages, there may be drawbacks due to social media's competitive environment and the quick speed of digital changes. Startups have to deal with things like algorithm updates, platform-specific laws, and the possibility of bad press. The research highlights the significance of establishing a comprehensive social media strategy that encompasses crisis management protocols and consistent performance assessments. Through consistent observation and modification of their social media endeavors, companies can effectively manage risks and guarantee ongoing involvement and expansion inside the ever-changing digital terrain.

KEYWORDS: Social Media Marketing, Start-up.

Introduction: Social media's widespread use in the digital age has completely changed how businesses function, especially startups. Social networking sites like Facebook, Instagram, Twitter, LinkedIn, and TikTok have developed into essential marketing tools that present businesses with previously unheard-of chances to engage with prospective clients, get market data, and increase sales. This study examines the various ways that social media marketing affects startups' chances of success, with an emphasis on how

it affects income and plays a part in market research and feedback gathering.

Social media's introduction has democratized marketing, making it possible for startups with tight budgets to compete with well-established businesses on an even playing field. In contrast to conventional marketing channels, which can necessitate a significant cash outlay, social media platforms provide affordable options that let companies connect with a wide range of customers. This accessibility is

especially important for startups, as they usually have limited funds and must optimize the return on investment of their marketing campaigns.

This study's main goal is to investigate how social media helps companies collect customer feedback and conduct market research. In the past, conducting market research required lengthy surveys, focus groups, and data analysis—processes that may be expensive and time-consuming. On the other hand, social media offers a more engaging and effective means of comprehending market dynamics. Startups can quickly learn about customer behavior, preferences, and new trends by utilizing tools like polls, comments, direct messages, and analytics. With this real-time feedback loop, companies can quickly make well-informed decisions, modify their approaches, and develop new products and services to better satisfy their clientele. For example, a startup introducing a new product can utilize social media to get input on features, pricing, and usability as well as to measure first reactions. Businesses can ask questions and get answers from customers in a matter of minutes by using social media platforms like Instagram and Twitter. Additionally, social media analytics tools offer useful information on user demographics, engagement trends, and content performance, which helps entrepreneurs better target their market and maximize their advertising budgets. Startups can strengthen their market position, boost consumer satisfaction, and improve their products and services by utilizing these data.

Examining the effect of social media marketing on companies' income is the study's second goal. One of the most important indicators of a successful business is revenue creation, and social media marketing has a big impact on a startup's bottom line. Successful social media marketing initiatives can raise brand awareness, draw in new clients, and increase revenue. For example, startups can reach particular demographic groups that are most likely to be interested in their products by using targeted advertising on social media sites like Facebook and Instagram. This precise targeting raises the possibility of conversion while cutting down on unnecessary spending on wide-ranging, ineffectual marketing campaigns.

Furthermore, influencer marketing's rise has given companies a strong instrument to expand their reach and credibility. Startups may increase their visibility and draw in new clients by working with influencers that have built a dedicated and trusting following. Influencers have the ability to present items in a genuine and approachable way, supplying social proof and nudge their followers toward purchases. This tactic improves consumer loyalty and brand reputation in addition to increasing sales. Furthermore, social media platforms enable viral marketing, in which interesting material can travel quickly across networks, creating a lot of buzz and boosting sales prospects. By producing interesting, shareable

content, startups may take advantage of this viral impact and expand their audience without having to spend extra money on marketing.

The report does, however, also recognize the dangers and difficulties that come with social media marketing for new businesses. There are a gazillion firms fighting for attention in the fiercely competitive world of digital marketing. Startups have to deal with shifting algorithms, platform-specific laws, and the possibility of bad press. It's imperative to keep an authentic and consistent online presence because any mistakes can swiftly spiral out of control and harm a brand's reputation. As a result, creating a solid social media strategy that incorporates crisis management procedures and ongoing performance reviews is crucial.

In summary, the goal of this research is to present a thorough examination of how social media marketing affects startup performance, with an emphasis on market research, gathering customer feedback, and income generating. Startups can better use social media to improve their market position, spur growth, and achieve long-term success if they are aware of these dynamics. For entrepreneurs looking to maximize the potential of social media, staying up to date on the newest trends and best practices will be essential. Startups may transform social media from a simple marketing tool into a key component of their business strategy with careful planning, execution, and adaptation.

Objectives of Study

1. To study the impact of social media on market research and feedback.
2. To study the impact of social media on revenue of business.

Hypothesis of Study

1. There is significant relationship between social media usage and market research.
2. There is significant relationship between social media usage and revenue of business.

RESEARCH METHODOLOGY

1. Research Design: The purpose of using a correlational research design is to enhance the outcomes and results of studies. This particular study is being conducted with fifty newly established business owners in Kochi who employ social media marketing. In this instance, a non-probability sampling technique known as the convenience sampling method was utilized to select a sample size of fifty social media entrepreneurs.
2. Data Collection: Primary and secondary sources of information were used in this inquiry. To collect primary data, or first-hand information, the 50 start-up entrepreneurs selected for the study were handed questionnaires designed using Likert's five-point rating method to fill out. The secondary data for this study provided a strong theoretical framework and was collected from a range of websites, text books, etc.

3. Data Analysis and Interpretation: The collected data is analyzed using an IBM statistical application known as SPSS (Statistical Package For Social Science). It is a widely used method for social science research data analysis. Here, SPSS is used for the analysis of descriptive data. Research was done by Karl Pearson's company to look at how social media affects market research

and revenue from business. This is where correlation efficiency comes into play. One of the most important quantitative methods is to examine the correlation between two or more variables. Generally speaking, the correlation coefficient is given as a number between -1 and +1.

Table No 1: CORRELATION ANALYSIS

Correlations		USE OF SOCIAL MEDIA	MARKET RESEARCH
USE OF SOCIAL MEDIA	Pearson Correlation	1	.871**
	Sig. (2-tailed)		<.001
	N	50	50
MARKET RESEARCH	Pearson Correlation	.871**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data
 Data Interpretation: The information above shows a statistically significant positive correlation between use of social media and market research. With a correlation value of .871, Karl Pearson's coefficient of correlation demonstrates the strong and positive relationship that exists between social media usage and market research.

Table No 2: CORRELATION ANALYSIS

Correlations		USE OF SOCIAL MEDIA	REVENUE OF BUSINESS
USE OF SOCIAL MEDIA	Pearson Correlation	1	.766**
	Sig. (2-tailed)		<.001
	N	50	50
REVENUE OF BUSINESS	Pearson Correlation	.766**	1
	Sig. (2-tailed)	<.001	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data
 Data Interpretation: The information above shows a statistically significant positive correlation between social media usage and revenue of business. With a correlation value of .766, Karl Pearson's coefficient of correlation demonstrates the strong and positive relationship that exists between social media usage and revenue of business.

Findings

1. Increased Brand Visibility: Startups that actively engage in social media marketing experience heightened brand visibility. Platforms like Facebook, Instagram, and LinkedIn allow startups to reach a broader audience beyond their immediate geographic location. Through consistent posting, sharing valuable content, and interacting with followers, startups can increase their brand recognition and visibility in their target market.

2. Enhanced Customer Engagement: Social media platforms facilitate direct communication between startups and their customers. This interaction leads to higher levels of engagement compared to traditional marketing methods. Features like comments, direct messages, and live chat enable startups to respond promptly to customer inquiries, address concerns, and build stronger relationships.

3. Effective Market Research: Social media serves as a valuable tool for startups to conduct market research. Through analytics tools and insights provided by platforms, startups can gather data on customer demographics, preferences, and behaviors. Surveys, polls, and feedback mechanisms on social media allow startups to obtain real-time insights into consumer sentiment and trends, guiding their product development and marketing strategies.

4. Cost-Effective Marketing: Compared to traditional marketing channels such as television or print advertising, social media marketing offers a more cost-effective solution for startups. Startups can allocate their marketing budgets more efficiently by targeting specific audience segments through paid advertising on social media platforms. This targeted approach helps maximize return on

- investment (ROI) and minimizes wastage of resources.
5. **Enhanced Product Creation:** Social media channels give startups a wealth of information on the preferences and satisfaction levels of their customers. In order to better meet the requirements and expectations of their customers, startups can utilize this feedback to iterate on their goods and services.
 6. **Growth in Revenue:** Successful social media marketing techniques help startups increase their income. Social media initiatives impact sales and revenue immediately by generating leads, improving brand awareness, and driving website traffic. Sales spikes are common for startups using social media for product launches, sales promotions, and special deals, proving how effective the platform is in generating income.
 7. **Targeted Advertising Success:** Social media platforms offer advanced targeting options that enable startups to reach specific demographics, interests, and behaviors. Startups can create highly tailored advertisements that resonate with their target audience, leading to higher conversion rates and improved ROI on advertising spend.
 8. **Influencer Collaboration Benefits:** Collaborating with influencers who have a significant following and credibility in a startup's industry can amplify brand visibility and trust. Influencers endorse products or services through authentic content, influencing their followers' purchasing decisions and driving traffic to the startup's website or social media profiles.
 9. **Building Communities:** By enabling entrepreneurs to establish and maintain online communities centered around their brands or products, social media promotes community building. By interacting with their followers, holding live events, and promoting conversations on pertinent subjects, companies can develop a devoted following of supporters.
 10. **Obstacles and Dangers:** Notwithstanding its advantages, social media marketing poses several difficulties for new businesses, such as handling unfavorable comments or evaluations. To sustain engagement and reduce reputational concerns, startups must also maintain consistent content quality, comply with platform-specific rules, and stay informed about changes to the platform's algorithm.

Conclusion: The study on social media marketing's effect on startup success offers important new information about how these online channels can change the way that startups do business. Modern marketing methods now heavily rely on social media, especially for startups trying to make a name for themselves in cutthroat marketplaces. The results of this study highlight the various advantages and difficulties that social media marketing offers,

offering a thorough grasp of its function in the expansion and viability of companies.

Increasing brand visibility is one of social media marketing's most prominent benefits. Utilizing social media sites like Facebook, Instagram, LinkedIn, and Twitter well can help startups expand their audience and build brand awareness. Due to the extensive use of these platforms, companies are able to interact with a worldwide audience, overcoming geographic obstacles that are frequently insurmountable with traditional marketing techniques. This enhanced exposure aids in developing a strong brand identity in addition to drawing in new clients. Another important advantage of social media marketing is customer engagement. Startups can cultivate significant relationships with their clients by means of direct engagement on social media platforms. Quick responses to consumer questions and comments are made possible via real-time communication, which raises client happiness and loyalty. Customers that are actively involved with a brand are more likely to become devoted supporters of the business and repeat customers. The study also emphasizes how useful social media is for gathering market research. Startups can gain important insights into consumer behavior, preferences, and trends by utilizing social media channels. Startups can make well-informed decisions about product development, marketing tactics, and overall business strategy by studying this data. Startups need this real-time feedback loop to stay flexible and adaptable to changes in the market. An further important result of successful social media marketing is revenue increase. Startups can increase conversion rates by reaching certain demographics with customized messages through the use of focused advertising campaigns. This effect is further amplified by influencer partnerships and viral marketing strategies, which increase traffic and purchases. The immediate impact these methods have on income streams for startups highlights the financial benefits of social media marketing. The report does, however, also recognize the difficulties that come with social media marketing. Due to the intense competition and ongoing change in the digital space, companies must keep up with platform algorithms and trends. Negative reviews or comments can spread quickly and damage a brand's reputation. As a result, entrepreneurs need to create strong social media strategies that include ongoing performance monitoring and crisis management procedures. In summary, social media marketing is critical to the success of startups since it provides a host of advantages, including improved consumer interaction and brand visibility as well as efficient market research and revenue development. Although there are some obstacles to overcome, the benefits greatly exceed the drawbacks. In today's fast-paced business climate, startups who effectively use social media can not only survive but also prosper. In order for companies to fully utilize social media and ensure

long-term growth and success, they must stay up to date on the latest trends and best practices.

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A STUDY OF EMPLOYEE PERFORMANCE APPRAISAL SYSTEM AT SWARAJ ENTERPRISES, BARAMATI

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ABSTRACT

Swaraj Enterprises is a reputable furniture manufacturing company in Baramati. It has implemented a performance appraisal system aimed at enhancing employee satisfaction and performance. This research examines the effectiveness of the performance appraisal system at Swaraj Enterprise by evaluating recent developments, assessing employee satisfaction, and identifying the challenges faced during appraisals. The study uses a combination of primary and secondary data sources, including structured questionnaires, to analyse employee perceptions and the system's impact on performance. Study reveals that while employees recognize improvements in the appraisal system, gaps remain in communication and recognition. It enhanced training for managers and a structured recognition and rewards system to improve satisfaction and performance alignment. It indicates that the performance appraisal system has significantly improved in terms of clarity, fairness, and goal alignment over the past two years. However, areas such as consistent feedback, transparency in evaluation criteria, and a structured recognition and rewards system still require attention. A majority of employees expressed that their performance goals are now better aligned with the company's objectives, but concerns over bias and inconsistent feedback remain. The study concludes that enhancing communication, providing additional training for managers, and developing a more structured reward system will be crucial in addressing existing gaps and further refining the performance appraisal process. This, in turn, will contribute to improved employee satisfaction, motivation, and overall organizational performance. The research suggests that ongoing improvements in the performance appraisal system will be key to fostering a culture of continuous development at Swaraj Enterprise.

Keywords: Performance Appraisal, Satisfaction, Performance, Recognition, Performance Criteria

Introduction: Swaraj Enterprise, located in MIDC Katphal, Baramati, has grown up significantly since its establishment in 2009. The company started as a small-scale furniture trading business and has now expanded into a full-fledged manufacturing unit. It is known for producing a diverse range of high-quality furniture products. The organization has built a reputation for its commitment to quality, innovation, and timely delivery, making it a trusted name in the furniture industry. Over the years, Swaraj Enterprise has focused on continuous improvement and meeting the evolving needs of its clients. The organization is known for its quality products, timely delivery, and innovation. The current workforce of 55 employees consisting of both blue-collar and white-collar workers. The blue-collar employees are primarily engaged in manufacturing, maintenance, and operational roles, while the white-collar staff handles functions such as human resources, finance, marketing, design, and administration. With its diverse workforce, the company aims to maintain high standards of quality and productivity in its operations. Performance appraisals are essential tools for assessing employee performance, identifying areas for development, and aligning individual contributions with organizational goals. The effectiveness of a

performance appraisal system can significantly influence employee motivation, satisfaction, and overall organizational success. The organization utilizes a comprehensive performance appraisal system designed to align employee performance with its overall goals. The organization places great emphasis on managing and developing its human capital through a structured performance appraisal system. This system is designed to assess employee performance, identify areas for further development, and align individual contributions with organizational goals. Performance appraisals are critical for understanding employee strengths and weaknesses, guiding professional development, and ensuring that employees remain motivated and engaged. The system includes regular goal setting, continuous feedback, and compensation adjustments based on individual performance. The appraisal process is intended to acknowledge employee contributions, identify areas for improvement, and foster a culture of continuous development and growth. This structured approach helps ensure that employees are well-informed about expectations, motivated to enhance their skills, and rewarded fairly based on their contributions and achievements. The appraisal system is designed not only to evaluate employee

contributions but also to identify areas for improvement and provide opportunities for career growth and development. It plays a pivotal role in fostering a culture of continuous development and high performance.

Literature Review: The literature review focuses on the development and effectiveness of Performance Appraisal Systems (PAS). The goal is to evaluate existing studies, highlight critical developments, and identify gaps in research on how performance appraisals affect employee motivation, organizational performance, and employee satisfaction.

1. Armstrong, M. (2012). *Performance Management: Key Strategies and practical Guidelines*: Armstrong emphasizes that performance appraisal is an essential tool for evaluating employee effectiveness, aligning their goals with organizational objectives, and identifying areas of improvement. Armstrong highlights the need for continuous feedback rather than relying solely on annual appraisals. He also stresses that appraisal systems should be fair, transparent, and linked to training and development programs.
2. Bratton, J., & Gold, J. (2017). *Human Resource Management: Theory and Practice*: Bratton and Gold explore the strategic role of performance appraisals in human resource management. They highlight the importance of aligning appraisal systems with overall business strategies and organizational goals.
3. Fletcher, C. (2001). *Performance Appraisal and Management: The Developing Research Agenda*: Fletcher discusses the evolving nature of performance appraisal systems, noting the transition from traditional appraisal methods to more holistic approaches that consider employees' development needs. He points out that modern organization are moving toward performance management systems that emphasize employee growth, regular feedback, and self-assessment as part of the appraisal process. Fletcher highlights the importance of communication and goal setting in fostering a productive appraisal system.
4. Boswell, W. R., & Boudreau, J. W. (2002). *Separating the Developmental and Evaluative Performance Appraisal Uses*: Boswell and Boudreau examine the dual roles of performance appraisals: developmental and evaluative. They argue that blending these two functions can lead to confusion and undermine the effectiveness of the appraisal system. Their study suggests separating the developmental appraisal, which focuses on employee growth, from evaluative appraisals, used for administrative decisions like promotions and salary adjustments.
5. Mohrman, A. M., Resnick-West, S. M., & Lawler, E. E. (1989). *Designing Performance appraisal systems*: This work examines the design and implementation of effective performance appraisal systems. The authors emphasize that systems

should be tailored to the organization's goals and culture, ensuring that appraisals promote both individual and organizational development.

6. Erdogan, B. (2002). *Antecedents and Consequences of Justice Perceptions in Performance Appraisals*: Erdogan's research emphasizes the importance of fairness and justice in the performance appraisal process. He notes that employees are more likely to accept and act upon appraisal feedback when they perceive the process as fair, transparent, and unbiased. This study also points out that unfair appraisals can result in decreased motivation, reduced performance, and increased turnover.
7. Cleveland, J. N., Murphy, K. R., & Williams, R. E. (1989). *Multiple Uses of Performance Appraisal: Prevalence and Correlates*: This study explores the multiple purposes of performance appraisals, including employee development, administrative decision-making, and organizational planning. The authors find that appraisals, when used appropriately, can foster both employee motivation and organizational success. However, they caution that appraisals can fail if they are biased, unclear, or if managers are not adequately trained in their implementation.

Research Methodology: Research methodology is scientific and systematic approach to find out solution to different problem. It is an art of scientific investigation of problem. Research is composed of two words that is 'Re' and 'Search', which means to search again. Research is the process and means to acquire knowledge about any natural or human phenomenon. Research plays two major roles that alert contributes to the general fund of existing knowledge. It Help to solve many complex problems faced by business and society. Research methodology considered as the nerve of the project. Without research or well-organized planning, it is impossible to complete research to any conclusion, because of research it is solved many problems in any purpose.

Statement of Research Problem: The research aims to address the challenges faced by Swaraj Enterprise in its employee performance appraisal system. Despite the presence of a structured appraisal process, several issues persist, including; Lack of clarity among employees about performance expectations, insufficient understanding of appraisal criteria, leading to dissatisfaction and disengagement and limited involvement of employees in the appraisal process.

Objectives of the Study:

1. To evaluate the developments made to the existing performance appraisal system at Swaraj Enterprise over the last two years.
2. To assess employee satisfaction with the performance appraisal system.
3. To analyse the impact of the performance appraisal system on the improvement of employee performance.

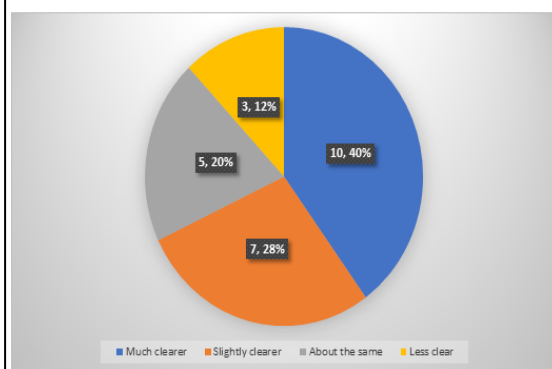
4. To identify key issues and challenges faced by employees and management in the appraisal process.

Methods of Data Collection: Primary Data will be collected through direct interactions with employees and management using the following methods: - Surveys / Structured Questionnaires. Secondary Data will be collected through existing records and documentation related to the performance appraisal system, such as previous appraisal reports, company policies, and relevant research papers will be reviewed to complement the primary data.

Sampling: Census sampling will be used to include all employees at Swaraj Enterprise in the study, ensuring comprehensive data collection. Individual employees from various departments including HR, Finance, Marketing, Design, and Manufacturing department will be considered for data collection. The total population of employees (approximately 25) will be surveyed to ensure all perspectives are captured.

Data Analysis and Interpretation

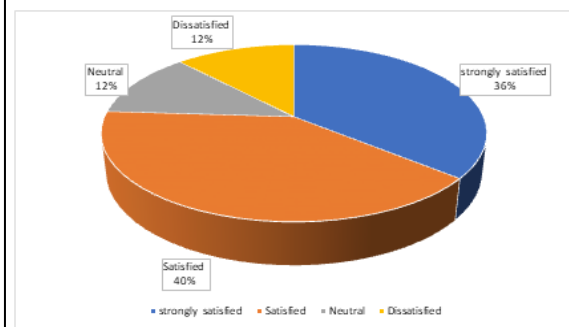
Chart No 1. Clarity of Performance Criteria



Source: Primary Data

Data Interpretation: The chart shows that 40% of respondents find the performance criteria "Much clearer," while 28% feel it is "Slightly clearer." 20% believe it has remained "About the same," and 12% think it is "Less clear." This indicates a general improvement in clarity, but there is still a significant portion of employees who feel no change or decreased clarity, suggesting that further improvements in communication are needed.

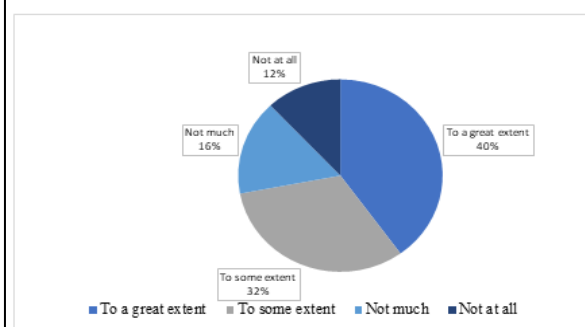
Chart No 2. Employee Satisfaction with Recognition and Rewards



Source: Primary Data

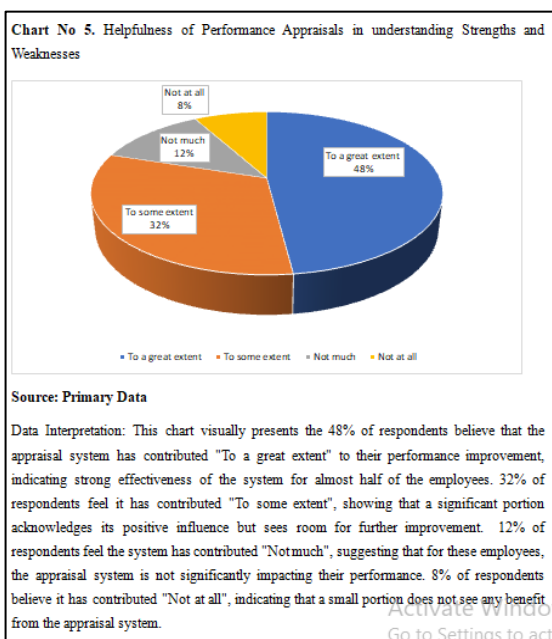
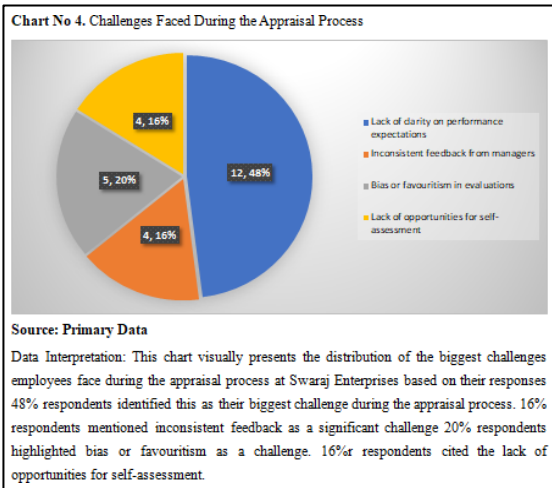
Data Interpretation: The chart illustrates employee satisfaction levels regarding the performance appraisal system at Swaraj Enterprise. Strongly satisfied: 36% of employees express a high level of satisfaction, indicating that they find the appraisal system effective in meeting their needs and expectations. Satisfied: 40% of respondents report being satisfied, suggesting that the majority of employees appreciate the appraisal system, albeit with some room for improvement. Neutral: 12% of employees have a neutral stance towards the appraisal system, indicating ambivalence or uncertainty about its effectiveness. Dissatisfied: 12% of respondents express dissatisfaction with the system, highlighting concerns that may need to be addressed to improve overall employee morale and engagement. Overall, while the majority of employees are either satisfied or strongly satisfied with the performance appraisal system, there remains a segment that is either neutral or dissatisfied. This indicates a need for further evaluation and potential enhancements to ensure the system effectively meets the diverse needs of all employees.

Chart No 3. Perceived helpfulness of the Performance Appraisal System to improve Performance



Source: Primary Data

The chart illustrates the perceived helpfulness of the performance appraisal system at Swaraj Enterprise in aiding employees' understanding of their strengths and weaknesses. To a great extent: 40% of employees feel that the appraisal system significantly contributes to their understanding, indicating a positive reception and effectiveness of the process for this group. To some extent: 32% of respondents acknowledge that the appraisal system is somewhat helpful in this regard, suggesting that while they see value in the system, they also perceive the potential for improvement. Not much: 16% of employees feel that the system is not particularly beneficial, indicating dissatisfaction or a lack of clarity in the feedback provided during appraisals. Not at all: 12% of respondents believe that the appraisal system offers no assistance in understanding their strengths and weaknesses, highlighting a gap in the effectiveness of the appraisal process for these individuals.



Findings: The changes made to the appraisal system over the last two years, including updated evaluation criteria and feedback processes, have not been clearly understood by all employees. While some employees are satisfied with the current performance appraisal system, a portion of employees remain dissatisfied, concerns regarding the lack of tangible outcomes such as salary increments, promotions, and rewards. They feel that the appraisal process does not translate into meaningful benefits or career advancement. Increased Self-Awareness-The appraisal system has significantly contributed to employees' understanding of their strengths and weaknesses. This increased self-awareness encourages individuals to focus on areas for improvement and personal growth. Motivation and Engagement- Many employees report feeling motivated to enhance their performance following appraisals. Recognition of their efforts and constructive feedback fosters a sense of accountability and encourages employees to set higher performance standards. Performance appraisal system has

contributed to improving employee performance by helping employees identify areas for growth. However, some employees feel that the feedback provided is not actionable enough to drive continuous improvement. Key issues identified include inconsistent evaluation standards, lack of transparency in the appraisal process, and insufficient time allocated for feedback sessions, leading to misunderstandings between employees and management. The performance appraisal system has been helpful for many employees in understanding their strengths and weaknesses. Some employees feel that while it has been somewhat effective, there is still room for improvement. A few believe that the system has not made a significant impact on their performance, while a small number see no benefit at all. This indicates the need for further evaluation and possible revisions to the appraisal system.

Suggestions: As a researcher, suggest the following improvements based on the findings of this study: Enhance communication and provide training to ensure all employees fully understand the new appraisal criteria and processes. Link the performance appraisal outcomes more directly to tangible rewards like salary increments, promotions, and recognition programs to enhance employee motivation and satisfaction with the system. Provide more specific and actionable feedback during appraisals and implement follow-up support, such as coaching or mentorship, to help employees effectively address identified areas for improvement. Establish standardized evaluation criteria, enhance transparency by sharing detailed evaluation guidelines, and allocate dedicated time for comprehensive feedback discussions to address these challenges effectively. To enhance the appraisal process at Swaraj Enterprises, it is essential to establish standardized evaluation criteria to ensure fairness and consistency in assessments. Implementing regular training sessions for both employees and managers can help improve understanding of the appraisal process and reduce perceptions of bias. Additionally, allocating dedicated time for comprehensive feedback discussions will facilitate more meaningful interactions between employees and management. Finally, incorporating self-assessment opportunities and actively seeking employee input on the appraisal system can foster a sense of ownership and engagement, ultimately leading to a more effective performance management process. To enhance the effectiveness of the performance appraisal system, it is recommended to gather qualitative feedback from employees about their experiences and perceptions. Implementing more frequent check-ins and ongoing feedback sessions can help address concerns and clarify performance expectations. Additionally, consider revising the appraisal criteria to ensure they align more closely with employees' roles and development needs, fostering a more supportive environment for improvement.

Conclusion: The performance appraisal system highlights several critical areas for improvement. While recent changes to the appraisal process have the potential to enhance employee performance and satisfaction, a significant portion of employees remains unclear about the updated evaluation criteria and feedback processes. This lack of clarity has led to dissatisfaction among some employees, particularly regarding the perceived lack of tangible benefits such as salary increases and career advancements. To foster a more effective appraisal system, it is crucial to enhance communication and training around the new criteria, ensuring all employees understand their implications. Establishing a clear link between performance outcomes and tangible rewards can help motivate employees and enhance their perception of the appraisal process. Additionally, providing specific and actionable feedback, along with follow-up support, will empower employees to address their growth areas effectively. Implementing standardized evaluation criteria and improving transparency in the appraisal process will address inconsistencies and misunderstandings that currently exist. Allocating dedicated time for feedback discussions is essential for creating a constructive dialogue between employees and management. While the performance appraisal system has demonstrated its utility in identifying employee strengths and weaknesses, there is a need for ongoing evaluation and potential revisions to ensure it aligns with employee development needs and organizational objectives. By incorporating employee feedback and implementing these suggested improvements, can create a more effective, fair, and motivating performance appraisal system.

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A STUDY ON ROLE OF KRISHI VIDGYAN KENDRA (KVK) IN DEVELOPMENT OF AGRI-ENTREPRENEURSHIP IN PHALTAN

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ABSTRACT

Krishi Vigyan Kendras have established their geographical presence in almost every part of the country. In Maharashtra there are 49 KVKs established by Indian Council of Agricultural Research (ICAR) New Delhi. The KVKs have been doing yeoman service to the farming community even in the most difficult areas of Maharashtra. It is also important to note that the KVKs are emerging as the regional knowledge hubs and are earning the goodwill of the farmers across the state. In Phaltan – Maharashtra, KVKs are part of regional agricultural research and extension system, whose strength lies in its multi-disciplinary composition, multi-stakeholder ownership and multi-faceted activities. In this study, the role of KVKs in development of Agri-entrepreneurship is studied. Traditional farmers with farming based support businesses are considered for primary survey. The findings indicate that, KVKs play a catalytic role and undertakes activities for agri-entrepreneurs viz. Farm Advisory Service, Training program for farmers in different categories of agri-allied businesses, Awareness program for fund mobilization through Governmental schemes, Front Line Demonstration (FLDs) and technical know-how and Farm Product Quality Testing (OFTs). One significant Quality based finding indicates that Scientists working under KVKs provide inspiration, constructive and constant advice to the people of that area to start new entrepreneurship for their livelihood and show them a proper way when needed; thus rendering actual help as a lighthouse helps the sailor while in the sea.

Keywords: *Rural Development, Agriculture, Entrepreneurship.*

Introduction: Krishi Vigyan Kendras (KVK) are the front line extension centers in the country and plays an important role in faster dissemination of latest technologies for transforming national agriculture system. Apart, KVKs impart need-based and skill oriented trainings to improve the economic status of farmers especially rural youth and farm women. Encouraging them by providing more opportunities to earn income has proved to be a significant contribution to the achievement of development outcomes. KVK provides training not only in agriculture and allied sectors but also in other areas of income-generating activities that increases the income of farm families. Capacity development of farmers and extension personnel to update their knowledge and skills in modern agricultural technologies and enterprises is key for successful entrepreneurship development. KVK is the only institution at the district level in India for technological backstopping in agriculture and allied sectors. All KVKs are envisaged to reduce the time lag between generation of technology at the research institution and its application to the location specific farmer fields for increasing production, productivity and net farm income on a sustained basis.

India presently has the largest youth population of 356 million between age group of 10-24 years in the world and almost half of this population (nearly 200 million)

live in the rural areas. Realizing the importance of rural youth in agricultural development especially from the point of view of livelihood security and regular income flow, the Indian Council of Agricultural Research through its Agricultural Extension Division is implementing many flagship programmes like ARYA, Skill trainings, development of farmer producer organizations etc. with emphasis on entrepreneurship development. KVKs are developing farmer entrepreneurs to help in technology transfer through farmer-farmer extension apart helping rural youth in gaining self-employment. The well-established KVK farms and KVK adopted villages across the country could be used as Agro tourism sites for income generation as well as for demonstrating technologies for further experiential learning among farmers.

KVKs can tap funds available from various government schemes/NABARD /Agricultural Skill Council of India for skill & entrepreneurship development in rural areas as well as generate a part of their resources from the sale of planting materials and other produce from their farms, funding relationship with NGOs, and national and international organizations.

Lot more needs to be done to achieve the convergence between ATMA and KVK (as envisaged under the

joint circular) operational. There might be some success stories, wherein, the proposed changes like quarterly joint meetings, earmarking of funds to KVKs, visit of ATMA staff to the cluster villages of KVKs and ATMA sponsorship for Technology Weeks (being organized by KVKs) are achieved successfully, which may be shared for wider replication in other districts.

KVKs are putting emphasis on entrepreneurship development in sectors like mushroom cultivation, poultry, lac cultivation pig farming, bee keeping, fishery, goat farming, broiler duck farming, and value addition. nursery management etc. and more than 5000 entrepreneurs have been successfully incubated in various sectors after capacity building and technical backstopping. Initiatives on skill development and entrepreneurship across the country have been highly fragmented and constrained by poor knowledge and limited skill-sets of on-ground community service providers reflecting inadequate capacity. A vast majority of rural producers are unable to transition to high-value commodities. The skilling landscape in India has undergone massive change in the past five years with revised strategies and models such as the creation of a separate Ministry of Skill Development and Entrepreneurship. In addition, schemes of Pradhan Mantri Kaushal Vikas Yojana and Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) for skilling India have been rolled out. According to publicly available sources, there are around 15,000 FPOs registered, which are promoted by various government and non-governmental entities across India including KVKs. The successful ones are exhibiting traits that are labelled as 'entrepreneurial thinking' which involves being open to new ideas, experimenting with new processes, and trying out new products. This can be achieved only by proper technical backstopping and capacity building where KVKs are playing important role and making a positive impact on the livelihoods of farming community.

Review of Literature:

1. Dhanabhakym and Mufliha (2013) studied the Impact of Training on unemployed farmers and changes in their attitude for starting a kukutpalan unit for their livelihood. They found that the proper training at the grass root level has benefited 60% of unemployed farmers in gaining and enhancing skill and knowledge to meet the changes in trends and challenges in their surrounding and also make them competent enough to sustain and strive for excellence on the entrepreneurial arena and remarked an improved performance. The training programme helped 85% of unemployed rural youth to start a Kukutpalan unit in their locality and most of them preferred to start Matsyapalan unit and then Goat farming as both such similar units provides them a reasonable profit which helped the rural youths to increase the earning capacity and status of their farmer family.

2. Lal and Tandon (2011) studied the Impact of Vocational Training Programs on Knowledge Gain by the Rural Youth and found that Knowledge gain was maximum among respondents in cutting and stitching (53.33), followed by mushroom (dhingri), raising of fruit plant nursery (32.60), value added products from fruits and vegetables (28.78). Knowledge gained was partly in case of cutting and stitching (33.33), value added products (33.33), seed production techniques in vegetables (31.57) modern dairy farming (30.43), raising of fruit plant nursery for self-employment (28.26) and mushroom (dhingri) cultivation (22). Knowledge was somewhat in case of seed production techniques in vegetables (52.63), modern dairy farming (47.82), raising of fruit plant nursery for self-employment (39.13), mushroom cultivation (38), value added products from fruits and vegetables (37.87) and cutting and stitching (13.30).
3. Seshukumari (2001) studied impact of Polyvalent Adult Education among Agri-Women in Visakhapatnam Shramik Vidyapeeth and revealed that majority of the beneficiaries of the courses (embroidery, DTP, beautician, entrepreneurship development programme, cutting and tailoring, agarbathi making, handicrafts, fabric painting, soft toys and medical lab technician) expressed their positive attitude about the courses, management, instructors and physical facilities at the centres. After completing the courses, 24.8 per cent of the respondents got employment and 41.6 per cent of the respondents started self-employment units. 87.6 per cent respondents in Desk Top Publishing and 64 per cent respondents in Medical Lab Technician courses secured jobs. 38.5 per cent of the respondents in Beautician course got Employment.

Literature Gap: Although KVKs contribute a lot to the development of agripreneurs, studies have some gaps as to the overall impacts of KVKs on entrepreneurship development in rural areas. While a vast number of studies address the technological transfer and extension services that the KVKs provide, there is a lack of research that addresses the aspects of the effective functioning of these centres in the sustainable development of agribusiness ventures. More pointedly, there is still a dearth of studies on factors such as the longitudinal performance of the KVK-supported agripreneurs, the extent to which entrepreneurship interventions can be scaled up, and how gender and socio-economic characteristics bear upon the enterprise performance.

Research Methodology: This study is empirical in nature. The type of research is Descriptive. Positivist philosophy is adopted to understand the positive influences of KVK Baramati contribution in Agri-entrepreneurship development. The research area chosen is Phaltan taluka of Pune District – Maharashtra. The population of study is farmers who

have adopted allied business in support of core farming. The Sample Units is 76 farmer families with more than 5 acres of agricultural land. This data was obtained from KVK-Baramati. KVK Baramati has supported these 76 farmer families in last 5 years. The researcher personally visited the farms and discussed the progress using Schedule and Research Dairy for notes.

Findings:

1. Role of KVK Baramati in Mushroom Cultivation and Processing: In farms near Phaltan, KVK-Baramati has sensitized farmers, especially women farmers, to grow mushrooms as an alternative source of income. As a result of the technical training given to the farmers in the cultivation of button and oyster mushrooms, new mushroom farmers have ventured into small-scale production units. A few have gone the extra mile of opening sub-processors for dried mushrooms and other mushroom-derived products like pickles and powder. These farmers are now among the young and successful agripreneurs who supply raw and processed mushrooms to markets and restaurants.
2. Role of KVK Baramati in Bee farming and Honey production and treatment: In farms near Phaltan, KVK- Baramati has spurred many farmers into the beekeeping business through training on modern technologies in modern apiculture and bee colonies. Some of the existing enterprises started by the KVK-trained entrepreneurs produce and sell organic honey, beeswax products, and royal jelly. This has especially proven fruitful for many agripreneurs who have been able to market their honey as a health product, catering to the growing market for natural and organic foods, leading to better income generation.
3. Role of KVK Baramati in Vermicomposting and Organic Fertilizer Production: In farms near Phaltan, KVK- Baramati have popularized vermicomposting methods by training the farmers to prepare the organic compost from farm waste. It has been observed that many entrepreneurs have established vermicomposting units producing both for farms and for sale to neighbours and those interested in organic produce like organic markets and garden lovers. It has also created beneficial and valuable businesses and thus contributed to environmentally friendly and sustainable farming techniques.
4. Role of KVK Baramati in Dairy farming: In farms near Phaltan, KVK- Baramati has helped small farmers improve goat farming by providing knowledge about selecting quality breeds, disease control, and quality feed production. The farmers have used this to establish goat production units and rearing goats. Certain have diversified into speciality milk products such as goat milk soap and cheddar, extending into markets with high unit returns.
5. Role of KVK Baramati in Herbal Plants related Agri-entrepreneurs: In farms near Phaltan, KVK- Baramati has supported farmers in growing MPIs such as Aloe Vera, Tulsi, and Aromatic crops like Ashwagandha. KVK-involve farmers have established small-scale industries to produce herbal health and beauty products such as oils, creams, and other supplements they supply in local markets and online. They all take full advantage of the growing trend of people preferring Ayurvedic products in domestic and export markets.
6. Role of KVK Baramati in Horticulture-based agribusinesses: In farms near Phaltan, KVK-Baramati has supported horticulture-based entrepreneurship and skill development for farmers cultivating high-value crops like mango, guava, and pomegranate. Farmers under the KVK scheme have gone into value addition, establishing fruit processing plants where products such as jams, pickles, dried fruits, and juices were processed. This has enabled farmers to seek other income sources and expand their produce in processed foods markets.
7. Role of KVK Baramati in Aquaculture related Agri-entrepreneurs: In farms near Phaltan, KVK- Baramati has guided farmers in starting fish farming enterprises. KVKs also offer instructions on the management of ponds, species selection, and feed to be used for the fish. Farmers who took the training have set up fish farming ventures, and some have proceeded to process and market fish merchandise such as filleted and dried fish. Aquaculture has proved to be a lucrative agriculture sub-sector, especially in areas with little or no arable land for cultivation.
8. Role of KVK Baramati in Small Scale Poultry related Agri-entrepreneurs: In farms near Phaltan, KVK- Baramati has provided best practices for poultry production to small-scale farmers, and as a result, they have established lucrative poultry businesses. Others have progressed to processing eggs into products such as egg powder and protein supplements to satisfy the health-conscious market.
9. Role of KVK Baramati in Agri-Tourism: In farms near Phaltan, KVK- Baramati by implementing innovations, extension activities in Maharashtra's KVK have helped farmers start up Agri tourism innovation. Producers provide services like farm holidays, farming tourism, and eco-tourism, especially involving organic farming tours and courses on the technologies used in traditional farming. This has provided income to families in rural areas and awareness to urban consumers on the sources of their foods and the sustainable methods used.
10. Role of KVK Baramati in Floriculture related Agri-entrepreneurs: In farms near Phaltan, KVK- Baramati, have imparted technical knowledge and ability on Floriculture, rose,

marigold, chrysanthemum production, etc. Some of the farmers have developed nurseries that produce flowers, ornamental plants, and plants for landscaping enterprises. Some have also ventured into making and marketing value-added products such as dried flowers and other physical arrangements for events and export markets.

The above finding demonstrates how KVK Baramati is instrumental in facilitating a change of face for farmers into notable agripreneurs by assisting in training, technology, and market linkages.

Suggestions:

1. Strengthen Market Linkages: KVKs should promote an effective linkage between the farmer and the markets by conducting buyer-seller meets, expos and tie-ups with the retail chains. Improving farmers' access to better markets at the local and international levels will increase their income level, thus cutting the use of intermediaries.
2. Technology Literacy: As a result, to enhance the competitive capacity of the farmers in the era of information technology, the KVKs should lay their area of operation on the digital literacy programme. Educating farmers on how to use intelligent applications in mobile phones, social sites for updated market prices, and others and how to e-market their crops can improve their knowledge and decision-making.
3. Agri-Entrepreneurship Incubation Centres: Incubation centres must be established to support agripreneurs and the KVKs. These centres can offer practical business strategy, planning, product creation and promotion training. Workshops, training sessions, and executive and expert coaching could help build an innovative approach to transform Agri-products into commercialise products.
4. Training Programs: It is indicated that KVKs can increase their training activities by developing them to meet local requirements and farmers' demands. Farmers would get more practical and relevant advice as problems such as ground conditions, water organization, and crop disease can be solved according to geographical zone systems.
5. Climate-Resilient Agriculture Techniques: As climate change becomes a thorn in the rear of the agriculture sector, KVKs should ensure six-compartment training of the farmers on climate-smart agriculture, such as drought-tolerant crops, efficient irrigation, and sustainable soil management. This can assist farmers in reducing the impacts of climate change and, hence, weather development
6. Agri-Tech Companies: KVKs can partner with Agri-tech startups and companies to offer rural farmers modern farming technologies such as precision farming assets, drones, and IoT-enabled sensors. Such cooperations can make efforts to

increase production and Organize resource utilization to minimize wastage among farmers.

7. Women's Participation in Agripreneurship: More unique initiatives need to be established to strengthen women in agriculture, specifically in training and assisting women in agribusiness. These include financial and market knowledge and women's entrepreneurship development education because of their unique needs and barriers.
8. Awareness programs: KVKs can increase the number of people reached in a particular area through local media, social media, and events. It will help more farmers, especially those in rural areas, to notice KVK's presence and participation in programs that may benefit them.
9. Partnership with Research Institutions: There is every need for KVKs, Agricultural Universities and Research institutions to foster continuous availability of new agricultural research and innovations to the farmers. This joint effort can enable applying the latest technologies and practices at the grassroots level.
10. Monthly Monitoring and Evaluation of the Impacts: A proper assessment of the programmes launched by KVK needs monitoring and evaluation. Due to the regularly conducted assessments, KVKs can determine the practical programs and those that are not and, therefore, allow the efficient use of the available resources.

Discussion: In the context of future directions, the following strategies should be included for strengthening Krishi Vigyan Kendra's contribution to development of Agri-Entrepreneurship. KVKs of the future should have Technology incorporation, strong market linkages and inclusion of Agripreneurship as foundational pillars. Several farmers are yet to be connected to the internet, and app-based solutions such as smart farming and digital marketplaces can improve yield and make agriculture more sustainable. Moreover, the KVKs should focus on networking with Agri-tech companies, universities, and research institutes so that there is constant innovation at the grassroots level. Particular emphasis has also been placed on women entrepreneurs and other marginalized groups to achieve better inclusive growth in the agricultural sector. Sustained impact evaluation and sensitive, target-based training interventions will be critical in addressing new contingencies, including climate change, and varying market forces. The approach enunciated above will ensure that KVKs are relevant and sustainable in the face of the transformation of agriculture in India.

Conclusion: KVKs are centres for delivering agricultural knowledge, technology, and skill development to improve farm functioning. As institutions set up to curb sustainable agrarian practices and rural business, KVKs are central to making farmers into agripreneurs. This study intends to evaluate KVK Baramati's contribution as a centre for promoting agripreneurship, especially their

entrepreneurial development programmes. By analysing the programs, success stories, and challenges of KVK in promoting agri-business ventures, this study explains how KVK Baramati assist farm producers in Phaltan area in moving away from subsistence farming and becoming successful agripreneurs. From the study, it is clear that KVK Baramati plays the centre stage in the development of agripreneurship through the generation and transfer of knowledge and the development of social capital. Furthermore, the focus should be on identifying and meeting the needs peculiar to women involved in agripreneurship with consideration for improving the efficiency of the KVK that play a role in rural development. Further research should enhance the link between ED and the current techno-social structures of KVKs towards the effective promotion of agripreneurship. This will guarantee that knowledge-based verticals like the KVKs become a storehouse of all the information the rural area needs and a spring of sustainable rural enterprise.

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Fostering Resilience: Community Service as a Tool for B-School Success*

Introduction

Kavyanjali Education Society (KES), Kolhapur was established KIMS in year 1965 with aim to the broad objective of empowering rural people through world class quality education. KES Group has 3 educational Institutions under its umbrella namely, Kavyanjali Arts, Science and Commerce College (established since 1975), Kavyanjali English Medium School (established in 2010) and Kavyanjali Institute of Management Studies (established since 2011).

Kavyanjali Institute of Management Studies (KIMS) is a premier Business School in Kolhapur – District: Kolhapur (Maharashtra – India). It is permanently affiliated to Shivaji University – A top ranked State University in India. It is approved by Directorate of Technical Education – State of Maharashtra and All India Council of Technical Education – Government of India. It is accredited by National Assessment and Accreditation Council (NAAC) - An autonomous institution of the University Grants Commission (UGC) with A++ Grade. KIMS offers a standalone Master of Business Administration (MBA) program and it's accredited by National Board of Accreditation (NBA).

KIMS Kolhapur operates a Community Service Activity with tagline - "Live-Love-Laugh". It is called KIMS-3L Program. This program has been launched with an aim to give hope to every person experiencing stress, anxiety and depression. At its core, KIMS-3L is an idea, a movement, and a metaphor for hope. The KES Group Chairman - Mrs. Mantra Shrikant Bhosale suffered from mental issues in her childhood. Arising from her personal journey with anxiety and depression, Live-Love-Laugh (KIMS-3L) was founded in 2015 by her. The KIMS-3L program combines knowledge and domain expertise to create awareness about mental health, reduce stigma associated with mental illness, and provide credible mental health resources. KIMS-3L programs and outreach are conducted and implemented through partnerships and collaborations. KIMS-3L is thus a social services and extension activity carried out by KIMS Kolhapur and is governed by KES, Kolhapur. Mrs. Mantra is the Chairman of Governing Council at KIMS, Kolhapur. Mrs. Anagha Vishnu Patil is a renowned Physician of Kolhapur City. She is known for her Philanthropy, Social Work and has strong connect in who's-who of Kolhapur City. Mrs. Anagha is Secretary of KIMS, Kolhapur. In toto; there are 10 other members in Governing Council of KIMS, Kolhapur. The other members are mostly Businessmen or belong to commodity trader's community in Kolhapur.

Under the KIMS-3L program, approximately 258 Mental Health Awareness Campaigns and Training programs are organized in Kolhapur city and villages

in outskirts of Kolhapur city. Through these programs, the KIMS hope to:

1. Awareness: Spread awareness through activities like street plays, wall paintings, and consistent training for frontline workers in mental healthcare.
2. Accessibility: Provide persons with mental illness and their caregivers access to psychiatric treatment, psychosocial support, and rehabilitation in their villages.
3. Affordability: While the treatment provided is free of cost, we also connect beneficiaries to government schemes making mental healthcare affordable.

A crucial aspect of the program involves prioritizing caregivers by providing them with training to enhance their caregiving abilities, addressing their health needs, and helping them become financially independent to support their families.

What makes the program sustainable?

KIMS-3L's rural program aims to support persons with mental illness and their caregivers through an integrated and sustainable model of mental healthcare delivery. Through a carefully structured framework, various stakeholder groups are formed and trained to support communities. Caregiver groups are formed at the village level, federation groups at the block level, and parent champion groups at the taluka and district level.

These support groups, including ASHA workers and community volunteers, are equipped with the knowledge and skills required to become advocates for mental health awareness. ASHA workers are also trained to identify and support persons with mental illness. All the stakeholders are empowered to carry forward the program's reach and effectiveness within the communities.

As the groups get proficient and self-reliant over time, KIMS-3L's community mental health program becomes a self-sustaining model that thrives on community ownership and empowerment for mental health support.

**This case study was developed by Dr. Abhishek Dikshit¹ – Associate Professor Anekant Education Society's Anekant Institute of Management Studies, Baramati and Dr. Smita Khatri² – Assistant Professor - Anekant Education Society's Anekant Institute of Management Studies, Baramati for 14th National Conference on the theme “Value Driven & Techno-Powered Governance in Science, Socioeconomic & Management” 24th (Saturday) October, 2024. Theme: Value-Based Management: Integrating Technology and Social Responsibility.*

The Governance for KIMS-3L Program:

KIMS, Kolhapur has 12 members in Governing Council (GC). Mrs. Mantra Shrikant Bhosale - GC's President and Mrs. Anagha Vishnu Patil – GC's Secretary give strategic direction. The KIMS-3L operations are led by the Dr. Vineet Mohan Krishnan – Director of KIMS, Kolhapur. There are 14 full-time faculty members and 6 staff members who work as a coordinating team. In order to fund its initiatives and operations, KIMS-3L program depends on Philanthropists, Student volunteers, Parents, Alumni and Caregivers who have personally dealt with mental health difficulties and have a strong interest in mental health rehabilitation. KIMS, Kolhapur has an Advisory Board of Experts. The members on the board provide guidance on critical matters such as legal issues, KIMS-3L value additions and social connect. KIMS, Kolhapur had formed partnerships with other Non-Governmental Organizations (NGOs), Healthcare providers (Hospitals & Clinics), Community organizations (ASHA Workers), and governmental bodies. Members of KES, Kolhapur who wish to support mental health initiatives occasionally contribute to KIMS-3L program through Donations. Certain Self-Help Groups pay for the necessary medications or give away free services to those who need them for mental health concerns. KIMS, Kolhapur occasionally collaborates with sister institutions like KEMS and KASCC, Kolhapur in addition to other causes and endeavors.

Campaigns and Awareness

A] KIMS 3L Adolescent Mental Health Program (2016–2022): Adolescence can be a tough phase with strange new experiences and major changes at the physical, emotional and social level. Academic performance, future planning, experiencing various emotions such as isolation, wanting to belong, and finding their identity, are some of the challenges that students at this age face. These challenges can in turn affect their mental well-being. Therefore, effectively addressing mental health at an early age can help adolescents lead fulfilling lives as adults.

Objective: You Are Not Alone (YANA) was initiated in 2016 for adolescents, teachers and parents with the aim of:

1. creating awareness about stress, anxiety, and depression
2. normalizing conversations on mental health;
3. reducing stigma associated with mental illness;
4. encouraging help-seeking behaviour; and
5. building resilience.

Implementation: The program was implemented by partnering with credible mental health organizations. Awareness sessions were conducted on topics such as signs and symptoms of stress, anxiety and depression, bullying and cyber-bullying, coping techniques, and seeking help from credible sources. Students between class 6 to class 12 and their teachers were addressed in separate sessions. Informational booklets were handed out to all participants and were also made

available for parents. The program was delivered free of cost in private and public schools across Chandgad, Karveer, Ajara, Bhudargad, Shirol, Bhadole, Shahuwadi, Rukadi, Sawarde, Kaljawade, Kowad, Uttur, Katkangale, Nesari and Mungurwadi. It was delivered in two languages – Hindi and Marathi. During the Covid-19 pandemic, KIMS team integrated a hybrid model of session delivery including in-person and online sessions as per the requirements of schools.

B] KIMS 3L Doctors Program (2016–2022): For a country of over 1.3 billion people, India has only around twenty-five thousand mental health professionals. Expanding the base of people equipped to manage mental illness is critical to address this gap. Primary care physicians can play an important role in bridging this gap, with adequate training in the detection, diagnosis and treatment of common mental disorders. They are also able to offer the first level of intervention in cases where people are hesitant about consulting mental health professionals.

About The Program: The program was focused on capacity building of primary care physicians in Kolhapur and had two models: Continuing medical education (CME) sessions and certificate course in common mental disorders (CCCMD).

Continuing Medical Education Model: By partnering with the Kolhapur Medical Association (KMA) and Kolhapur Psychiatric Society (IPS), this model aimed to provide adequate information to the participating medical practitioners, enabling them to effectively and sensitively treat patients with mental health conditions. Psychiatrists conducted sessions for practicing general physicians & medical students and trained them in identification and treatment in mild and moderate cases.

Certificate Course Model: The certificate course, conducted online over five months, helped enhance the knowledge, skills and core competencies of primary care physicians in the identification, management and treatment of common mental disorders. It included high-quality training modules in Mental Health and Substance Abuse. These were made available to participants in Panhala, Kadgaon, Kagal, and Parale. The program also helped to develop and update standard teaching protocols and modules for evidence-based learning, built a nationwide network of primary care physicians and specialists, as well as continually updated them with the latest advancements in the field of mental health.

Qualitative Impact:

1. Improvement in average knowledge of participants about identification, management and treatment of common mental disorders.
2. Able to identify an increased number of patients with common mental disorders in their clinical practice.
3. Confident about applying the knowledge and skills gained.

C] KIMS-3L COUNSELLING ASSIST (2021–2022): During the Covid-19 pandemic, frontline healthcare workers played a crucial role in providing care to those affected. They worked in unprecedented situations, braving risks to their own health as well as other hardships. In the process, many of them became vulnerable to stress-related disorders, anxiety, depression, and burnout. It was important that their own mental and physical health and well-being were taken care of.

Objective

Counseling Assist began in July 2021 as Frontline Assist for healthcare workers in need of mental health support during the Covid-19 pandemic. Free tele-counseling, community support via listening circles and evidence-based information and tips were the main offerings of this program. Subsequently, the program was expanded to offer free tele-counseling to the public as well.

Implementation: KIMS-3L partnered with mental health NGO Sangath to support its dedicated Covid-19 Well-being Center which offered a range of free well-being services to the public. KIMS-3L supported the initiative with sale proceeds from the Bhosale Trading Company, helping it amplify its reach as well as scale up the impact. The tele-counseling services were accessible free of cost by anyone in India, and were delivered in four languages – English, Hindi, Marathi, and Konkani.

Impact on– Thinking, attitudes, behaviour

Caller Details

1. There was a steady increase in the number of callers, with the highest number of callers being female.
2. The highest numbers of callers were from Kolhapur, followed by Karvir and Shirol.
3. Anxiety and depression were found to be the most noted reasons for seeking counselling.

In addition to funding the helpline, our communication footprint facilitated greater awareness about the initiative, ensuring that more people accessed these essential mental health services.

Challenges

Even though the KIMS-3L team is working for a great cause, they always have obstacles in their path. Here are a few instances:

1. Stigma and discrimination: It might be difficult to increase awareness and support for mental health professionals' work because mental health issues are still frequently stigmatized and discriminated against.
2. Funding: The KIMS-3L program frequently has trouble finding money for its initiatives.
3. Access to care: Some places, especially rural and semi-urban areas of Kolhapur, may have limited access to mental health care facilities.

4. Lack of knowledge: The public education and awareness-raising of mental health concerns is a task faced by the Institute.
5. Integration with healthcare systems: Mental health is sometimes viewed as a distinct problem from physical health. The need of the hour is to include mental health into all aspects of healthcare delivery.
6. Language and cultural barriers: People from different origins may find it difficult to receive adequate support. Mental health concerns are frequently viewed and experienced differently in different cultures.
7. Coordination with other stakeholders: Because mental health is a complicated topic, it calls for collaboration across a variety of entities, including governmental bodies, medical professionals, community organizations, and those who have personally experienced mental health problems.

Case Scenario

Mrs. Anagha Vishnu Patil is a renowned Physician of Kolhapur City. She is known for her Philanthropy, Social Work and has strong connect in who's-who of Kolhapur City. Mrs. Anagha is Secretary of KIMS, Kolhapur. She is one of the founding members of KIMS, Kolhapur. She feels the need to launch #NotAshamed campaign under KIMS-3L program. Her aim is to increase awareness, de-stigmatize mental illness and encourage people with lived experiences to speak out and seek help.

The KIMS-3L team thought over it and decided to create a campaign which could feature across digital, print, outdoor, radio and television, and encourage real-life survivors to speak openly about their mental health and not hesitate to ask for help.

The KES Group Chairman - Mrs. Mantra Shrikant Bhosale, who suffered from mental issues in her childhood, decided to go-ahead with the campaign in spite of the challenges mentioned above. She believed that to make this campaign successful, we should not ask people to come to us and talk about it, instead we need to use technology through which people can connect with us and share their stories on videos.

Dr. Vineet Mohan Krishnan – Director of KIMS, Kolhapur discussed at length with his 14 full-time faculty members and 6 staff members who work as a coordinating team. Dr. Vineet then met with Mrs. Mantra and Mrs. Anagha and shared the idea of coordinating team. He proposed to develop a Social Media App titled “Nisankoch Vichara”. He said, “It can be that simple. A simple line that conveys so much – genuine concern, empathy, interest – and this is the essence of “Nisankoch Vichara”, meaning Ask Again. It could well be Kolhapur’s first nationwide public awareness campaign on mental health. Nisankoch Vichara could feature stories of people fighting mental illness and encourage others to reach out to those who could be suffering.”

To develop an App on such a sensitive issue needed not only funds and technical know-how but also legally correct moves. Also, awareness about the app needed to be created. The three of them thought about it for a long time before coming up with a plan.

It was decided to hire renowned Website and App development Software Company in Bangalore to create, execute and maintain the App. This could settle the technical part. To address the awareness part, it was decided to organize “ASHA Worker’s Walk” on the ramp like actual models for a fashion show with the title “Walk of Hope”. Legal counsel was sought to comprehend the legal framework for organizing such events and prevent any awkward future circumstances. The coordinating team was then requested to arrange for the material and in-kind assistance. The group made the decision to finance the event on their own, and a four-lakh rupee budget was anticipated for the fashion show and another ten lakh rupees for App development and Maintenance.

The coordinating team's first task was to persuade the ASHA Workers—as well as their guardians or parents—to join. It was a significant difficulty because most of the ASHA workers belong to a section of the society in which females participating in fashion shows is frowned upon in many societal circles of Kolhapur. By explaining to the ASHA workers and their families why an event of this kind would be beneficial, the team was able to persuade them. The location was quickly decided upon, and the event preparations began.

Second, the team then had to ask for help from the local politicians for financing the fashion show. The team faced a blow when local politicians agreed with the event but were hesitant to provide funding for it.

To publicize and promote the event, Dr. Vineet and his team chose to use social media, and they asked their friends and family to let others know about it. The publicity campaign was then powered by Bangalore based firm for market penetration. A wide physical publicity campaign was undertaken by Kolhapur Medical Association (KMA) and Kolhapur Psychiatric Society (IPS). KIMS-3L had previously collaborated with them for Doctors Program. NGO Sangath and health care workers of COUNSELLING ASSIST program helped in tele-calling and counseling of prospective audience.

The importance of professional cosmetics and costumes for the participants was recognized by the team. A fashion designer named Mr. Manoj Malhotra offered to assist them with the costumes. Each participant's costume was constructed specifically for them, and every stitch was done with great care. While some volunteers trained the ASHA for the ramp walk, others agreed to apply makeup for the participants.

Despite the agreement to pay for the event itself, the required finances were not sufficiently organized. The GC members of KIMS, Kolhapur were aware of the efforts undertaken by Mrs. Mantra Shrikant Bhosale.

One part of the necessary funds was mobilized by members of GC. The other part was mobilized by friends of Mrs. Anagha Vishnu Patil who were Philanthropists, Social Workers and who’s-who of Kolhapur City. As a result, the team was able to obtain all the resources they needed.

The fashion took off, the ASHA workers showed off their strength and confidence as they stormed the stage during the event. Interestingly, it was Women’s Day. The concept of a fashion show initially made the audience uneasy, but they were amazed with the result. Students between class 6 to class 12 who had previously benefited from Adolescent Mental Health Program actively volunteered for the event. The event culminated in a spectacular finale with the announcement of prize winners. Following the occasion, the audience went up to the Mrs. Mantra and Mrs. Anagha & Dr. Vineet to convey their sincere appreciation for all their hard work with a promise to download app and post a video. The ASHA workers assured that they would never forget this day and that they would do everything in their power to make #NotAshamed campaign a surreal success. The team experienced the joy of achievement, and the ASHA workers felt empowered.

Outcomes:

1. Received more than 60 lakhs total impressions across TV, print, and digital mediums
2. 4 lakhs social media conversations involving KIMS-3L

Post-completion, the team found that the “Nisankoch Vichara” app was mainly downloaded by urban people in Kolhapur and nearby areas. Videos received were mainly from a section of society which is well educated and urban. It did not reach out to rural parts in and around Kolhapur effectively. It received a lukewarm response from rural population. Something went wrong....

Conclusion

To sum up, Mrs. Anagha Vishnu Patil is a well-respected in Kolhapur's mental health area and is a pillar of strength for KIMS-3L program. She says, “We’re quick to brush our fears, anxieties, stresses, vulnerabilities, and insecurities under the carpet. We often pretend that everything is okay, in our eternal quest to project ourselves as normal.”

Mrs. Mantra Shrikant Bhosale's vision and efforts of Dr. Vineet Mohan Krishnan to raise awareness and provide treatment for mental health issues have earned the duo numerous honors and recognitions. Mrs. Mantra says, “Assurance that finding comfort and allocating time for what nurtures your well-being can help you find your safe space. This is where platforms like “Nisankoch Vichara” are needed. Dr. Vineet opines that “ Despite the KIMS-3L's achievements, much work remains. In many talukas of the Kolhapur district, particularly in rural areas, mental health disorders are still widely misunderstood and stigmatized, and there are few resources and qualified

specialists to treat the problem. The work of the KIMS is essential to closing this gap and enacting long-lasting change". Despite many obstacles, the KIMS-3L team persisted and were able to plan an event that brought people together for a cause. It helped in uplifting persons with mental illness and fostering community empowerment. The fashion event and launch of NV app serves as an illustration of how a small group of people can band together to significantly impact the lives of others.

The team's commitment to the cause and their efforts to break down societal and cultural barriers in order to make this event a reality serve as a testament to the value that education and awareness campaigns have in fostering social change. The team's use of social media to publicize the event also emphasizes how crucial it is to make use of all the channels and tools at your disposal to spread the word about and garner support for worthwhile causes. In conclusion, the fashion show that Mrs. Mantra and her colleagues organized inspired other people to have a constructive influence on their communities. But still a lot needs to be done.

Questions

1. List the potential roadblocks that an Institute may encounter while planning Social Service Programs. Provide practical solutions.
2. How would you raise money for KIMS-3L Fashion Event if you were Mrs. Mantra Shrikant Bhosale? Talk about the potential difficulties you might encounter when organizing the event.
3. How can KIMS, Kolhapur increase local access to mental health services?
4. What community outreach projects or activities can the KIMS, Kolhapur launch to raise awareness of mental health issues and specifically women at work?

Teaching Note

A synopsis of the case

Kavyanjali Education Society (KES) is a leading Indian educational institution since 1965 that focuses on empowering rural communities through quality education. The KES Group, has three institutions which includes Kavyanjali Arts, Science and Commerce College, Kavyanjali English Medium School, and Kavyanjali Institute of Management Studies (KIMS). The "Live-Love-Laugh" (KIMS-3L) program, founded by the KES Group Chairman - Mrs. Mantra Shrikant Bhosale in 2015, provides hope to individuals experiencing stress, anxiety, and depression. KIMS-3L is thus a social services and extension activity carried out by KIMS Kolhapur and is governed by KES, Kolhapur. This program organizes 258 mental health awareness campaigns and training programs in Kolhapur, aiming to increase

awareness, provide access to psychiatric treatment, psychosocial support, and rehabilitation, and make mental healthcare affordable. The program also supports caregivers by enhancing their caregiving abilities and financial independence. KIMS-3L has partnerships with NGOs, healthcare providers, community organizations (ASHA workers), and governmental bodies, and has a 12-member governing council. KIMS-3L Adolescent Mental Health Program aims to address challenges faced by adolescents, while the Doctors Program aims to expand India's mental health professionals. KIMS-3L Counselling Assist began as Frontline Assist for healthcare workers in need of mental health support during the Covid-19 pandemic. KIMS-3L team faces challenges such as stigma, discrimination, funding issues, limited access to care, lack of knowledge, integration with healthcare systems, language and cultural barriers, and coordination with other institutions.

Anagha Vishnu Patil, a renowned physician and Secretary of KIMS, Kolhapur, launched the #NotAshamed campaign to increase awareness and de-stigmatize mental illness. The KIMS-3L team created a campaign that would feature across digital, print, outdoor, radio, and television, encouraging real-life survivors to speak openly about their mental health. KES Group Chairman, Mantra Shrikant Bhosale, believed in using technology to connect with people and share their stories.

Dr. Vineet Mohan Krishnan, Director of KIMS, Kolhapur, proposed the development of a Social Media App titled "Nisankoch Vichara" to be Kolhapur's first nationwide public awareness campaign on mental health. The app would feature stories of people fighting mental illness and encourage others to reach out to those suffering. To create the app, a Website and App development Software Company in Bangalore was hired to create, execute, and maintain it. The team also organized an "ASHA Worker's Walk" as a fashion show with the title "Walk of Hope". Legal counsel was sought to understand the legal framework for organizing such events. The team financed the event on their own, with a budget of four lakh rupees for the fashion show and ten lakh rupees for app development and maintenance.

A fashion designer, Mr. Manoj Malhotra, assisted with the costumes, and volunteers trained the ASHA for the ramp walk. Despite financial difficulties, the team mobilized resources from KIMS, Kolhapur, and friends of Mrs. Anagha Vishnu Patil. The event, held on Women's Day, showcased the strength and confidence of ASHA workers. The event received over 60 lakhs impressions across TV, print, and digital mediums and 4 lakhs social media conversations. However, the app was mainly

downloaded by urban Kolhapur residents and did not effectively reach rural areas. Despite challenges, the KIMS-3L team successfully organized a fashion event and launched the NV app, uplifting individuals with mental illness and fostering community empowerment. Their commitment to education and awareness campaigns highlights the value of social change. The team's use of social media to publicize the event underscores the importance of using all available channels for promoting worthwhile causes.

The target learning group

This case is intended for postgraduate and undergraduate students, business workers, and individuals employed by similar non-governmental organisations. Understanding the subtleties of outstanding social entrepreneurship, collaboration, captivating leadership, and social sensitivity is made possible by this case study.

The learning/teaching objectives and key issues

1. To assess the importance of community service.
2. To clarify for readers the importance of leading without a title.
3. Evaluate the challenges and issues surrounding mental health, and emotional well-being of an individual.
4. To introduce students to the range of difficulties related to mental health that people encounter.

The teaching strategy

The case discussion centred on the previously listed difficulties. Individual analysis of the case is needed, followed by group preparation and class discussions. Following an open discussion, each group is free to offer its view and recommendations about the issues raised by the case. For the purpose of solving the case, each group may have a twenty-minute meeting period.

Questions for discussion

1. List the potential roadblocks that an Institute may encounter while planning Community Service Programs. Provide practical solutions. Funding, sensitization among staff and students, scaling a social impact enterprise, and other issues are among the typical challenges faced by Institutes. Social and cultural barriers, resistance to change, and legal and regulatory obstacles that may hinder them from successfully running their institutes. Building relationships with other organisations, stakeholders, and communities; utilising technology to generate creative solutions, boost productivity, and broaden their reach; establishing a robust network of supporters, comprising investors, donors, and volunteers; advocating and educating others to increase awareness of their cause and foster support for their work; and measuring impact to prove the worth of their efforts

and draw in funding and support are some practical ways to get past.

2. How would you raise money for KIMS-3L Fashion Event if you were Mrs. Mantra Shrikant Bhosale? When seeking donations for its cause, KIMS, Kolhapur may take the following into account: Individual donations; corporate collaborations.

1. grants and awards;
2. crowdfunding;
3. Occasions; Impact ties on society

3. How can KIMS, Kolhapur increase local access to mental health services? KIMS, Kolhapur can increase accessibility to mental health services at the local level by implementing a multifaceted strategy that includes collaborations, outreach to the community, tele-mental health services, developing capacity, and advocacy.

4. What community outreach projects or activities can KIMS, Kolhapur launch to raise awareness of mental health issues and specifically women at work?

In order to raise awareness of mental health issues and empower women, KIMS, Kolhapur can carry out a number of community outreach projects. These include campaigns promoting mental health awareness, programs empowering women, support groups, crisis intervention, mental health first aid, indulging mental health experts in the campaigns and collaborations with nearby organisations. These projects can be carried out gradually, beginning with a pilot program in one community and progressively extending to other locations. The foundation can increase audience reach and program awareness by utilising digital resources such as social media platforms. To continue and expand its projects, the KIMS, Kolhapur may also look to the government, businesses, and charitable institutions for money and assistance.

Analysis of data

This case study is qualitative in nature and did not involve any data analysis.

Background reading

1. <https://economictimes.indiatimes.com/topic/civic-issues-in-karnataka>
2. https://www.academia.edu/36333881/Social_Entrepreneurship_A_Few_

Case Study

Experience in using the case.

Since it's a new case, the class hasn't yet tested it.

Closing Note: Names used in the case were change; similarity may be coincident, need to be ignored

TEACHERS ROLE IN INCULCATING LIFE SKILLS AMONG STUDENTS -ELEMENTARY SCHOOL PERSPECTIVE

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ABSTRACT

Purpose: The very purpose of this paper is to enlighten a wholesome important and insight of current issues and trends 'Among Students in General and More Particularly Teenage Students-kindergarten Children'. The Teacher as first hand leader of child has very significant role to play while inculcating the life skills among children. This study is beyond the usual composition of demographic characteristics like age, confined study area, structured questionnaire methods, gender, level of education, experience, geographical environment, their caste, creed, color, nationality, economic conditions and other differentiation.

Design Approach: Basically, the social media, use of internet and lot more external forces like friends, life styles, level of income, outing, etc., have been in-depth studied from the source itself. An empirical ground level Research Problem has been applied for comprehensive and fruitful conclusion.

India being a growing economy towards 5 trillion dollar, 60% population youth (Young India), huge skilled work force, escalating tempo in all sectors, urbanization, nuclear families, spouse working etc., gradually tend to family depleted attention. Thus, the study is focused at length to the Teenage Students-kindergarten Children. Thus, meaning thereby it should have relevant findings and meaningfully conclusion for the purpose of application.

Findings: At the end of study, result revealed that, students' demographic basket is full of variants, differences, distinctions and lot more in idea, learning habits, level of understanding, intellectual inputs and foresight, visualization among the Teenage Students-kindergarten Children. Acknowledging the differences as a basic variable and a valuable input for grooming students at learning place is very significant tool. The systematic plan certainly resolves varied problems and enhances the positive attitude among students. Teacher being a leader of Students certainly make a different perspective that could result in better escalation ladder in Teenage Students-kindergarten Children's grooming.

Practical implications: Since author of this paper has almost 4-decade rich and resourceful tangible experience both in corporate and academia, he has applied the thought processing research objectives in different angle, of course with empirical tone. The implication is indeed based on internal, external, teacher's kinship and schooling dimensions, which is helpful to make a holistic approach in the research process.

Keywords: *Students' Diversity, Cross Culture, Financial Position and Income Level, Family Upbringing, Community Background, External Forces.*

Introduction: The development and growth is a natural phenomenon in all living things and more particularly among human-youngster. Likewise students' natural development, growth taking place, if it organized with appropriate life skills, such as human values, manners, etiquettes, life skills and soft skills, gives greater positives fountain for happiness and growth in life. Generally, *these skills are not taught but caught by the Teenage Students-kindergarten Children*, but they needs to be groomed by practices and inculcating goodness of life skills.

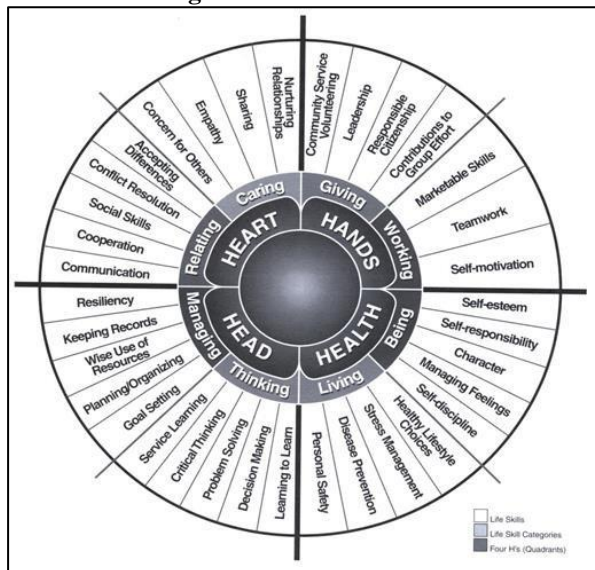
A nice quote by Dr. A.P.J. Abdul Kalam former President of India, he said, "Three major persons are responsible for the growth of children, Mother, Father and Teacher".

Thus, mother roles are basically in lap for the child that is *love and affection*, father's role often hovers on *slap-discipline and enforcement* and teacher role is all about *clap- inspiration, motivation and rightful grooming*.

Practically speaking Teacher is the first 'External Driving Force' to Child. S/he copies lots from the teachers at the first sight and begins their learning process. Thus, the positive and ethically development and grooming of child's personality, life skills, values, skill-set, soft skills are by default at the behest of the teacher.

The simple meaning of 'Life Skills' is the skills for better quality of life and complementarity to other to lead happy life. UNICEF defines life skills as '*a behavior development approach designed to address a balance of three areas: knowledge, attitude and skills*. According to the model of Dr. Patricia A. Hendricks life skill has 4-H, which classified into 8 categories with 35 life skills. Teacher's initiatives in pragmatic way of teaching will generate very positives impact on the students learning towards life skills. Skills are shown in the following diagram.

Diagram No. 1: Life Skills

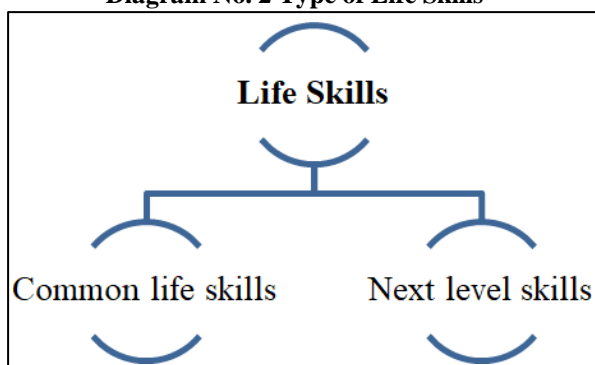


Source: Secondary Data

Learning of Life skills is essential; the child develops the ability to discharge his life appropriately and to organize the activities related to life in a systematic manner. It is a process of learning in which skills are developed to make the child efficient in such a way that s/he can make decisions in odd situations by his / her ability and wisdom.

If we want to live happily and successfully, then we need to understand the importance of life skills, one must learn and practice. The life skills make students competent, capable, analytical, to know how to make life easy, simple, positive and how life can be spent in the right way. Thus, life skills are very important to learn. The study depicts two types of skills that can be thought by teachers viz, Common Skills and Next Level Skills.

Diagram No. 2 Type of Life Skills



Source: Secondary Data

The **Common Life Skills** are basic skills one is in need every day namely, Home and Family Manners and Etiquettes, Self-discipline, self-organized and Confidence, Art of Decision-making, Managing Stress Skills, complementarity skills in adversity, analyzing techniques, Positive behaviour, Critical Thinking, community and societal skills.

The **Next-level Life Skills** are as basically needed to live in the competitive environment such as, high level cognitive skills, Critical thinking, Goal Setting and Problem Solving, Effective but Right way of communication, Life style, Better Standard of living with good health, Interpersonal skills, Leadership skills, and Visualization.

Without any doubt above all Skills has to be learn, particularly at the tender age and hard wiring age so that the goodness and values of life skills will be in practice until our lives.

Certainly, the life skills shape the personality of students to handle the situational issues to its best. The teachings of life skills in kindergarten schools really make the student stronger, positive and very much analytical on the contemporary issue. It is very much obvious that life skills learners achieve the targets in thoughtful manner. In precise the role of a teacher is very significant in teaching life skills to the kindergarten students because ‘Teacher is the first External Driving Force to Child’.

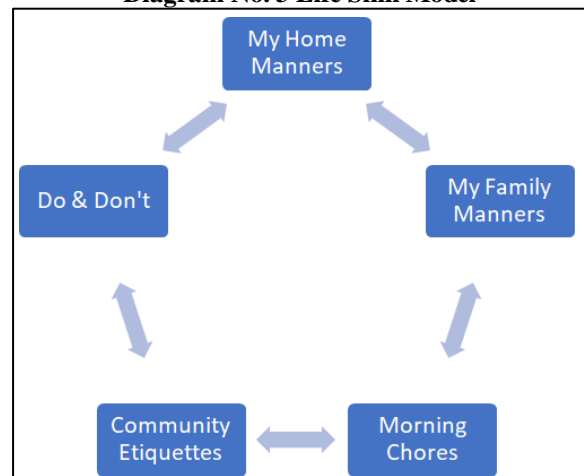
Objectives:

1. To understand benefits of Life Skills in daily life.
2. To implement the Life Skills in our routine life.
3. To teach Life Skills in kindergarten schools.

Statement of the Problem: Our today’s life totally influenced by social media and internet information, which is term as Black Magic. This so called black Magic perhaps delinks us with our values and ethos. Of late our schooling and teachers too not focuses on teaching and life skills at kindergarten schools. Thus, it is observe that, no attentive focus on inculcating and practicing of Life Skills is made.

Applicability: Looking to the need and base of situation a standard blue-print of applicability Life Skill Model is drawn as below:

Diagram No. 3 Life Skill Model



Source: Primary Data

1. My Home Manners: With compounding the common life skills and next-level life skills, we can draw need based basic and essential life skills to inculcate among students by teachers. Basically, at home we need to practice the manners. This is all about cleanliness,

housekeeping, handling guest, visitors, and members at home etc. The simple meaning of manners is, *A way of doing something or the way in which a thing is done or happens*. Thus, the manners is all about, use of empathy, courtesy, politeness, kindness, sober behavior, salutation, welcoming, while dealing with your guest elders, youngers and surrounding members. Thus, in my home manners the teacher necessarily inculcates the teaching of manners which are practice at home in the primary level schooling.

2. My Family Manners: Next to my home manners is my family manners, indeed this plays very significant role in building family reputation and commands / generate respect among relatives and friends. Here the role of teacher in inculcation life skills is demonstrating the manner of respect showing towards parents, elders, eating behaviour, use of home utensil, cutlery and positioning of them and family dealing manners. This increases bondage among family members in all kind of happenings of our lives. Further it develops *Kinship* at very childhood age.
3. Do & Don't: In real life, morning and evening chores is very essential one must teach to their child by doing themselves. The simple meaning of chores is, doing and attending routine habits like, stool passing (poop), brushing, getting ready for school, dressing, keeping things at their places, dusting out the bed before sleep, properly arranging books etc. The simple role of teacher is to practice students on this front as a workshop at school. You believe me children love to learn and do it. On top of that, parents will be happier by seeing these skills.
4. Community Etiquettes: Here learning of life Skills of community etiquettes is essential. The very meaning of etiquettes is, *Etiquette is a code of behaviour that shows expected social behaviour according to contemporary conventional norms within a society, social class, or group*. When we are in the community, we need to exercise commonly followed practices like, wearing of helmets while riding bike, wear shoes while visiting factory etc., which is in interest of our own safety is known as etiquettes. In the school workshop teacher can simply and easily demonstrate such practices among the students, especially about discipline.
5. Morning Chores: This is very important and life establishing Skills, one has to learn saying 'No' when the practice does not fall in your ethical etiquettes and manner for example few bad practices like corruption, wine taking, cheating others, making fun of others, and not acceptable activities, in our lives. In such situation a strong will power, strongly embedded values and ethos certainly overcome on bad dos. The inclination

method would be organizing plays on our ethics, parental hood which keeps us in better position to understand of goodness and kindness. This certainly keeps way from us all kinds of societal junk.

Findings:

1. The diagram No.3 is the eye opener mirror, which gives crystal clear understanding and benefits of Life Skills in daily life, in 5 dimension namely,
 - a) My Home Manners
 - b) My Family Manners
 - c) Morning Chores
 - d) Community Etiquettes
 - e) Do and Don't
2. At teachers behest all the life skills learning for the students is a fun, because it is activity base leanings. The simple methods to inculcate these skills are role play by students, workshops, under the guidance of teacher as mentor.
3. At the initial stage children need to be thought about the right use of social media and internet information, before it turns into as *Black Magic*.
4. Kindergarten schooling is the very right place to teach and practice the value and ethos based Life Skills for grooming of the children.

Conclusion: In the elementary learning, all the schooling is on activity based. The teachers' role in inculcating the Life Skills in different age and stage of the students certainly has greater leap in their lives. Teacher as First Sight Leader, certainly influence kindergarten learner/student positively on learning of Life Skills.

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WHAT IS THAT, CATALYST FOR TEACHERHOOD? – A CASE*

Introduction / Backdrop:

One day in the salubrious morning, Mr. Darshak was just loitering in his lush green grass pad of his tiny annex-residential garden. One gentleman (Mr. Darshak) reaches to him and said, you need to hand pick a real-time talent, who indeed consecration for the position of Professor/Teacher in his professional Management Institute. The conversation took Mr.Darshak in deep thought and compelled to ponder on various angles, parameters, mettles, merits and so forth, to do justice for the responsibility assigned. The assigned responsibility made Mr.Darshak restless and forced him to surf the Institute website. He found that, Institute has very healthy growth and cohesiveness of staff and management to achieve their vision and mission. One step further he saw, the faculties and teachers profiles, which were beyond eligibility, that again created lots of complexity in the issues of hand picking of the Professor/Teacher. A deep contemplation and interaction with faculties, a referral chats and colleagues’ dialogue made the pathway very cosy and interesting to Mr.Darshak. Among all few were into the consecration to the position of Professor/Teacherhood. He found that, this case is all about of quality and capability of teacher rather than eligibility and rosy profile running into pages. The complete churning of the Staff/Teachers documents, inputs from all stakeholders, the hand pick stack up between Prof.Geetha Vs Prof.Kavitha. Apparently, the Institute doesn’t want to do level playing in this issue, rather looking for the best hand to take Institute on new heights with decent culture of work environment.

What Made the Institute (Mr. Darsak) to Reach Mr. Darshak?

Basically, the Institute has Quality Hallmark in teaching and learning process and on top of that it has been awarded with highest accreditation grades from all agencies, regulating authorities and has good reputation and Goodwill among all stakeholders. Thus, precisely, they wanted to maintain the legendary of Quality and Consecration, right from beginning to completion, so that there should not be any kind of friction, hurdles in the planned growth of the Institute. Thus, they reached Mr.Darshak to handle the challenge as to fix right person for the position.

Who is Mr. Darshak:

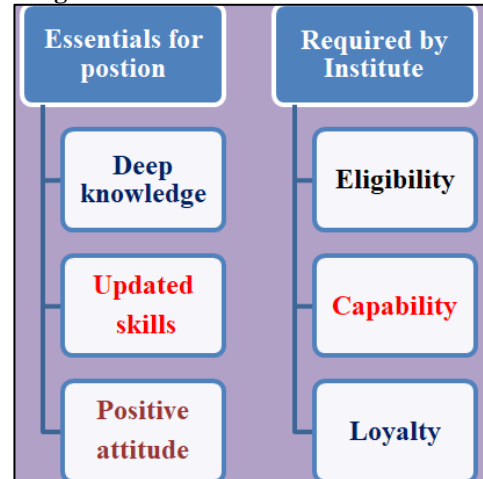
Mr. Darshak is the CEO of a company, who handles Manpower and deals in Intellectual Capital management, with the USP of Right Person at Right Place. Mr. Darshak is a retired IAS officer, who mostly worked in multicore business conglomerate. He has been recruiting intellectuals for education sector and gained rich and resourceful experience. Hopefully his credentials and background made the

Institute (Mr. Darshan) to reach him. On formal understanding of common points, basically requirement of Institute, rules and regulation of governing government bodies, time frame and finalization of the commercials. Mr. Darshak concluded that, Institute is looking for hotshot for the chair of professor. Accordingly, he and his dedicated team started the process.

The Teacherhood Process:

All the applications, appraisal forms, inputs like referral chat and colleagues’ dialogue were tabled. The foremost important among all was the applicants in the format of the regulations and longevity of quality service. The said team construed the following two major yardstick and ingredients thereto.

Diagram No. 1: Yardstick of Teacherhood



Source: Primary Data

The above yardstick has basically equal importance for the position and the weightages given by Agency are as below,

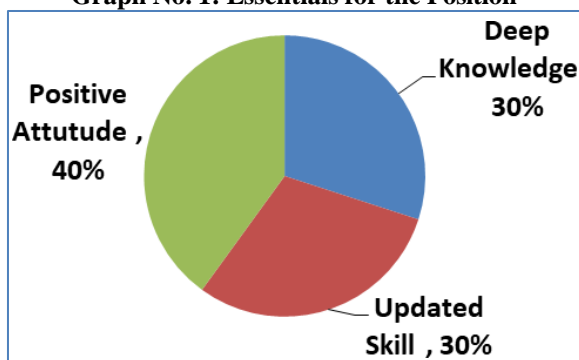
Essentials for the position:

- 1. Deep knowledge:** The subject knowledge really a mainstay for the position, mere University degree and course certificate certainly will not suffice the need, unless otherwise a deep subject knowledge is possessed by the applicants. **The weightage for this was allocated 30 per cent.**

**This case study was developed by Dr. Alok Babelay, Chief General Manager Co-Optex - Chennai, Dr. M. A. Lahori – Director- A.E.S’ Anekant Institute of Management Studies (AIMS), Baramati and Dr. D. P. More – Professor - A.E.S’ Anekant Institute of Management Studies (AIMS), Baramati for 14th National Conference on the theme “Value Driven & Techno-Powered Governance in Science, Socioeconomic & Management” 24th (Saturday) October, 2024.*

- Updated skills:** The required updated skills to perform better in the job is a need of hour and said position call for that. This era being Techno-savvy, hence job-related techno-skill is required. **The weightage for this allocated was 30 per cent.**
- Positive attitude:** This is very important which cultivates positive thoughts, go-getter quality and ownership of job. This keeps away from disengaged employees and work place negativity. It builds nexus between overall growth and development of Institute. **The weightage allocated for this was 40 per cent.** In this, Positive Attitude gained more significance i.e., 40 per cent. The pictorial view of the same shown as below,

Graph No. 1: Essentials for the Position



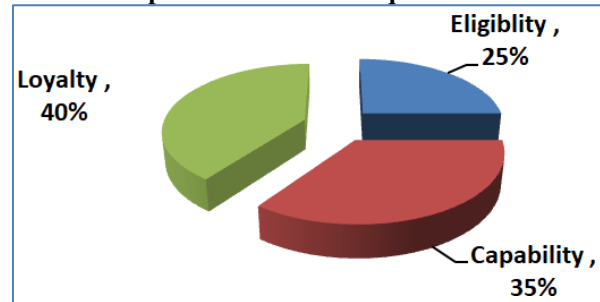
Source: Primary Data

The weightage allocated by recruiting agencies for this position was more to the *Positive Attitude 40 per cent* than Deep knowledge and Updated skill viz. 30 per cent respectively.

Required by Institute:

- Eligibility:** The Institute was looking to meet the formalities of authorities on ‘Eligibility Criteria’ so that candidature was into the norms. But the recruiting agency based on its real leverage of work, gave the **weightage of 25 per cent.** Because Recruiting Agency felt that Eligibility was a natural growth process. Hence candidature but naturally possess that.
- Capability:** This yardstick makes or breaks the candidature for the position. A strong but right capability certainly shall have great feasibility to through in. The agency gave the **weightage 35 per cent.**
- Loyalty:** This is all about dependability, trust and ownership. It has very great role and indeed need of the Institute. Looking to its significance the agency gave the **weightage 40 per cent.** In this required by the Institute **Loyalty gained more significance of 40 per cent.** The pictorial view of the same shown as below,

Graph No. 2 Institute Requirement



Source: Primary Data

Application of yardstick:

On premiere review and assessment of candidatures, two were short listed namely, Prof. Geetha and Prof. Kavitha. The critical insights of their appraisal forms, qualification, experience, Institutional developmental, students grooming, inputs from referral chat and colleagues’ dialogue were assessed one to one. The recruiting agency allotted following weightage.

Table No.1: Comparative Study

Name/Criteria	Deep knowledge	Update skill	Positive attitude	Eligibility	Capability	Loyalty	Total
Benchmark	30	30	40	25	35	40	200
Prof. Geetha	20	25	25	25	25	20	140
Prof. Kavitha	25	25	35	20	30	35	170

Source: Primary Data

The inference reads as the weightage were on ‘Positive Attitude’ and ‘Loyalty’ had more significant than others. As such, Prof. Geetha scored 62.5% and 50% weightage respectively, whereas Prof. Kavitha scored 87.5% and 87.5% respectively. In this scenario without any doubt the decision was in the kitty of Prof. Kavitha, because she has more positive attitude and greater loyalty towards the Institute. Finally Mr. Darshak, the CEO of a company recommends to Mr. Darshan the name of Prof. Kavitha. And she has been placed for the position of professor.

Academic Performance/Appraisal:

She had intrinsic quality of positivity, great attachment to work; students and workaholic in her nature of work and the kind of justice to the work by self-start really awesome. This positive attitude and loyalty down the line made other staff to enjoy their job by doing perfect work and cultivated KSA and ECL as shown in the figure No.1. Further, this kind of yardstick led a message that, Institutional Development is only answer for the Self Existence and progression.

Conclusion:

Prof. Kavitha was firm footing from very first day of her in the Institute. Her dedication, involvement, subject knowledge, justice to the assigned job portfolio, real development, grooming and hold on students, loyalty and positive attitude made a wonder in her life rather than meeting criteria requirement. Her marvellous work has created strong positive referral and positivity in the network. Even students named her as ‘Best Teacher’ and naturally in teaching she was the student’s teacher and her subject result

was outstanding. Mr. Darshak, the CEO of a company has justified their USP of, *Right Person at Right Place*.

Teaching Note

What is that, Catalyst for Teacherhood

Case synopsis

The professional management Institute growing with enriching quality, best teaching and non-teaching staff in the vicinity. The Institute is known for student's handholding and grooming, pristine infra, congenial teaching and learning environment and lot more positive vibes. The staff turnover is almost zero, meaning thereby staff retention is very high. But the superannuation and exigency left out (marriage, illness and family issues) may cause daunt and hence it calls for young quality input to enhance the growth of the Institute.

The very important pillar of growth is maintaining the average age of the Institute (staff) somewhere in the age of 40 to 45 years, above this age, Institute may sluggish for innovation, outstanding performance, updated skills, greater capabilities etc. Hence, they decided to recruit very accountable, responsible and workaholic person for the position of Professor, later on s/he may be in top ladder.

Institute had good number of teachers who are eligible as per the norms of authorities but Institute requirements were very distinctive and on this pursuit they reached to Mr. Darshak who was the CEO of a company. The company handles in Manpower and deals in Intellectual Capital management, particularly education sector with the USP of *Right Person at Right Place*. The given task of hand pick a real-time talent, who indeed consecration for the position of Professor/Teacher.

The profiles of two candidatures were short listed namely, Prof. Geetha and Prof. Kavitha. After complete process as explained above, the decision landed in the kitty of Prof. Kavitha. She had scored better weightage of 170 whereas Prof. Geetha was on 140. The most crucial criteria were the positive attitude and loyalty. In figure No. 4 depicts that; Prof. Kavitha has scored 87.5 per cent, which is more significant and a vital point to be considered.

Prof. Kavitha was hard core Institute lover, attachment (like motherhood) and profound affection, she dedicates her complete time for Institute work, sometime stretch working hours and working on holiday, her perfection check-list paramount among all. She was totally self-started; complete work without any reminders, follow-ups (great quality) and she contribute in meeting sensibly. In precise Institute really look for such kind of Teachers to meet their vision and mission. On other hand Prof. Geetha is equally at par, but has vacuums in yardsticks as shown in figure No.4. Her mantra was to work for eligibility and her position in the Institute was just a vacancy filler because self-start, accountability, responsibility was not on the benchmark. The referral chat, colleagues' dialogues and stakeholder's opinions

were not as in the case of Prof. Kavitha. But there is always scope to improve Prof. Geetha to stay on Teacherhood.

Key words: positive attitude, loyalty, workaholic, motherhood attachment, Institute first, perfect in completion of work, student's teacher, self-start and capability.

Target Learning group:

Budding management and technical teachers, working professional, business unit heads, family business owners and Entrepreneurs.

Learning and Teaching Objective and key issues

1. To study the growth of Institute.
2. To examine the superannuation and recruiting policy.
3. To analyze the strengths of Teachers and requirement of Institute.
4. To understand, why the need arises to engage Recruiting Agency.
5. To analyze the yardstick of Recruiting Agency.
6. To cultivate positive culture in the Institute of Quality and Dedication.
7. To develop the sense of owning job and dedicatedly involved into.
8. To understand hairline of moonlighting.
9. To delve into Institute work

Teaching Strategy:

1. The case needs to be led by the group discussion, by break away rooms.
2. Peer dialogues among the students and targeted groups/ budding teachers.
3. Further learning group may be provided with board plan / mind map hints.
4. Study material may be provided.
5. An overview of case may be briefed to them.

Steps:

1. Divide into the groups and give each group a task of applying a specific strategy on the happenings of the case. Examine the possible outcome.
2. Focus on the strategy adopted in the above case.
3. Discuss strengths and challenges of the case.
4. Strategies to handle the challenges.
5. Outline the future potential growth path in the case.
6. Discuss the motivation and non-motivation factors, due to this recruitment.
7. The Institute appraisal form/staff audit should indicate the need and requirement of the Institute, they are looking for.

Questions for Discussion:

1. Was Prof. Kavitha work passionate and enjoying the job?
2. Was Prof. Kavitha in affection with students and Institute?
3. Why Prof. Kavitha thought Positive Attitude and Loyalty was important than Eligibility?
4. Why Prof. Geetha not given importance to Positive Attitude and Loyalty?
5. Who was owning the job more and how?

6. Why Recruiting Agency decided on Prof. Kavitha?

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Teaching Experience:

This case was handed over to the learnt professor of management stream for testing among the management budding Teachers/students. It was observed that, they could understand the real factors and mettle which influence to fetch better position. In the Institute the Teacher was indeed a hotshot for the growth of Institute and Goodwill in the Education field. The most import learning was developed and cultivate the Quality, Capability, Positive attitude and Loyalty, which makes the things happen sooner or later in once favour.

End

Admission & Placement using Artificial Intelligence in Higher Educational Institutions: A Review of Literature

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ABSTRACT

Research paper presents use of integrating Artificial intelligence (AI) into Universities and Higher Educational Institutions for admissions and campus placements. It explores the admission process; challenges faced and discuss factors to improve reputation and effectiveness of educational institutions with reference to Indian Education. Paper presents that using AI algorithms and predictive analytic, universities can identify and target students, tailor their personalized education, and promote quality education. Research paper identifies use of AI to streamline administrative processes such as admissions, international student visa processing, student aid selection, and enrollment work.

These automated systems reduce administrative burdens and increase efficiency. Paper also presents use of AI into the process of student placements which analyze student profiles, assess group discussions, and provide valuable insights to assist in making informed placement decisions. AI helps to identify suitable placements based on skills, preferences, and organizational requirements and also helps mitigate biases, ensures objectivity in evaluation, and provides personalized recommendations for students.

Keywords: Admission System, Artificial Intelligence, Placements, Reputation, Higher Educational Institutes.

Introduction: Student admissions are a critical activity in educational institutions, as they are vital for their sustainability. With the increasing number of students enrolling in various programs at different universities and institutions, managing such a large volume of admissions through traditional offline methods has become challenging. As a result, many colleges and universities are now turning to web-based technologies to streamline and manage the admissions process more efficiently. With the increasing number of students enrolling in various programs, managing admissions through traditional offline methods has become challenging. Consequently, many colleges and universities are turning to online admission systems [1]. An online admission system leverages internet technology to streamline the admission process. In Maharashtra, for example, 87.8% of professional programs use online systems. This research aims to focus on the standardization, evaluation, and optimization of the admission process. A college's reputation improves by enrolling motivated students who excel academically [2]. Integrating Artificial Intelligence (AI) helps institutions identify suitable applicants, personalize educational experiences, and automate administrative tasks like visa processing and course registration, ultimately enhancing efficiency and reputation.

Along with admission, placement is also vital part for any University's or Institutions survival and to maintain the quality of the university in other national and international rankings. Campus placement or

campus recruitment is to provide jobs to students who are about to graduate. In such studies, universities collaborate with companies that want to recruit students from students. Proactive recruitment strategy helps institutions identify and train candidates who meet industry needs, reducing students' efforts in job searching and facilitating a smoother transition into the workforce [3].

The above importance of AI in admission and placement process helped researchers to formulate following Research Objectives

Research Objectives:

1. To review the admissions and placement processes to understand its effect on reputation of the higher educational institutions.
2. To identify various areas in admission & placement process where Artificial Intelligence is being used to improve performance.

Admission Process: In India, the concept of admissions refers to the process of selecting and admitting students into educational institutions, particularly colleges and universities. The admissions process typically involves assessing the qualifications, capabilities, and potential of applicants to determine their eligibility for admission. However, the admissions process in India is often associated with various issues and challenges. Some of the common challenges faced in the Indian admissions system include:

1. Limited Seats: There is often a high demand for limited seats in reputable colleges and universities,

- leading to intense competition among students. This results in cut-throat competition and high pressure on students to secure admission.
2. Reservation guidelines: India has a reservation device in location to promote social justice and provide equal possibilities for marginalized communities. even as the intention in the back of reservation rules is noble, the implementation can now and again create complexities and demanding situations inside the admissions manner, especially for fashionable category college students.
 3. Entrance Examinations: Many colleges and universities in India conduct entrance examinations as part of the admissions process. These exams, such as JEE (Joint Entrance Examination) and NEET (National Eligibility cum Entrance Test), are highly competitive and place a significant burden on students. The preparation for these exams often involves extensive coaching and can lead to a narrow focus on exam-oriented learning rather than holistic education.
 4. Lack of Transparency: The admissions process in India is often criticized for its lack of transparency. There were instances of corruption, favoritism, and malpractice inside the selection and admission of college students. This lack of transparency undermines the credibility and equity of the admissions system.
 5. Regional Disparities: There are significant regional disparities in terms of the availability and quality of educational institutions in India. Students from remote or underprivileged regions may face challenges in accessing quality education and securing admissions in prestigious colleges.
 6. Financial Constraints: Many students face monetary constraints that restriction their get right of entry to to higher education. The cost of training, along with training charges and associated fees, may be prohibitive for economically disadvantaged college students, thereby impacting their chances of securing admissions [1].

Factors deciding Reputation of the Educational Institutions: The popularity of faculties refers to the general notion and standing that a specific instructional institution has in the eyes of numerous stakeholders, consisting of college students, parents, employers, academics, and most of the people. It encompasses the group's credibility, academic excellence, coaching pleasant, studies output, student satisfaction, alumni achievement and its contribution to the community and society as a whole. A college's reputation is often influenced by factors such as its faculty expertise, resources, infrastructure, student achievements, industry partnerships, rankings, and the overall educational experience it offers. A positive reputation can attract talented students, faculty, and funding, while a negative reputation can lead to decreased enrolment, difficulty in recruitment, and a diminished ability to attract resources and partnerships. Following are some the factors that can

decide reputation of colleges:

1. Academic Excellence: The quality of education provided by the college, including faculty expertise, research output, and academic programs, greatly influences its reputation. Rankings and ratings by reputable organizations such as QS World University Rankings, Times Higher Education, and U.S. News & World Report often consider academic excellence as a key factor.
2. Graduates' Success: The success and achievements of the college's graduates play a significant role in shaping its reputation. Factors like post-graduation employment rates, starting salaries, and the reputation of alumni in their respective fields contribute to the overall perception of a college.
3. Research and Innovation: A college's contribution to research and innovation can enhance its reputation. The presence of ground-breaking research, patents, and collaboration with industry leaders can establish a college as a hub of innovation and attract attention from prospective students and faculty.
4. Faculty Quality: The reputation of a college is closely tied to the expertise, qualifications, and recognition of its faculty members. Distinguished professors, researchers, and industry experts who are associated with a college can elevate its reputation through their accomplishments and contributions.
5. Resources and Facilities: The availability of state-of-the-art facilities, well-equipped libraries, research centers, and laboratories can significantly impact a college's reputation. Adequate resources demonstrate a commitment to providing a conducive learning environment and supporting research endeavors.
6. Alumni Network: A strong and engaged alumni network can positively influence a college's reputation. Successful alumni who remain connected with their alma mater and contribute back to the college through mentorship, financial support, or other means often enhance the reputation of their institution.
7. Global Recognition: International collaborations, partnerships, and exchange programs contribute to a college's reputation on a global scale. When colleges are recognized and respected beyond their own borders, it can attract a diverse and talented student body and faculty.
8. Student Satisfaction: Positive experiences and satisfaction among current students can shape the reputation of a college. Factors like student support services, extracurricular activities, campus culture, and overall student experience can contribute to a college's reputation among prospective students [12].

Making admission process faster and more personalized using (AI) Artificial Intelligence: The

utilization of AI has paved the way for transforming and enhancing the admission process in educational institutions. By leveraging AI technology, colleges can make the admission process faster and more personalized for prospective students. AI-powered solutions, such as Chatbot's, predictive analytics, automated document processing, personalized communication, and virtual interviews, contribute to streamlining the process and providing a tailored experience for applicants:

1. Chat-bots: AI-powered chat bots can provide instant responses to usually requested questions, such as admission requirements, deadlines, and alertness status. Chat-bots can also provide personalized recommendations based totally on the applicant's interests and heritage.
2. Predictive analytics: AI algorithms analyses applicant data, such as academic records, test scores, and extracurricular activities, to predict the likelihood of admission. This can help colleges prioritize and streamline the admission process.
3. Automated document processing: AI can be used to automatically process and analyze ~~ahin~~ documents, such as transcripts and recommendation letters, to identify key information and verify authenticity. This can save time and reduce errors in the admission process.
4. Personalized communication: AI can be used to send personalized communication to candidates, such as reminders about application deadlines, invitations to events, and updates on the application status. This can assist applicants experience greater connected to the university and increase their engagement with the admission process.
5. Virtual interviews: AI-powered virtual interviews can be used to assess an applicant's communication skills, personality, and fit with the college. This can save time and resources compared to traditional in-person interviews [11].

Placement Process : Campus placement process consist of following stages communicate to students companies who wants to hire, invite registrations from students who will be qualifying companies requirements. Reverting interested student list to companies. Communicate with students enrolled the interview process and schedule. On scheduled date co-ordinate interview process, communicate short listed students and take follow-up of joining company from students [4].

Figure No. 1: Placement Process in Higher Educational Institutions



Source: Secondary Data

Many students do not take campus placement preparations too seriously. In interview process the steps are skill evaluation check, student Profile, Programming abilities, internship performed, communication skills, training attended, institution discussion, research paper projects, technical round, HR Interview round and so on. Skill assessment takes a look at ability assessment is generally an aptitude-based test that allows in figuring out the reasoning & analytical quotient of a candidate. This takes a look at usually consists of more than one-choice aptitude-based questions which need to be solved by a pen on a paper. Skill assessment tests typically consist of a few sections inclusive of communication abilities, logical reasoning, quantitative ability & knowledge about your field. Right here are a few suggestions for aptitude preparations for placements, solve random aptitude-based tasks constantly & always, acquire previous aptitude test papers & solve them to get hands-on experience, communicate to professionals or seniors on your domain & ask for relevant hints. Work with sources including exercise set books, pattern papers & practice papers, gather in-depth knowledge of your core field as much as you can [4]. An internship is a length of work that gives humans – mostly students or graduates – the opportunity to advantage new capabilities and revel in in a career they want to get into. they may be fantastic for getting to know new competencies, and may range in duration from multiple weeks to numerous months or maybe a year. Organizations provide internships to offer the necessary education and work revel in to students who have finished their academic journey or want to pursue higher training after gaining a few hands-on experiences [5].

AI in Placement Process: A student profile includes essential information such as personal details, education, career goals, courses undertaken, internships, work experience, hobbies, skills, achievements, and memberships. Building a strong profile instills confidence and enthusiasm, increasing the chances of gaining admission to prestigious institutions. Selection committees consider factors like academic performance, standardized test scores, and work experience when evaluating candidates. AI

can enhance placement processes by analyzing student profiles to provide insights for informed decisions. It can identify patterns in academic achievements and skills, perform skill gap analyses, and recommend training programs to better prepare students for placement opportunities [6]. Automated Test Administration: AI can help in administering aptitude tests to students by providing an online platform where students can access and complete the tests. AI algorithms can manage the test-taking process, time limits, and scoring [7][8]. AI can adapt the difficulty level of questions based on a student's performance by checking the responses and adjusting next questions based on it. AI algorithms can provide a more accurate assessment of a student's aptitude. AI-powered systems can analyze students' facial expressions, body language, and behavioral patterns during the test. This analysis can provide insights into their engagement, focus, and potential areas of improvement [9][10].

Conclusion: The integration of artificial intelligence (AI) has revolutionized the university admission process, allowing faculties to deliver a faster and more customized experience to prospective students. The implementation of AI-powered solutions like chat-bots, predictive analytics, automated document processing, personalized communication, and virtual interviews has streamlined various aspects of the admission process, from providing instant responses to inquiries to predicting admission likelihood and automating document verification. These advancements not only enhance efficiency but also offer applicants a more tailored and engaging experience. By embracing AI technology, colleges can make informed decisions, improve applicant satisfaction, and ultimately transform the way admissions are conducted. The future of college admissions is undoubtedly shaped by the power of AI, facilitating a more efficient and personalized journey for both institutions and prospective students alike. AI into the process of college student placements offers numerous benefits. AI can analyze student profiles, assess group discussions, and provide valuable insights to assist in making informed placement decisions. It helps to identify suitable placements based on skills, preferences, and organizational requirements. AI also helps mitigate biases, ensures objectivity in evaluation, and provides personalized recommendations for students. AI streamlines tasks,

automates repetitive work, and offers real-time feedback, enhancing efficiency and improving the overall placement experience. However, it is crucial to balance AI's capabilities with human judgment and ethical considerations to ensure fairness and maintain the human touch in the placement process.

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SOCIOECONOMIC STATUS AND QUALITY OF LIFE: AN ASSESSMENT OF THE EFFECT ON SOCIAL CAPITAL

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ABSTRACT

It has been observed that the person with higher socioeconomic level reporting higher life quality. The relationship between quality of life and socioeconomic level is highlighted in this study. One hundred and ten respondents are taken as sample size. The percentage, Mean, Standard Deviation & Coefficient of variance is used to look at the connection between quality of life and socioeconomic status. The findings suggested that participants (31.81%) were adults between the ages of 25 and 34 and they finished university or postgraduate degree made up the largest group (73.63%). maximum respondents are satisfied with their health with mean 4.55. The study's conclusions highlighted the need for participation in public gathering, with friends and family for increasing social capital.

Keywords: Socioeconomic Status, Social Capital, Quality of Life.

Introduction: Social capital is a helpful social resource that people may utilize to enhance their quality of life and health on both an individual and communal level. Colleagues, family, schools, and community members can provide these resources. According to Buijs et al. (2020), these can be obtained in order to maximize health benefits and potentially shield adults' quality of life from the negative effects of socioeconomic disparity. Additionally, Hublet et al. (2020) and Kebza v. (2020) may benefit from them as well.

Literature Review:

1. The Man Who Killed Civic America, Putnam R.D. In 1996, Coleman, J.S. Social Theory's Foundations. Harvard University Press, Belknap Press, and Cambridge, UK, 1990: There is a direct correlation between the evolution of a society's social structure and its conceptions of social connections and familial ties and the evolution of social capital.
2. Hublet A., Kebza V., Costongs C., Currie C., De Clercq B., Buijs T., Maes L., Salonna F., Van Damme J., Hublet A. Psychosocial elements and social wellness seem to be entwined in the concept of social capital. This is because it functions as a crucial conduit via which an adult's social milieu can impact most of the elements that make up their quality of life.
3. Social disparity in adults' quality of life is often measured by examining inequalities in adults' financial status, while social capital is usually disregarded as a measurement instrument (Ge T. Inchley J., Parkinson M., Currie D, Xu F., Cui W., Xing T., Parkinson M.). This is true even though one of the most crucial aspects of adulthood is social capital. It has been found that

a person's socioeconomic status directly affects their quality of life and health.

Research Objectives:

1. To analyze socioeconomic status of respondents.
2. To evaluate respondents' quality of life.
3. To analyze the respondent's social capital with help of social participation and trust.

Data Analysis:

1. **Socioeconomic Status:** Household income and education combined together to form socioeconomic status. According to their educational attainment, respondents were divided into five categories i.e. a primary education, secondary, high school, university, college, or postgraduate degree. Income group, we computed an overall socioeconomic status score by combining the two variables. Greater scores denoted a greater socioeconomic position; the overall socioeconomic status score ran from 1 to 5.
2. **Quality of Life:** Questions related to 1) enough energy for everyday life 2) enough money to meet your needs (3) Are you happy with your health? (4) Are you happy with yourself? (5) Your capacity to carry out your everyday tasks? (6) Your content with your interpersonal connections (7) State of your living space (8) Grading of your quality of life. The score 1 went to respondents' dissatisfaction with every aspect of their quality of life, while the highest possible score 5 went to respondents satisfaction with every aspect of their wellbeing.
3. **Social Capital:** On the basis of trust and social interaction social capital was measured. By combining various questions social capital measured. Respondents were asked questions about trustworthy relationship and social

participation with the friends, neighbors, and family. Social capital is a mediator between socioeconomic level and quality of life, trust and social participation.

4. **Socio-demographic:** It includes gender, age groups, location category belonged to rural or urban, marital status & income group.

Statistical Analysis: Statistical analysis was computed with the help of mean, percentage and coefficient of variance of collected data.

Table No1: Socioeconomic Status

Variables	n = 110	Percentage
Gender		
Male	59	53.63
Female	41	37.27
Age		
18-24	20	18.18
25-34	35	31.81
35-44	15	13.63
45-54	13	11.81
55-64	5	4.54
65-74	5	4.54
75+	7	6.36
Residence		
Urban	64	58.18
Rural	36	32.72
Marital status		
Never married	9	8.18
Currently married	48	43.63
Cohabiting	31	28.18
Separated/Divorced	5	4.54
Widowed	7	6.36
Education		
Less than primary school	0	0
Primary school completed	2	1.81
Secondary school completed	6	5.45
High school completed	11	10
Post graduate degree completed	81	73.63
Income quintile		
Lowest	5	4.54
2	11	10
3	7	6.36
4	13	11.81
Highest	64	58.18

Source: Primary Data

There were 110 responders in the study's total sample size. It was discovered that 37.27% of all responders were female. The majority of sample participants (31.81%) were adults between the ages of 25 and 34. Regarding the respondents' locations of residence, the bulk of the group (58.18%) were urban dwellers. As part of the study, the respondents' marital status was evaluated. The statistics showed that 43.63% of respondents were married at the time of the survey. Regarding the educational backgrounds of the respondents, those with a finished university or postgraduate degree made up the largest group (73.63%). Lastly, we examined the outcomes by classifying the household income of the respondents into five groups. The survey's results show that 4.54% of respondents, or most of them, fell into the lowest quintile.

Table No. 2: Quality of Life

Sr. No.	Statement	Mean	S.D.	C.V.	Rank
1	Do you have enough energy for everyday life?	3.88	1.00	25.77	6
2	Do you have enough money to meet your needs?	4.06	1.06	26.10	3
3	How satisfied are you with your health?	4.55	0.72	15.82	1
4	How satisfied are you with yourself?	2.66	1.52	57.14	9
5	How satisfied are you with your ability to perform your daily living activities?	3.09	1.52	49.19	8
6	How satisfied are you with your personal relationships?	3.92	0.82	20.91	5
7	How satisfied are you with the conditions of your living place?	3.95	1.01	25.57	4
8	How would you rate your overall quality of life?	3.15	1.06	33.65	7
9	How satisfied are you with your achievements?	4.51	0.76	16.85	2

Source: Primary Data

It is revealed that, maximum respondents are satisfied with their health with mean 4.55, S.D.0.72 and C.V.15.82 followed by their achievement in life with mean 4.51 and they have enough money to meet their needs with mean 4.06.

Table No. 3: Social Participation and Trust

Sr. No.	Statements	Mean	S.D.	C.V.	Rank
1	Are you having trusting relationship with the individuals' friends?	3.90	0.85	21.79	1
2	Are you having trusting relationship with the individuals' neighbours?	2.95	1.17	39.66	5
3	Are you having trusting relationship with the individual's family?	3.86	1.09	28.23	2
4	Have you involved with family gatherings.	3.26	1.16	35.58	3
5	Have you involved with friends' gatherings.	3.18	1.23	38.67	4
6	Have you involved with neighbours' gatherings.	2.53	1.38	54.54	6
7	Have you involved with public gatherings.	1.38	1.10	21.80	7

Source: Primary Data

It is revealed that, trusting relationship with the individuals' friends. as most reliable statement with mean 3.90, S.D.0.85 and C.V.31.79 followed by trusting relationship with the individual's family with mean 3.86 and with mean 3.26. Involvement in public gatherings is considered as least reliable source of information with mean 1.38.

Conclusion: The results of this study suggest that respondents with their health are highly satisfied The study's conclusions highlight the need for participation in public gathering, with friends and family for increasing social capital. This study highlights the potential importance of social capital in improving health and well-being and offers a strong framework for further investigation.

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ICT INFRASTRUCTURE FACILITIES AVAILABLE IN ACADEMIC LIBRARIES: INDIAN SCENARIO

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ABSTRACT

The present study reviews the current state-of-the-art information and communication technology infrastructure in Indian academic libraries. This study analyses the hardware specification, software specification, library automation, accessibility of digital library, internet connectivity, telecommunication facilities, audio visual equipment in these libraries interpreted facilities studied by the researchers in India.
Keywords: *Information Communication Technology, Digital Library.*

Introduction: Information communication technology (ICT) plays an important role in present day's higher academic system. As colleges are core sector of higher education system, development of ICT infrastructure facilities in libraries are demand of time to fulfill the information needs of users. ICT infrastructure facility can be described as electronic means of capturing, processing, storing and communicating information and its associated services. ICT infrastructure refers to the hardware or equipment, software applications, and services associated with ICTs, including telecom networks. Hardware, which comprises telephone, computer, LAN network, printer, scanner, fax, camera, projector, Video CD etc. and software that includes windows, Ms Office and others. The study investigates the current state-of-the-art information and communication technology infrastructure in Indian academic libraries.

Research Objectives:

1. To study ICT infrastructure facilities available in Indian academic libraries
2. To analyze the ICT infrastructure facilities.

Research Methodology: In this study secondary data from Journals and Library science books have been studied. Thus it's basically a review of literature and identified research gaps related to the topic of study.

Secondary Data Analysis:

1. **Konwar and Sinha (2014)** undertook case study of nine colleges of Barak valley to examine the status of ICT infrastructure and development of college library network among them. Authors studied basic ICT infrastructure level i.e. hardware, internet connectivity types and backup systems. Authors also studied operating systems, software used in the library for automation and the areas which have been automated through the software. Authors further studied association of these libraries with library networks and consortium membership of them. The result of their study showed that the infrastructure level in the libraries of most of the colleges is not proper. The colleges located in the town area are having better level of ICT infrastructural development

than the rural colleges. Authors also found that libraries are partially automated. Their user's study showed that librarians of few colleges are using the internet connectivity all the time. Number of computers in the libraries is inadequate and due to this students are not getting internet facility for search purpose, they only have search facility through OPAC. Authors suggested that fund for the development of ICT infrastructure can be created through innovative thoughts of librarians and college authority. Librarians can make short term and long term plan for the development of ICT through proper support of college authority.

2. **Reddy and Reddy (2015)** carried out survey in engineering college libraries affiliated to Sri Venkateswara University. They assessed status of library automation, hardware facilities. Authors studied system software and application software used in these libraries. They examined digital library and internet facility in libraries under study. Authors also examined telecommunication facilities and audio-visual equipments and websites of the colleges. They find out the factors which has hindered the use of ICT services and facilities and suggested measures for improvement of ICT services and facilities.
3. **Choudhary and Sarmah (2017)** evaluated ICT infrastructure and its application in seven degree college libraries of Cachar district of Assam. Authors assessed ICT equipments, internet connectivity, and status of library automation, accessibility of e resources through consortia and barriers of ICT application. They found that most of the college libraries under study are in developing stage in terms ICT infrastructure and its application. Authors also revealed that the libraries have started automation but all the software modules are not covered yet. Further all the college libraries have internet connection but only few nodes are available. They suggested to increase bandwidth and nodes available to users so that users can make optimum use of ICT based resources and services. The concerned college

- authority should support to librarians for the development of ICT in libraries and also allowing them for attending workshops and training programs to increase ICT skills.
4. **Tiwari and Sahoo (2011)** studied basic ICT infrastructure development in the eight University libraries of Madhya Pradesh. Authors also studied library operations and services performed using ICT. They analyzed factors promoting as well as hindering ICT development and its use in University libraries. ICT infrastructure in libraries under study is in developing stage. Authors gave recommendations that University authorities should appoint full time computer professionals, setup ICT advisory committee and frame policies to develop and manage ICT infrastructure and services. Ratio of electronic document to that of print which is very less can be increased by purchasing more e resources. Universities should have high internet speed and avail more number of computers connected to internet to the users for accessing e resources.
 5. **Dhanavandan, S. et. al.** in a similar study to investigate ICT infrastructure in 17 University libraries of Rajasthan, it was found that the ICT infrastructure in these libraries need to develop properly including hardware and software .Further library staff need to be trained properly.
 6. **Chhatwal and Mahajan (2014)** studied ICT infrastructure facilities available to access e resources among three libraries of Panjab and Chandigarh. Authors examined and compared hardware facilities, software availability and status of LAN among libraries under study. They found significant difference in ICT infrastructure in these libraries and these differ in great extent.
 7. **Shankarappa & Ramkrishnegowda (2017)** assessed ICT infrastructure in the libraries of Government first grade colleges affiliated to Kuvempu University. They studied hardware and software accessories in ICT infrastructure, ICT skills in using hardware and software accessories. Authors also examine librarian's opinion about factors influencing ICT in college libraries as well as barriers in implementation of ICT. They found that the efforts made by college libraries for the development of ICT infrastructure are insufficient. Authors also revealed that the person looking after ICT based services should update their knowledge frequently. The state government, college administration and librarians have to play significant role to improve the situation.
 8. **Walmiki and Ramkrishnegowda (2009)** studied ICT infrastructure in six University libraries of Karnataka. Authors found that ICT infrastructure in these libraries is in different stages of development. Universities libraries have insufficient hardware and software facilities and lack of internet facilities indicates the libraries should develop extensive ICT facilities to access information.
 9. **Shukla (2015)** assessed ICT infrastructure, ICT facilities and services used by the users and in 11 University libraries in Uttar Pradesh. Researcher felt need to build good ICT infrastructure.
 10. **Subba and Das (2019)** conducted survey of 20 college libraries of Darjeeling to study availability of accessory hardware facilities, operating systems and software used, availability of campus wide data network used, association with library networks, consortium membership and financial assistance for ICT equipment and automation. The study revealed that ICT infrastructure in the libraries under study is still at different stages of development. For the strengthening of ICT infrastructure provision of hardware, standardized library software, adequate funds and training facilities for Library staff including a librarian is needed.
 11. **Mondal and Bandyopadhyay (2014)** have surveyed seven University libraries in West Bengal. They investigated budget allocated for ICT infrastructure, availability of computers, hardware facilities, software used, campus wide data communication data network and types of internet connectivity. Authors revealed that most of the libraries have minimum ICT infrastructure and facing lack of competent manpower.
 12. **Dhanavandan, Esmail and Nagarajan (2011)** analyzed ICT infrastructure facilities in self-financing engineering colleges of Tamil Nadu. They studied various aspects of ICT infrastructure and concluded that lack of funds is the only reason for not developing the ICT infrastructure in the libraries. The bodies like state government or AICTE can provide aids to solve this problem.
 13. **Boachie (2018)** stated that concrete ICT infrastructure with uninterrupted electric supply and ease of software applications are needed for sustainable library services in 21st century.
 14. **Pratap and Tiwari (2018)** did comparative study of current status of ICT infrastructure and ICT services of libraries. They selected Engineering colleges libraries of Bareilly and Dehradun. Authors focused on the need of ICT infrastructure, proper trained staff, electronic resource collection and technological services in engineering college libraries.
 15. **Kalbande and Chavan (2018)** revealed that majority of agricultural libraries affiliated to Mahatma Phule KrishiVidyapeeth don't have the ICT infrastructure facility for the users required to access e resources.
 16. **Verma and Sonkar (2017)** assessed 16 IITs' and found that there is significant difference in the development of infrastructure in these libraries .Old Indian Institute libraries are well developed

as compare to newly developed Indian Institute of Technology.

Discussion: Numerous studies on ICT infrastructure have been carried out in India. States like Rajasthan, Punjab, Uttar Pradesh, Uttarakhand, Karnataka, Tamil Nadu, West Bengal, Maharashtra, and so on are covered by these studies. The ICT infrastructure in these libraries is in varying states of development, and it should be strengthened with the help of the government, college authorities, and librarians. This is the nearly unanimous conclusion reached by the authors of these studies after analysing the hardware facilities, software used, network connections, internet connectivity, and automation status of these libraries. They came to the additional conclusion that robust policies for the ICT infrastructure should be created to ensure that users have access to digital platforms. The present study reviews the current state-of-the-art information and communication technology infrastructure in Indian academic libraries. This study analyses the hardware specification, software specification, and library automation, accessibility of digital library, internet connectivity, telecommunication facilities, and audio visual equipment in these libraries interpreted facilities studied by the researchers in India.

Conclusion: Plenty of studies related to ICT infrastructure has been conducted in India. These studies cover states like Rajasthan, Panjab, Uttar Pradesh, Uttarakhand, Karnataka, Tamil Nadu, West Bengal, Maharashtra etc. Authors of these studies analyzed hardware facilities, software used, network connections, internet connectivity and automation status of these libraries and arrived at the almost same conclusion that the ICT infrastructure in these libraries at different state of development and this should be strengthen with the support of government, college authority and librarians. They further concluded that solid policy for the ICT infrastructure should be made for availability of digital platform for the users.

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CRITICAL EVALUATION OF THE USE OF COMPUTERS IN AUTOMOBILE INDUSTRIES IN THE PUNE REGION

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ABSTRACT

The automobile industry has witnessed significant technological advancements in recent years, with computer applications playing a pivotal role in streamlining operations, enhancing productivity, and fostering innovation. This research paper critically evaluates the use of computers in the automobile industries in the Pune region, a major hub for automotive manufacturing in India. By examining the impact of computer technologies on key areas such as production processes, supply chain management, quality control, and design, this paper aims to provide a comprehensive understanding of the benefits and challenges associated with computer integration in this sector.

Keywords: Automotive Industries, CAD, CAM, Cyber security, Supply Chain Management.

Introduction: The global automotive industry is undergoing a transformation fueled by technological advancements, particularly in the areas of automation, artificial intelligence (AI), and data analytics. Pune, known as the "Detroit of India," is home to several major automobile manufacturing units, including Tata Motors, Bajaj Auto, Mahindra & Mahindra, and various component suppliers. Computers and information technology (IT) have become central to the operational efficiency of these companies. This paper provides a critical evaluation of how computers are used in various aspects of the automobile industry in the Pune region, shedding light on both the advantages and challenges these technologies bring.

Objectives of the Study

1. To analyze the extent of computer usage in the Pune automobile industry.
2. To examine the impact of computer technologies on production, supply chain management, design, and quality control.
3. To identify challenges faced by industries in integrating computer applications.
4. To provide recommendations for optimizing the use of computer technologies in this sector.

Scope of the Study: The study focuses on automobile manufacturers and component suppliers located in the Pune region. It explores the use of computers in multiple areas, including manufacturing processes, supply chain systems, research and development, and customer relationship management.

Literature Review:

1. Evolution of Computer Applications in Automobile Industries: Computers were initially introduced into the automobile industry to improve basic administrative functions, but their role has since expanded significantly. In the 1980s and 1990s, computer-aided design (CAD)

and computer-aided manufacturing (CAM) revolutionized how vehicles were designed and produced. The 21st century has seen further integration of digital technologies, including AI, machine learning, and big data analytics.

2. Impact of Computers on Production and Manufacturing: The integration of computers in the manufacturing process has led to automation of key processes through Computer Integrated Manufacturing (CIM), resulting in increased productivity, reduced errors, and minimized wastage. Industrial robots, powered by computer systems, now dominate automobile assembly lines. The rise of Industry 4.0, which integrates smart technologies and IoT (Internet of Things), further enhances this landscape.
3. Use of Computers in Supply Chain Management: Supply chain management (SCM) in the automobile industry relies heavily on Enterprise Resource Planning (ERP) systems and other IT solutions to ensure efficient coordination between suppliers, manufacturers, and distributors. Computers play a crucial role in inventory management, demand forecasting, and logistics.
4. Challenges in Adopting Computer Technologies: While computers have revolutionized the industry, challenges remain, including high implementation costs, data security concerns, and the need for ongoing training and upskilling of the workforce to adapt to these new technologies.

Research Methodology

1. Research Design: This study employs a qualitative research design, focusing on case studies of major automobile companies in Pune. Data were collected through a combination of interviews with industry experts, surveys from

managers and technical staff, and secondary data from company reports.

2. Data Collection:
 - a) Primary Data: Interviews were conducted with senior management, production engineers, and IT specialists from five major automobile manufacturers in Pune.
 - b) Secondary Data: Annual reports, published research papers, and technical documents related to computer applications in automobile manufacturing were analyzed.
3. Data Analysis: Data were analyzed using a thematic approach to identify key trends and insights on the use of computers in different areas of automobile production.

Findings and Discussion

1. Role of Computers in Production and Manufacturing: The adoption of computers in the production processes of automobile companies in Pune has been transformative. Technologies like CAD, CAM, and CIM are widely used to automate manufacturing processes. Tata Motors, for instance, has integrated AI-powered robots into its assembly lines, significantly reducing production time while maintaining high precision. Mahindra & Mahindra's use of smart manufacturing solutions has allowed for real-time monitoring of production lines, ensuring that errors are quickly addressed.
2. Enhancing Supply Chain Management through Computerization: ERP systems have become essential in managing complex supply chains in the automotive industry. Bajaj Auto uses a cloud-based ERP system to track inventory, coordinate with suppliers, and forecast demand, leading to greater supply chain agility. This has minimized the risk of stockouts and overproduction, improving overall operational efficiency.
3. Computer Applications in Design and R&D: Computers are integral to vehicle design and innovation. Most companies in Pune use CAD software to design vehicle components and simulate performance under various conditions. This reduces the need for physical prototypes, saving time and cost in the R&D phase. Tata Motors, for example, uses advanced simulation tools to test vehicle safety features and improve fuel efficiency.

Challenges in Computer Integration: Despite the benefits, several challenges persist. One key issue is the high cost of implementing and maintaining advanced computer systems, particularly for smaller suppliers. Additionally, cyber security risks have emerged as a significant concern, with manufacturers increasingly worried about data breaches and system hacking. Finally, there is a skills gap in the industry, as many workers are not adequately trained to work with the new technologies being introduced.

Recommendations:

1. Strengthening Cyber security Measures: Given the increasing reliance on digital systems, it is crucial for automobile manufacturers to invest in robust cyber security protocols. This includes regular security audits, data encryption, and employee training on cyber hygiene.
2. Up-skilling the Workforce: There is a need for continuous training programs to help workers adapt to the technological changes in the industry. Companies should collaborate with educational institutions and government agencies to create relevant training modules that focus on Industry 4.0 technologies.
3. Investment in Scalable Technologies: While the initial investment in computer technologies may be high, companies should focus on scalable solutions that offer long-term benefits. Modular ERP systems, for example, can be customized to meet the growing needs of a company without requiring complete system overhauls.

Discussion and Conclusion: The use of computers in the automobile industry in Pune has transformed the way vehicles are designed, produced, and distributed. While the benefits of computerization, such as increased efficiency and improved product quality, are clear, challenges related to cost, cybersecurity, and workforce adaptation remain. By addressing these issues, the Pune automobile sector can fully leverage the potential of computer technologies to maintain its position as a leading player in the global automotive market.

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A STUDY ON HR POLICIES IMPACT ON IT INDUSTRIES EMPLOYEE'S ENGAGEMENT IN PUNE

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ABSTRACT

Human resource management that is both effective and efficient helps employees reach their maximum potential and fosters a sense of unity within the company. It enhances organizational culture and the standard of work life. It makes a better and a wholesome workplace. Employee engagement is a critical determinant of organizational success, particularly in the dynamic and competitive IT industry. This research paper explores the impact of human resource (HR) policies on employee engagement within IT companies in Pune, India. By analyzing various HR practices, including recruitment, performance management, training and development, and work-life balance initiatives, this study aims to identify key factors that enhance employee engagement. Through quantitative surveys and qualitative interviews with HR professionals and employees, the findings provide insights into effective HR policies that foster a highly engaged workforce in the IT sector. Implementation of HR emphasizes on the employee engagement and its impact within the organization.

Keywords: *Employee engagement, Human Policies, HR practices, Training & Development.*

Introduction

"The policies and practices involved in carrying out the 'people' or human resources aspects of a management position, including recruiting, screening, training and appraising."

- Human resource management –Gray Dessler

In a globalized market place and 24/7 job function, software is a wealth and job creating industry. The information technology (IT) sector has gained prominence since 1990.

How do global organizations manage their people by employing millions of professionals worldwide?

Both executives and academics believe that human resource management and investment is essential to the competitiveness of firms, but there is a wide variation of opinion about how best these complex organizational activities are implemented in practice.

The Indian software industry has burgeoned, showing a nearly 50% compounded annual growth rate over the recent years. Being the biggest knowledge – based industry its double – digit rates of attrition among employees running at an average of 15 to 20% annually. As more organizations have expanded their operations, the need for talent has skyrocketed. But there isn't enough skilled labour to fill the demand.

In today's fast-paced IT industry, employee engagement has become a focal point for organizations striving for excellence and innovation. Engagement refers to the emotional commitment employees have towards their organization, influencing their willingness to contribute to its success.

This paper examines how specific HR policies impact employee engagement in Pune's IT industry, a hub for numerous global and local technology firms. "Planning, organizing, directing, and controlling of activities related to the development of employees in

terms of enabling them to acquire competencies needed to perform their present and future jobs with ease and enthusiasm" is the function of human resource management. It is an ongoing process that aims to guarantee the systematic and planned growth of staff capabilities, dynamism, motivation, and effectiveness. In order to accomplish the goals, it also focuses on improving the employees' physical capabilities, interpersonal interactions, attitudes, values, knowledge, and abilities.

Two major issues that face are risk management and personnel management. Success in the IT sector is determined by how well people and risks are managed. Without effective and knowledgeable risk management, it might not be achievable. "HRM is the application of management principles to the management of people by building human capital in an organization" Ashwathappa (2010) in his book "Human Resource Management Text and Cases." He said that, "HRM is the most popular function nowadays since people provide the company a competitive edge, and HRM is the field that deals with managing people". He went on to say that, "a company has a competitive edge if it is the only one that can provide a product at a cost and quality that its rivals cannot match". According to him, human beings provide abilities, methods, habits, speed, language, bonding, and behaviors that aid in the successful execution of a company's strategies.

Objectives of the study

1. To analyze the relationship between HR policies and employee engagement.
2. To identify key HR practices that influence employee engagement in the IT sector.
3. To provide recommendations for enhancing employee engagement through HR policies.

Research Methodology: The research paper is a conceptual research, based on the secondary data sourced from various research journals and articles. This study employs a mixed-methods approach, combining quantitative and qualitative research.

Literature Insights

1. **Employee Engagement:** Employee engagement is characterized by enthusiasm, commitment, and involvement in work. Kahn (1990) defines engagement as the harnessing of organizational members' selves to their work roles. High engagement levels are linked to improved productivity, reduced turnover, and enhanced organizational performance (Saks, 2006). The IT sector engages its employees in various types of functions, activities related to roles and responsibilities. Now a days the IT employees are working in offices as well as doing work from home. Their engagement plays a vital role after the implementation of HR policies. Each employees knows about the policies which organizations adopted and implemented. Astute companies are always aware of how critical it is to hold onto the top employees. In the Indian context, retaining talent has never been more crucial, yet in recent years, things have changed. There are plenty of chances, at least in major Indian metropolises for top of the industry, or even for second or third place. Never before has it been so crucial for businesses to retain vital personnel and address attrition issues.
2. **HR Policies:** HR policies encompass various practices that govern how an organization manages its workforce. These include recruitment and selection, performance management, training and development, and employee relations. Research indicates that well-defined HR policies contribute to employee satisfaction and engagement (Bakker & Demerouti, 2008). To develop sustainability culture in the organization is today's need, Human Resource department play vital role in design the strategies to expand it. It is requirement of industries to build sense among employees. Industries can achieve sustainability through HRM. Employees have to be conscious about preserving environment along with the job responsibilities. It makes them aware about environmental sustainability and HRM which results in employee engagement. The HR function is crucial in hiring people with disabilities; claim Stone and Colella (1996). The two authors identified HR policies as being amongst the chief organizational variables that affect people with disabilities the most.
3. **HR Practices in the IT Industry:** Employee attitudes and behavior have changed significantly in the dynamic market environment that has recovered from the recent recession. Each organization must map employee satisfaction with its HR procedures to make sure that the

talent pool is retained, especially as new opportunities for employees increase attrition. In the IT sector, where talent competition is intense, companies implement specific HR practices to attract and retain skilled employees. Factors such as flexible work arrangements, opportunities for continuous learning, and recognition programs are crucial for fostering engagement (Rai & Agarwal, 2018). Employee attitudes and behavior have changed significantly in the dynamic market environment that has recovered from the recent recession. Each organization must map employee satisfaction with its HR procedures to make sure that the talent pool is retained, especially as new opportunities for employees increase attrition.

4. **HR Policies and Employee Engagement:** Key HR practices that emerged as influential include following points:
 - a) Recruitment and Selection: Organizations that prioritize cultural fit and align candidate values with company objectives reflects higher engagement.
 - b) Performance Management: Transparent appraisal systems that involve regular feedback enhance employee satisfaction and motivation.
 - c) Training and Development: Opportunities for skill development and career advancement directly impact engagement levels. Employees value organizations that invest in their professional growth.
 - d) Work-Life Balance: Policies promoting flexible working hours and remote work options were associated with increased employee engagement and job satisfaction.
5. **Insights from HR Managers:** HR managers emphasized the importance of employee recognition programs and open communication channels in maintaining high engagement levels. HR leaders emphasized the need for a strategic approach to HR policies, aligning them with organizational goals and employee expectations.
 - a) Enhance Recruitment Practices: Focus on cultural fit during the selection process to improve engagement.
 - b) Implement Robust Performance Management Systems: Foster a culture of continuous feedback and recognition to motivate employees.
 - c) Invest in Employee Development: Create tailored training programs that align with both organizational needs and individual career aspirations.
 - d) Promote Work-Life Balance: Develop flexible work policies that cater to diverse employee needs.

Conclusion: This study highlights the critical impact of HR policies on employee engagement in Pune's IT industries. By adopting strategic HR practices that prioritize employee needs, organizations can cultivate

a highly engaged workforce that drives innovation and success. Future research could explore the long-term effects of these HR policies on organizational performance and employee retention. The findings underscore the vital role of HR policies in shaping employee engagement in Pune's IT industry. Organizations that implement comprehensive and employee-centric HR practices foster an environment where employees feel valued and motivated.

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A STUDY ON CONSUMER ATTITUDE TOWARDS ANALGESIC USAGES IN PHALTAN - PUNE

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ABSTRACT

This study investigates consumer attitudes toward analgesic use, revealing significant gaps in awareness regarding potential risks and proper usage. Findings indicate that factors such as personal experiences, marketing, and healthcare provider advice significantly influence perceptions. The research highlights the need for targeted educational initiatives to enhance understanding and promote responsible use, ultimately aiming to improve health outcomes and reduce misuse risks.

Keywords: *Consumer Attitude, Healthcare Products, Perception.*

Introduction: Consumer attitude toward analgesic usage refers to the beliefs, perceptions, and behavioral tendencies that individuals hold regarding the use of pain-relieving medications. This includes their understanding of efficacy, safety, and potential side effects, as well as their preferences for specific types of analgesics. These attitudes are influenced by personal experiences, marketing messages, healthcare professional guidance, and societal norms, ultimately shaping how consumers make decisions about pain management.

Problem of Research: Management faces several key problems related to consumer attitudes towards analgesic uses. Consumer may have incorrect belief about the safety & efficacy of analgesics. Management must address this misconception through accurate information & educational campaign. Resistance to generic options: Consumer may prefer brand name analgesics over generics due to perceptions of higher quality OR effectiveness even when generics are equally safe & effective. There is a risk of overuse/ miss use of analgesics. Ensuring that marketing practices & product information comply with regulations is critical. Attitude towards pain management & analgesic use can vary cultural & region management must tailor strategies' to address these drivers of consumer attitude effectively.

Objective of the Study:

1. To understand the frequency and patterns of analgesic use among the consumers.
2. To identify the key factors influencing consumer preferences and choices regarding analgesics.
3. To assess consumer attitudes towards the safety and the long term health effects of analgesics.
4. To determine sources of information consumers rely on for understanding analgesics side-effects and their self-medication practices.
5. To evaluate the effectiveness of public health campaigns in shaping consumer awareness and attitudes towards the safe use of analgesics.

Review of Literature:

1. **Market Analysis:** Examining consumer preferences for different types of analgesics, including over-the-counter and prescription drugs. This includes brand choices, price sensitivity, and factors influencing purchasing decisions Katz, J., & Melzack, R. (1999).
2. **Behavioral Patterns:** Understanding how often consumers use analgesics, the reasons for use (e.g., acute vs. chronic pain), and patterns of consumption Evers, A.W.M., et al. (2001).
3. **Health Perceptions:** Investigating how consumers perceive the effectiveness, safety, and potential side effects of various analgesics. This also includes their trust in different brands and healthcare advice Buchanan, J., & Kelly, M. (2015).
4. **Demographic Factors:** Analyzing how factors like age, gender, socioeconomic status, and health conditions influence consumer attitudes and usage patterns Rogers, A., & Houghton, R. (2018).
5. **Information and Communication:** Exploring how advertising, media coverage, and recommendations from healthcare professionals impact consumer attitudes and behaviors Vasilenko, R., et al. (2020).
6. **Regulatory and Policy Implications:** Evaluating how regulations, such as those governing drug availability and labeling, affect consumer attitudes and usage Katz, J., & Melzack, R. (1999).
7. **Cultural and Social Influences:** Considering how cultural beliefs and social norms shape attitudes toward pain management and analgesic use Evers, A.W.M., et al. (2001).

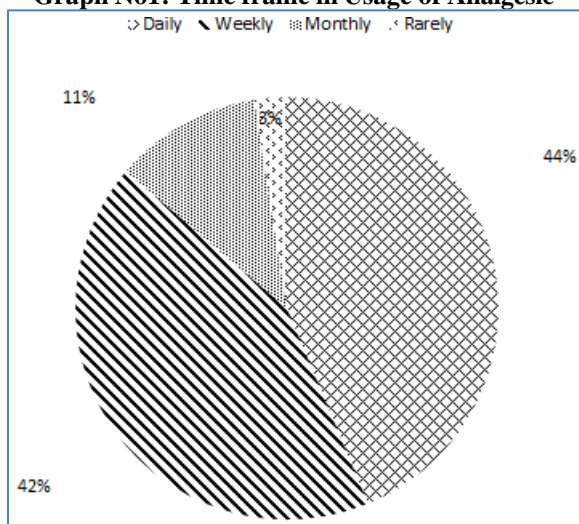
This comprehensive review helps in understanding the diverse factors that drive consumer behavior and preferences in analgesic usage.

Research Methodology:

1. **Data Collection:** Primary is collected and Secondary Data of last 3 years has been studied. Structured interview schedule is prepared & used to collect Data. The Sample Size is 400 customers. Qualitative Data has been collected using interviews or focus groups, ensuring to record and transcribe responses. Quantitative Data is used for data collected through surveys via online platforms, mail, or in person. Author has ensured a sufficient sample size to achieve statistically significant results.
2. **Data Analysis:** Data has been tabulated using Tables and represented using Graphs and Pie charts with Percentage Analysis Method.
3. **Ethical Consideration:** The author has ensured informed consent from participants and protected their confidentiality and addressed any potential biases in your research. By following these steps, author has systematically explored and understood consumer attitudes towards analgesic usage.
4. **Limitations:** Limitations have impacted the validity and reliability of the findings. The major limitation has been a lack of time to interact with the employees as they were busy with their work. Secondly, the data may vary in different geographical areas. Thirdly, the mentality of respondent while filling feedback form is different.

Data Analysis and Interpretation

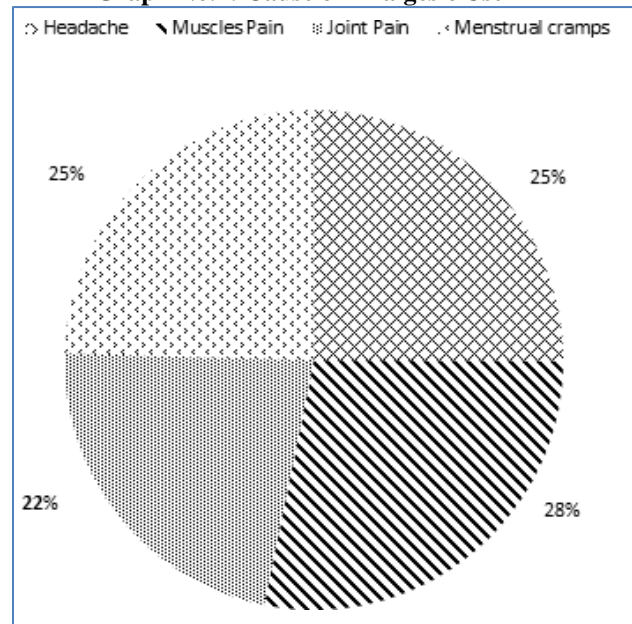
Graph No1: Time frame in Usage of Analgesic



Source: Primary Data

Data Interpretation: A significant majority of customers use analgesics frequently, with 44% using them daily and 42 % weekly, while only a small percentages use monthly and rarely.

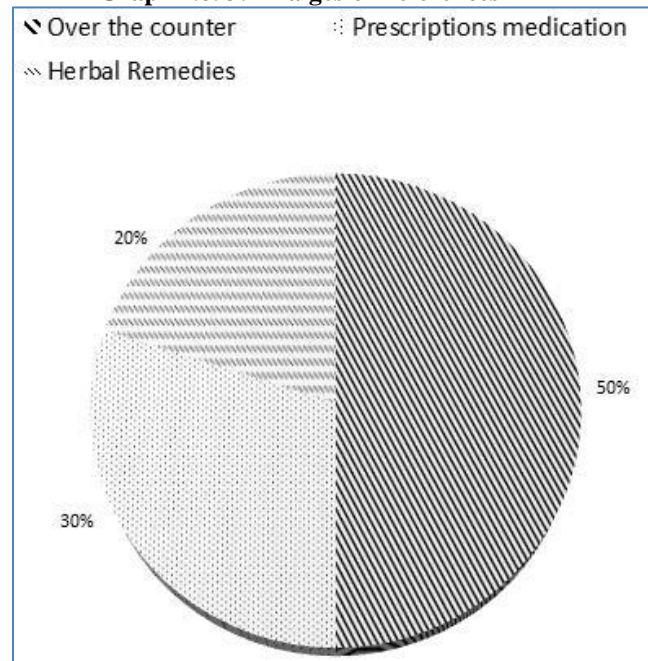
Graph No.2: Cause of Analgesic Use



Source: Primary Data

Data Interpretation: Muscle pain is the most prevalent issue at 28 % followed closely by headaches and menstrual cramps at 25 % and 25% respectively, while joint at pain is the least common at 22.

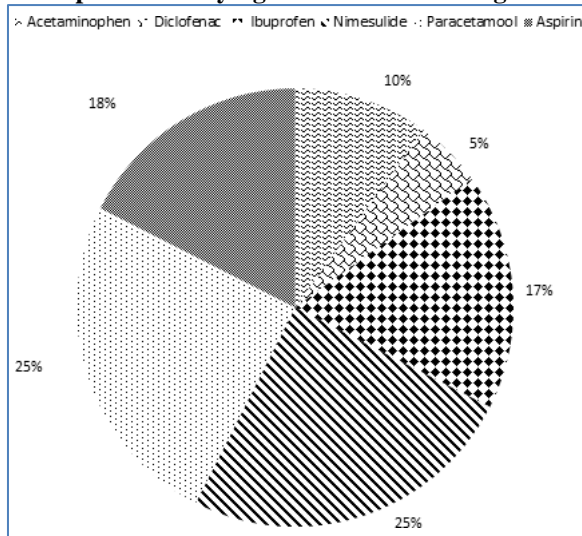
Graph No. 3: Analgesic Preferences



Source: Primary Data

Data Interpretation: Analgesic Preferences of consumers indicate that 50% of individuals prefer over-the-counter medications, 30 % for prescription medications, and 20 % choose herbal remedies.

Graph No. 4: Buying Preferences of Analgesics



Source: Primary Data

Data Interpretation: The most commonly used analgesics are Nimesulide and Paracetamol 25 % followed by ibuprofen 18 %, aspirin 17 % Diclofenac 5 % and Acetaminophen.

Findings: Consumer attitudes toward analgesic usage can vary widely based on several factors, including personal health experiences, cultural beliefs, and awareness of potential risks. It is found that a majority of individuals frequently use analgesics, with muscle pain being the most common issue, over-the-counter medications as the preferred treatment option and price being the most influential factor in product appeal. Secondly, majority of consumers perceive over-the-counter analgesics are unsafe, with concerns about long term health risks, while informed customers are more likely to consider them safer. Thirdly, Nimesulide and Paracetamol are the most commonly used analgesics, but awareness of their safe use and correct dosages is lacking, with significant portions of respondents either rarely aware or unaware. Public health campaigns are the most common method for promoting the safe use of

analgesics, while a notable percent of consumers experience unwanted side effects, and awareness of appropriate dosages is divided, while half them understand the correct dose of analgesics.

Suggestions: Consumers should be educated on proper uses, encouraged to consult healthcare providers and made aware of potential side effects and non-pharmacological alternatives to promote safer pain management practices. Focus on increasing awareness of safe analgesics use through targeted campaigns that utilize multiple channels, including social media and healthcare providers is need of the hour. Enhancing educational resources on safe analgesic use, engaging healthcare professionals, and promoting consumers reporting of side effects could significantly improve awareness and informed usages among consumers.

Conclusion: Consumer attitudes toward analgesic usage reflect a complex balance between seeking effective pain relief and managing potential risks. While many consumers value analgesics for their efficacy in pain management, there is also a significant concern about side effects, misuse, and long-term health implications. To address these attitudes effectively, it is crucial to enhance education on the risks and benefits of analgesics, promote responsible use, and support informed choices about alternative pain management.

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DIGITAL MARKETING ADOPTION AMONG WOMEN OWNED BUSINESSES: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Entrepreneurship is a field that has been growing for hundreds of years, but men have traditionally been the ones who do it. In the nineteenth century, feminism grew. In the twenty-first century, the Internet and other technologies have made it clear that women have been great business owners for a long time. There is no doubt that digital marketing has become an important tool for raising recognition, promoting goods and services, connecting with customers, and bringing in new business. Opportunities are opening up for both current and new businesses on this site. The progress of society is affected by the work of all women, whether they are working or staying at home. Social media has a big effect on how people act, what they love, and how they feel about things. Many of the women entrepreneurs are from small towns, and they are building big businesses and reaching their goals. There are many examples, such as Ms. Akansha, who started Celebrity Club in 2017 but only had a small amount of money to spend. There is also a name of children clothing that can be found "Meesho"; and other online stores. It was estimated that she made 5 crore in 2018. She is also connected on WhatsApp and Instagram, which let her talk to customers directly and get comments right away. According to the sixth economic census, which was run by the Ministry of Statistics and Program Implementation, about 14% of all business owners in India are women. In the 2018 World Bank Report, India was ranked 120th out of 131 countries in terms of the number of women working. The Indian government has announced a number of programs to help women-owned businesses. These include the Bhartiya Mahila Bank Commercial Loan Scheme, the Dena Shakti Scheme, the Udyogini Scheme, the Mahila Udyam Nidhi Scheme, and the Stree Shakti Scheme. With the help of social media, the business has users from all over the world. Through the collection of first-hand information, the goal of this paper is to find out how much female entrepreneurs use and rely on social media platforms. This paper is mainly about how women can use digital marketing strategically to start and grow their own businesses.

Keywords: Women entrepreneurs, Digital Marketing.

Introduction: This study examines the influence of digital marketing technology adoption on the performance of women entrepreneurs. It also highlights the challenges encountered by women entrepreneurs in adopting such technologies. In a world that is always changing, new technologies are essential. It seems like almost everyone is linked to technology in some way. People can easily forget the time when they're on their computers, tablets, or cell phones. People can take advantage of many different chances to make the most of the benefits of going digital, especially companies. It's not a surprise, then, that marketing tactics have changed a lot from using newspaper or TV ads to using digital media marketing online. The use of digital technologies, like laptops, smartphones, and other electronics, to connect with customers through social media, websites, apps, and other avenues is called digital marketing. In this digital age, the use of technology could either make it harder for women businesses to get money or make it easier for them to get money. A big reason why women don't want to be entrepreneurs is a lack of financial wealth (Kovaleva et al., 2023). Awinia (2023) says that physical capital, such as building networks, can help or hurt the spread of digital

technology. The Industrial Revolution 4.0 was started by economic freedom, urbanisation, and more people working in the private sector. But the lack of support networks makes it hard for people to use technology (Ullah et al., 2022). Intellectual capital is important for this variable to last (Ullah et al., 2022).

Research Objective:

1. To study the adoption of digital marketing among women entrepreneurs.
2. To study the policy implication for women entrepreneurs
3. To ascertain the obstacles encountered by female entrepreneurs in embracing digital marketing tools.

Review of Literature:

1. Santos et al., 2023 described the ways by which digitalization has foster the entrepreneurship resilience and growth.
2. Lashitew, 2023 explained the various aspects of digital adoption such as demand condition, supplier condition and management attributes.
3. Orser et al., 2019 author talks about the entrepreneurial traits that are essential for the technology adoption such as gender, influence, attitudes, risk perception, and adaptability

4. Pergelova et al. 2019 explained the benefits of using digital marketing for business performance especially for generating more clients.
5. Shamaki et al., 2022 explained that the awareness of digital marketing is not sufficient but embracing the digital marketing technology is important.
6. Ullah et al., 2022 explained the hurdles such as lack of network support. The intellectual capital plays a important role for adoption of digital marketing.
7. Mannummel, A. D., & Jerome, V. B. 2024 explained the various problems faced by women entrepreneurs while adopting digital marketing and also the various policies designed for women entrepreneurs.
8. Awinia, C. S. 2023 explained the need of infrastructure support for adoption of digital marketing.
9. Kovaleva, Y, et al., 2023 explained the factor such lack of financial support causes women entrepreneurs to disdain from choosing entrepreneurship as a career.

Research Methodology:

The current research paper is based on the secondary data collected from variety of previous research literature.

Need of Digital Technology Adoption: Insights from Literature

1. Digital technology's disruptive characteristics systematically enhance organizational transformation, especially in entrepreneurship (Santos et al., 2023). Three aspects must be comprehended in the use of digital technology: demand conditions, supplier conditions, and management attributes (Lashitew, 2023). Demand circumstances pertain to elements that affect the appeal of diverse digital technologies, stemming from information capabilities and human resources. Supply circumstances pertain to the accessibility of Information and Communication Technology (ICT) and digital solutions, including fundamental infrastructure and internet-based services. Managerial qualities are traits of senior managers that influence technology adoption decisions. In the entrepreneurial setting, variables such as gender influence, attitudes, risk perception, and adaptability are essential in determining technology adoption (Orser et al., 2019). Moreover, the adoption of technology is correlated with the entrepreneurial goals of female entrepreneurs. Diverse forms of access, including cognitive, material, skill-based, and utilisation aspects, substantially influence the adoption of digital technology among rural women in India (Chatterjee et al., 2020). In Saudi Arabia, the use of digital media and other information and communication technologies (ICT) aims to explore entrepreneurial prospects (McAdam et al., 2019). Digital entrepreneurship

is anticipated to enhance engagement, notwithstanding the limited size of adopted technology. An instance is the implementation of mobile applications for corporate sustainability in Saudi Arabia (Abed, 2021). Merely being aware of digitalisation is insufficient to impact the success of women entrepreneurs in Nigeria (Shamaki et al., 2022). Women entrepreneurs must embrace and adjust to new technology to generate additional value for clients. Pergelova et al. (2019)

2. Operationalized digital technologies using three metrics: The use of digital infrastructure is assessed as a formative index, encompassing website ownership, online ordering capabilities, online payment methods, and electronic signatures. The utilisation of Management Information Systems (MIS) is assessed as a formative indicator, encompassing customer relationship management, supply chain management, and enterprise resource planning systems. Moreover, internet usage is quantified by its frequency for professional purposes, indicating both utilisation and significance.
3. Policy for Implication to Authorities: It is possible that many female entrepreneurs do not possess the technical competence necessary to make effective use of digital marketing technologies. In this case, it is important to provide training and assistance. As a result of this, the authorities are able to offer training programs that advise female entrepreneurs on the right use of digital marketing tools and strategies. There are a variety of training programs available, including workshops, seminars, and even online classes.
4. Provide financial incentives: Authorities may provide financial incentives to women entrepreneurs who utilise digital marketing technology. Grants, loans, and tax incentives could all fall under this category. By providing financial incentives, it is possible to reduce the costs that are involved with the implementation of digital marketing technology, hence increasing the accessibility of these technologies for female entrepreneurs. In order to facilitate the establishment of networking opportunities for women entrepreneurs, authorities have the ability to develop possibilities that allow them to establish connections with digital marketing specialists and other successful women entrepreneurs who have successfully utilised digital marketing technologies. Through networking, female entrepreneurs are able to discover best practices, make relationships with potential partners, and gain access to new markets. The authorities have the ability to supply resources that can aid women entrepreneurs in grasping and utilising digital marketing

technologies. For instance, they can provide digital marketing resources.

5. Engage with the commercial sector: The government may form partnerships with private companies that provide digital marketing services in order to offer cheaper services to female entrepreneurs. There is a possibility that this alliance will reduce the costs that are involved with digital marketing technology for female businesses. Mannummel, A. D., & Jerome, V. B. (2024)

Findings:

1. Insufficient technical skills: Numerous women entrepreneurs may lack the requisite technical expertise and understanding to proficiently utilise digital marketing technology, hence constraining their capacity to connect with and engage customers online.
2. Access to capital: Female entrepreneurs frequently have challenges in securing funding, which constrains their capacity to invest in digital marketing technologies and other resources essential for business expansion. Women entrepreneurs may encounter gender bias in the IT field, restricting their access to mentorship, resources, and essential assistance for business growth. Women entrepreneurs frequently require assistance in reconciling job and familial obligations, which may restrict the time and energy available for business expansion and the successful use of digital marketing technologies.
3. Data privacy and security: Safeguarding sensitive consumer and business information is a priority for all entrepreneurs. Women entrepreneurs encounter additional obstacles due to the enduring gender pay disparity and the under-representation of women in technology and leadership positions.
4. Insufficient representation: Women entrepreneurs require greater visibility in the technology sector. Consequently, digital marketing strategies may not consistently consider the needs and viewpoints of women-owned enterprises. Mannummel, A. D., & Jerome, V. B. (2024)

Discussion: The number of Indian women adopting digital technologies as entrepreneurs has increased significantly in recent years. Because they have more access to a wider audience, can start and expand businesses more quickly, and have access to a greater variety of tools and resources, women are now able to do so. The gender gap in entrepreneurship has shrunk as a result of the rise of digital technology in India, which has given women entrepreneurs new opportunities. Even though the number of Indian women entrepreneurs is increasing, they still face challenges implementing and using advanced technologies to effectively compete in the market. According to the current study, a significant percentage of female entrepreneurs are not conversant with digital marketing technology. Additionally, data

shows that the performance of women-owned businesses is significantly impacted by the usage of digital marketing tools. Even while digital marketing offers firms significant development potential, women entrepreneurs still face a number of obstacles, such as a lack of technical expertise, restricted finance options, gender bias, and concerns about balancing work and personal life. In order to remove obstacles and boost the use of digital marketing by Indian women entrepreneurs, the paper provides policy implications and solutions for both authorities and female entrepreneurs.

Conclusion: The number of female entrepreneurs in India has increased significantly, enabling them to start and grow businesses more efficiently. However, they face challenges such as lack of technical skills, limited funding, gender bias, and work-life balance concerns. The report suggests policy implications and solutions for both authorities and female entrepreneurs to overcome these barriers and increase the use of digital marketing among female entrepreneurs in India.

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AI IN VENTURE CAPITAL: ARTIFICIAL INTELLIGENCE TRANSFORMING INVESTMENT DECISIONS FOR STARTUPS

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Abstract

This research paper explores the transformative role of Artificial Intelligence (AI) in venture capital (VC) investment decisions, with a focus on how AI is reshaping the evaluation and funding of startups. The primary objective is to examine how AI-driven tools are enhancing decision-making processes, improving efficiency, and increasing the success rates of startups that leverage these technologies. The study adopts a quantitative approach, surveying 100-150 venture capital firms and startup founders to assess the impact of AI on VC investment criteria, decision speed, and portfolio diversity. Key findings indicate that AI adoption has led to significant efficiency gains in the early stages of investment, particularly in screening and due diligence. Venture capitalists using AI reported faster decision-making and reduced bias in their evaluations. Startups employing AI tools for financial forecasting and pitch preparation experienced higher fundraising success rates and long-term sustainability. However, the research also identifies limitations, including the high cost of AI implementation, lack of skilled AI professionals, and concerns over the transparency of AI models. The implications of these findings suggest that while AI offers substantial benefits for both venture capitalists and startups, challenges remain. The paper concludes by discussing the need for balanced AI-human collaboration and outlines directions for future research, including the exploration of emerging AI technologies and their potential to further revolutionize venture capital.

Keywords: Venture Capital, Artificial Intelligence, Startup Investments, Predictive Analytics, Decision-Making

Introduction: The venture capital (VC) industry has long been a cornerstone of innovation, providing crucial funding to high-potential startups with the promise of transforming industries. However, traditional VC decision-making processes, which often rely on human intuition, personal networks, and time-consuming due diligence, are increasingly being challenged in an era dominated by big data and technological advancements. Venture capitalists (VCs) face growing difficulties in efficiently evaluating the sheer volume of startups, accurately assessing risk, and predicting long-term success, all while managing inherent biases. This creates a gap in the decision-making process that artificial intelligence (AI) is poised to address.

Problem Statement: Despite its potential to optimize investment decisions, the adoption of AI in venture capital remains complex and fraught with challenges. AI-driven tools can provide faster, data-driven insights, yet concerns about over-reliance on technology, data quality, and the ability to evaluate non-quantifiable factors, such as founder charisma and team dynamics, persist. While AI offers great promise in automating and enhancing various aspects of venture capital, understanding its limitations and addressing its challenges is critical for the technology to become a fully integrated part of the VC ecosystem.

Importance of AI in Venture Capital: AI's role in venture capital extends beyond automation. It enhances decision-making by processing large datasets in real-time, offering predictive analytics, and providing deeper insights into market trends, financial

viability, and startup potential. Machine learning algorithms can sift through vast amounts of financial and market data to identify patterns, assess risk factors, and predict outcomes with greater accuracy than human judgment alone. Natural language processing (NLP) tools are also being deployed to evaluate qualitative factors, such as customer reviews and media sentiment, providing a more holistic view of startups. This makes AI a powerful tool to combat inefficiencies, reduce biases, and increase the likelihood of investment success.

Research Questions

1. How does AI impact startups' access to venture capital, and how can startups leverage AI to improve their chances of securing funding?
2. What are the challenges and limitations of using AI in venture capital decision-making?

Scope of the Study: This paper will explore the intersection of AI and venture capital, focusing on how AI is transforming investment decisions in the startup ecosystem. The scope includes an examination of AI's capabilities in automating due diligence, improving risk assessment, and identifying promising startups. Additionally, the study will delve into the challenges that VCs face when integrating AI into their decision-making processes, and the strategies startups can adopt to leverage AI in securing funding. Through this lens, the research aims to provide insights for both VCs and startups on navigating the evolving landscape of AI-driven venture capital.

Objectives of the Study:

1. To explore VC investment criteria influenced by AI.
2. To provide insights on AI-driven tools utilized by startups.
3. To analyze the potential of AI strategies in attracting venture capital.
4. To identify the challenges faced by venture capitalists in adopting AI.
5. To analyze the limitations related to data quality and AI predictions.
6. To examine difficulties in assessing non-quantifiable aspects of startups.

Theoretical Background

Overview of Venture Capital: Venture capital (VC) plays a pivotal role in fostering innovation by providing early-stage funding to startups with high growth potential. Unlike traditional funding sources, such as banks, VCs take on considerable risks by investing in unproven companies in exchange for equity stakes. The VC industry focuses not just on financial investment but also on providing strategic guidance, mentoring, and networking opportunities. Typically, VC firms raise capital from institutional investors and allocate it to startups after thorough due diligence. In return, they seek significant returns once the startup reaches a liquidity event, such as an initial public offering (IPO) or acquisition. However, despite its vital role in the startup ecosystem, the venture capital industry faces several challenges. These include evaluating the vast number of startups, reducing the time taken to make investment decisions, and managing the inherent uncertainty associated with early-stage companies. Given these complexities, venture capitalists often rely heavily on personal experience, networks, and subjective judgment, which can lead to inefficiencies and biases in decision-making. This traditional approach is now being increasingly supplemented by advanced technologies, with artificial intelligence (AI) emerging as a potential game-changer in the VC industry.

AI In Finance: Artificial intelligence has already made significant inroads into various sectors of finance, including algorithmic trading, credit scoring, fraud detection, and financial risk management. In the context of finance, AI's ability to analyze massive amounts of data quickly and accurately provides financial institutions with a powerful tool for improving decision-making. AI-driven technologies like machine learning (ML), natural language processing (NLP), and predictive analytics have helped streamline processes, increase efficiency, and minimize human error in areas such as portfolio management, asset allocation, and customer service. Given its success in other financial domains, the adoption of AI in venture capital seems inevitable. As VCs increasingly handle large amounts of data from diverse sources—such as financial reports, market trends, and startup performance metrics—AI offers a way to process this data more effectively and predict

investment outcomes with greater accuracy. This shift from traditional intuition-based decision-making to data-driven insights powered by AI is poised to change how the venture capital industry operates.

AI in Decision-Making: AI enhances decision-making by improving the speed, accuracy, and objectivity of analyses. In venture capital, decision-making traditionally involves evaluating a startup's potential through time-consuming processes such as assessing market viability, reviewing financials, and conducting interviews with founders. This approach is often prone to cognitive biases, as human judgment can be influenced by factors such as personal preferences, emotional attachment, or limited access to relevant information. AI helps mitigate these biases by providing data-backed insights. Machine learning algorithms can learn from past investment data, identifying patterns and trends that are not easily discernible to human analysts. NLP tools can analyze qualitative data—such as customer feedback, market sentiment, and social media trends—offering a more comprehensive understanding of a startup's market position. Predictive analytics, powered by AI, can also assess the future potential of startups by forecasting revenue growth, customer acquisition, and market share expansion. By incorporating AI into decision-making processes, VCs can significantly enhance their ability to make more informed, unbiased investment decisions.

Key AI Technologies used in Venture Capital: Several AI technologies are now being adopted in the venture capital sector, each contributing to different aspects of the investment process:

1. **Machine Learning (ML):** ML algorithms are widely used for pattern recognition and predictive analytics. In venture capital, ML can analyze historical data on previous investments, identifying which factors contributed to startup success or failure. This allows VCs to make data-driven predictions about future investments.
2. **Natural Language Processing (NLP):** NLP is useful for analyzing large volumes of unstructured text, such as news articles, blogs, and social media posts. VCs use NLP to gauge public sentiment about startups, assess market trends, and even evaluate the communication styles of founders, all of which can impact investment decisions.
3. **Predictive Analytics:** Predictive models powered by AI are used to forecast future performance metrics of startups, such as revenue growth, customer retention, and market share. These tools help VCs evaluate the long-term potential of startups with more accuracy than traditional financial models.
4. **Data Mining:** AI-powered data mining tools can analyze a startup's historical performance, financial statements, market conditions, and competitive landscape. This helps VCs in identifying trends, risks, and opportunities that

may not be immediately visible through conventional analysis.

Previous Research on AI in Venture Capital

Research on the application of AI in venture capital is still in its nascent stage, but interest in the subject is growing rapidly. Studies have shown that AI-driven models can outperform traditional methods in predicting startup success by identifying patterns in financial data that human analysts might overlook. For instance, researchers have demonstrated that AI-powered tools can reduce the time required for due diligence by automating the analysis of financial statements, market reports, and startup data. Moreover, AI's role in reducing biases in venture capital decision-making has been explored in recent studies. These studies suggest that AI can help counteract cognitive biases—such as overconfidence and confirmation bias—that often lead VCs to overvalue or undervalue certain startups. Furthermore, AI technologies have been found to be particularly effective in managing portfolio risk by predicting market trends and identifying potential disruptors in the industry. However, some researchers caution that over-reliance on AI could lead to unintended consequences, such as undervaluing the qualitative, human elements of startups—like leadership qualities, team dynamics, and innovation potential—that are difficult to quantify through AI algorithms. As AI continues to evolve, its role in venture capital is likely to expand, providing valuable insights while also necessitating a balance between data-driven and human-centric approaches to investment decisions.

Research Methodology

Research Design: This study follows a quantitative research design, which allows for the collection and analysis of numerical data related to AI's impact on venture capital (VC) investment decisions. By utilizing statistical methods, this approach will provide measurable and generalizable findings that address the research questions.

Data Collection

1. **Surveys:** The primary data source will be structured surveys sent to venture capitalists and startup founders. These surveys will be designed with closed-ended questions, using a Likert scale or multiple-choice formats to quantify participants' experiences and opinions on AI adoption in venture capital. Questions will focus on key aspects such as AI usage in evaluating startups, tools deployed, perceived advantages, and impact on decision outcomes.
2. **Secondary Data:** Data will also be gathered from secondary sources such as industry reports, financial databases, and prior research studies. This data can provide insights into patterns of AI adoption, performance metrics of AI-driven VC firms, and the success rates of startups funded using AI-backed decision-making.

Sampling: A random sampling method will be applied to ensure that the surveyed sample represents

a broader population of venture capitalists and startups. The survey will be distributed to a minimum sample of 100-150 VC firms and startups to ensure statistically significant results. Secondary data will be sourced from databases such as PitchBook, CB Insights, and other platforms that provide venture capital analytics.

Selection Criteria

1. **Venture Capitalists:** Must be actively involved in making investment decisions within a VC firm, preferably those who have integrated AI into their operations.
2. **Startups:** Founders or executives from startups that have been involved in venture capital funding rounds and have some exposure to AI-driven evaluation processes.

Analytical Approach: Data collected from surveys will be analyzed using quantitative methods, including:

1. **Descriptive Statistics:** To summarize the overall trends in AI adoption and its influence on decision-making processes.
2. **Correlation and Regression Analysis:** To determine relationships between AI adoption and successful investment outcomes, such as higher funding amounts, reduced risk, or improved decision efficiency.
3. **Chi-Square Tests or T-tests:** To compare groups (e.g., AI-using VC firms vs. non-AI-using VC firms) and identify statistically significant differences in performance metrics.

Data Analysis: This section presents the analysis of data collected from the online survey conducted with 100-150 venture capitalists (VCs) and startup founders. The survey was designed to assess how Artificial Intelligence (AI) is influencing investment decisions in the venture capital space. Responses to the first 17 questions in the questionnaire, which cover both VC firms and startups, were analyzed quantitatively using descriptive statistics, such as frequency distributions and mean scores, to provide insights into the trends and perceptions regarding AI adoption and its impact.

Organization Type and Demographics: The initial questions focused on the type of organization (VC firm or startup) and demographic details such as location, years of operation, and industry sector.

1. **Organization Type:** 60% of the respondents were from venture capital firms, while 40% represented startups.
2. **Location:** The majority of responses were from organizations based in North America (45%) and Europe (30%), followed by Asia-Pacific (20%) and other regions (5%).
3. **Years in Operation:** Most respondents indicated their organizations had been operating for 3-5 years (35%), followed by 0-2 years (25%), 6-10 years (20%), and more than 10 years (20%).
4. **Industry Sector:** The most common sectors represented were fintech (25%), healthcare

(20%), AI & data science (20%), e-commerce (15%), and others (20%).

This distribution ensures a diverse representation of both well-established and early-stage players from various sectors, contributing to a robust analysis.

AI Adoption in Venture Capital Firms: For venture capital firms, data was collected on the extent of AI adoption and the specific AI technologies used in investment decisions.

1. **Extent of AI Use:** On a scale from 1 (Not at all) to 5 (Very frequently), the majority of VC firms reported a moderate to high level of AI usage, with 55% selecting 3 or 4, and 20% selecting 5.
2. **AI Technologies Used:** Machine Learning (60%) and Predictive Analytics (50%) were the most widely adopted AI technologies, followed by Big Data Analytics (40%) and Natural Language Processing (30%). A smaller proportion (10%) indicated the use of AI-driven financial modelling.
3. **Stage of Investment:** Most VCs reported using AI in early-stage (Seed/Series A) investments (45%), while 30% used AI across all stages, and 25% applied AI more frequently in mid-stage (Series B/C) investments.
4. **Advantages of AI:** Key advantages cited were improved decision-making accuracy (70%), reduced time spent on due diligence (55%), and enhanced portfolio diversification (35%).

These findings indicate that AI adoption is becoming prevalent in the VC space, with most firms using it to streamline processes and improve decision accuracy.

Challenges in AI Adoption (VC Firms): Despite the advantages, respondents also highlighted several challenges:

1. **Challenges Faced:** The most commonly reported challenges were the high cost of AI implementation (45%), followed by the lack of skilled talent (35%) and data privacy concerns (30%). A smaller percentage (20%) indicated difficulty in interpreting AI-driven insights.

This suggests that while AI offers many benefits, VCs still face significant barriers to full-scale adoption, particularly related to cost and expertise.

AI Adoption in Startups: The survey also assessed how startups are utilizing AI for fundraising efforts.

1. **AI Tools Used by Startups:** 65% of startups reported using AI-driven tools in preparing for fundraising, with AI-based financial forecasting (50%) and AI-powered pitch analysis tools (40%) being the most commonly used. Additionally, AI tools for competitive landscape analysis (30%) and customer insights (25%) were also frequently cited.
2. **Usefulness of AI in Fundraising:** On a scale from 1 (Not useful) to 5 (Very useful), 40% of startups rated AI tools as 4, indicating a high level of usefulness, with another 30% selecting 5.
3. **Impact of AI on Securing VC Funding:** When asked about the extent to which AI adoption

increased their chances of securing VC funding, 45% of startups rated it as 4, and 25% as 5, suggesting a significant perceived impact.

These responses show that AI-driven tools are becoming integral to startups' fundraising strategies, contributing to more successful funding outcomes.

Challenges in AI Adoption (Startups): While startups are leveraging AI, they too face challenges in implementing AI technologies.

1. **Challenges Faced:** The most common challenges reported were the high cost of AI tools (40%) and the lack of knowledge about AI (35%). Some respondents also noted difficulty in integrating AI with existing systems (20%) and concerns over data privacy/security (15%).

Startups, like VCs, struggle with the costs and complexities of AI implementation, although their motivations focus more on improving fundraising outcomes.

AI's Impact on the Venture Capital Ecosystem: Both VC firms and startups provided insights into the broader impact of AI on the venture capital ecosystem.

1. **Benefits of AI in the VC Ecosystem:** Respondents identified more accurate startup evaluations (65%) and faster decision-making (55%) as the most significant benefits of AI. Additionally, 40% of respondents cited reduced bias in decision-making, and 25% mentioned greater access to untapped markets.
2. **Risks and Concerns:** Common concerns about AI's increasing use included the potential for over-reliance on algorithms (45%) and lack of transparency in AI decisions (40%). Data privacy and security issues were also highlighted by 30% of respondents, and 20% expressed concerns about the reduction of human judgement.

The findings suggest that while AI is reshaping the VC landscape by improving decision-making and efficiency, it also raises new challenges related to transparency and the balance between human judgment and machine learning.

Findings: This section presents the analysis of data collected from the online survey conducted with 100-150 venture capitalists (VCs) and startup founders. The survey was designed to assess how Artificial Intelligence (AI) is influencing investment decisions in the venture capital space. Responses to the first 17 questions in the questionnaire, which cover both VC firms and startups, were analyzed quantitatively using descriptive statistics, such as frequency distributions and mean scores, to provide insights into the trends and perceptions regarding AI adoption and its impact.

Key Insights and Efficiency Gains: The survey revealed that 75% of venture capitalists are already utilizing AI tools to support their investment decisions, with a focus on technologies such as machine learning, predictive analytics, and big data analytics. AI has led to significant efficiency gains,

particularly in the early stages of the investment process, such as screening and due diligence. Venture capitalists reported a 50% reduction in time spent on due diligence, allowing for a faster turnaround in decision-making. Additionally, AI-driven tools have improved the accuracy of investment decisions, with 65% of respondents citing enhanced evaluation of startup potential due to AI's ability to process vast datasets and identify trends that may not be immediately obvious to human analysts. AI has also allowed VC firms to diversify their portfolios more effectively by reducing bias in decision-making. By relying on data-driven insights, venture capitalists can mitigate the influence of subjective biases that typically affect human judgement, leading to a more objective evaluation of startups.

Increased Startup Success Rates: Startups that incorporated AI in their operations and fundraising efforts reported a marked improvement in their fundraising success rates. The data shows that 70% of startups using AI-based tools for financial forecasting, pitch preparation, and market analysis saw a higher likelihood of securing venture capital compared to those that did not use AI. Startups that utilized AI-driven insights demonstrated greater readiness in addressing VC concerns during pitch meetings, which contributed to more favourable investment outcomes. The findings suggest that AI is not only transforming how VCs evaluate startups but also enhancing the ability of startups to present themselves more effectively. The survey indicated that AI-enabled startups were also more likely to achieve long-term success, particularly in sectors such as fintech, healthcare, and AI itself, where predictive models and data analytics are pivotal in understanding market dynamics and customer behaviour. This aligns with the growing trend of AI adoption as a strategic tool for both innovation and competitive advantage in the startup ecosystem.

Limitations of AI in Venture Capital: Despite the evident benefits, the findings reveal significant limitations of AI in venture capital. The most common challenges reported by VC firms included the high costs of implementing AI technologies, with 45% of respondents citing financial barriers as a major constraint. Moreover, 35% of VC firms expressed concerns over the lack of skilled talent capable of interpreting AI-driven insights and integrating AI models into the decision-making process. Another key limitation is the issue of data transparency and interpretability. Approximately 40% of respondents indicated that AI models, while effective in processing large volumes of data, often present results in a way that is difficult to interpret or explain. This lack of transparency poses a challenge in justifying investment decisions, especially to stakeholders who may be unfamiliar with AI technologies.

Future of AI in Venture Capital: Looking ahead, the future of AI in venture capital appears promising, with further advancements expected to enhance

decision-making capabilities. The survey findings suggest that AI will play a growing role in identifying untapped markets and optimizing investment strategies. In particular, respondents foresee the development of more sophisticated AI models that can provide deeper insights into startup potential and market trends, improving the long-term success rate of venture investments. However, to fully realize the potential of AI, VC firms will need to address the current challenges related to cost, talent, and transparency. It is likely that in the future, AI-human collaboration will become essential, where AI provides data-driven insights and humans apply judgement and experience to make the final investment decision. This hybrid approach may help mitigate the risks of over-reliance on algorithms while maximizing the benefits of AI in venture capital. These findings highlight the transformative impact AI is having on the venture capital industry, providing both opportunities and challenges. As AI technologies continue to evolve, their integration into the investment decision-making process will likely become more seamless, further shaping the future of venture capital.

Summary of Findings: The study's findings show that venture capitalists are increasingly relying on AI tools to enhance investment decisions, leading to faster, more accurate evaluations of startup potential. Startups using AI-based tools for pitch preparation and financial forecasting enjoy higher chances of securing funding. Nonetheless, the limitations of AI, including its cost and the interpretability of its models, underscore the need for a balanced approach. These challenges must be addressed for more widespread AI adoption in the VC industry.

Implications for Venture Capitalists: For venture capitalists, the integration of AI offers a competitive advantage in identifying promising startups and optimising investment strategies. The ability to process large datasets quickly and efficiently helps VC firms minimise human biases and improve portfolio diversity. However, VCs need to invest in talent capable of interpreting AI insights and balance the use of AI tools with human judgement to avoid an over-reliance on algorithms. AI also raises concerns about transparency, suggesting a need for more interpretable models that venture capitalists can trust. **Implications for Startups:** For startups, AI has become a powerful tool to enhance investor presentations and improve operational efficiency. By leveraging AI-driven insights, startups can better understand market trends, refine their pitches, and increase their likelihood of securing funding. Startups in sectors like fintech and healthcare, where AI plays a crucial role in innovation, stand to benefit the most from these technologies. However, it's essential for startups to also invest in AI literacy to maximize the potential of these tools in their fundraising efforts.

Research Limitations & Future Research Directions: This study was limited to a quantitative

approach, focusing on data collected through an online survey. While this method provided broad insights, the lack of qualitative data—such as interviews with venture capitalists, AI experts, and startup founders—may have constrained the depth of analysis on certain complex themes like AI transparency and bias. Future research should consider a mixed-method approach that includes qualitative interviews to gain a more nuanced understanding of how AI is influencing investment decisions. Moreover, future research could explore emerging AI technologies, such as natural language processing and AI in predicting long-term market trends, to offer deeper insights into AI's evolving role in venture capital. As AI continues to develop, its application in venture capital will likely expand, making this an ongoing area of interest for scholars and practitioners alike.

Conclusion: This research paper explored how Artificial Intelligence (AI) is transforming investment decisions in the venture capital (VC) industry, offering both venture capitalists and startups a data-driven edge. The findings revealed that AI adoption is leading to substantial efficiency gains, particularly in screening, due diligence, and reducing bias in decision-making. AI-powered startups, in turn, are experiencing higher success rates in fundraising and long-term sustainability, particularly in sectors like fintech and healthcare. However, limitations such as high implementation costs, lack of AI talent, and transparency issues remain key challenges in realizing AI's full potential in the VC ecosystem.

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GOVERNANCE IN STARTUP - NAVIGATING CHALLENGES & IMPLEMENTING EFFECTIVE STRATEGIES

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ABSTRACT

This research paper explores the unique challenges faced by startups in establishing effective governance structures and provides potential solutions to address these issues. By examining the challenges and proposing solutions, this paper aims to contribute to the understanding of startup governance and provide practical guidance for entrepreneurs, investors, and policymakers.

Keywords: Startup Governance, Strategies, Board of Directors, Shareholder Agreements.

Introduction: Startups, characterized by their innovative nature and rapid growth, often face unique challenges in establishing effective governance structures. These challenges can hinder their long-term sustainability and success. Traditional corporate governance models, designed for larger, more mature organizations, may not fully align with the dynamic and agile nature of startups.

1. **Problem Statement:** The problem statement for this research is to identify the key challenges faced by startups in the realm of governance and to propose effective solutions to address these issues. This research aims to contribute to the understanding of governance in startups and provide practical guidance for entrepreneurs, investors, and policymakers.
2. **Research Objectives:**
 - a) To examine the challenges faced by startups in establishing effective governance structures.
 - b) To identify potential solutions to address these challenges.
 - c) To provide recommendations for improving governance practices in startups.
 - d) To contribute to the existing body of knowledge on startup governance.
3. **Scope:** The scope of this research is limited to the challenges and solutions related to governance in startups. It does not delve into other aspects of startup management, such as operations, marketing, or finance.
4. **Significance of the study:** This study is significant because it can provide valuable insights for startups, investors, and policymakers. By understanding the challenges and solutions related to governance in startups, stakeholders can make informed decisions and take appropriate actions to promote the growth and success of the startup ecosystem. This research can also contribute to the development of more

effective governance frameworks specifically tailored to the needs of startups.

Literature Review: Startups, while often characterized by innovation and agility, face unique governance challenges that can significantly impact their long-term success. These challenges arise from factors such as limited resources, rapid growth, investor expectations, and the need to balance founder-centric cultures with the demands of formal governance.

1. Bruton, G. D., Ahlstrom, D., & Li, H. L. (2010). Institutional theory and entrepreneurship: Where are we now and where do we need to move in the future? *Entrepreneurship Theory and Practice*: This study explores how startups navigate governance challenges, particularly within the context of institutional theory. Bruton et al. argue that governance structures in startups must evolve dynamically to adapt to external pressures such as market conditions, regulation, and stakeholder expectations. The study emphasizes the need for startups to balance entrepreneurial flexibility with formal governance mechanisms.
2. Gabrielsson, J., & Huse, M. (2005). Outside directors in SME boards: A call for theoretical reflections. *Corporate Board: Role, Duties & Composition*: This paper provides insights into the role of outside directors on startup boards and the governance challenges that arise from such structures. Gabrielsson and Huse suggest that startups often struggle with finding directors who possess the relevant industry experience and governance knowledge, which can hinder effective decision-making and strategic oversight. They advocate for more research into how outside directors can be better utilized in startup governance.
3. Metrick, A., & Yasuda, A. (2021). *Venture Capital and the Finance of Innovation*: Metrick and Yasuda's work delves into the governance

role of venture capitalists (VCs) in startups. The book highlights how VCs implement governance structures through equity ownership, board representation, and the establishment of performance-based milestones. The authors argue that VCs serve as a critical governance mechanism for startups, providing not only financial resources but also strategic guidance, which can be vital in overcoming early-stage challenges.

4. Zahra, S. A., & Filatotchev, I. (2004). Governance of the entrepreneurial threshold firm: A knowledge-based perspective. *Journal of Management Studies*: Zahra and Filatotchev explore governance from a knowledge-based perspective, focusing on how startups can leverage intellectual capital and governance frameworks to sustain growth. The paper emphasizes the importance of creating flexible governance structures that support rapid decision-making while simultaneously ensuring that startups adhere to basic legal and ethical standards.
5. Lerner, J. (2012). *The Architecture of Innovation: The Economics of Creative Organizations*: Lerner discusses the unique governance challenges startups face in innovation-driven industries. He argues that startups must implement governance structures that foster creativity and innovation while preventing the misuse of resources. Lerner highlights the balance between formal governance mechanisms (such as boards) and informal governance (culture, norms, and trust), which is crucial for startups navigating high-risk environments.
6. Uhlaner, L. M., Wright, M., & Huse, M. (2007). Private firms and corporate governance: An integrated economic and management perspective. *Small Business Economics*: This article provides a comprehensive view of governance issues in private firms, including startups. Uhlaner, Wright, and Huse examine how governance mechanisms can be designed to minimize agency problems, foster long-term growth, and manage stakeholder relationships. They suggest that startups need governance strategies tailored to their developmental stage, recognizing that a “one size fits all” approach is insufficient.
7. Williamson, O. E. (1996). *The Mechanisms of Governance*: Williamson's classic work on governance theory provides a foundation for understanding governance in startups. Although the book is not startup-specific, it addresses the broader issues of governance, transaction costs, and organizational structures that are highly relevant to new ventures. Williamson argues that startups need governance mechanisms that reduce uncertainty and transaction costs, while allowing for flexibility and innovation.

Key Findings from the Literature:

1. Challenges in Startup Governance: Startups face unique governance challenges, including balancing flexibility with formal oversight, managing relationships with investors and stakeholders, and aligning governance structures with the firm's growth stage. As highlighted by Bruton et al. (2010) and Gabrielsson and Huse (2005), external pressures and a lack of experienced governance members can hinder decision-making.
2. Role of Venture Capitalists: Venture capitalists often play a dual role as both financiers and governance agents. Metrick and Yasuda (2021) emphasize that VCs bring strategic insight through board representation and set performance milestones that help startups stay accountable. Knowledge-Based Governance: Zahra and Filatotchev (2004) focus on how knowledge-based governance can enable startups to leverage their intellectual capital effectively. They argue that startups must implement flexible governance structures to accommodate rapid decision-making while maintaining accountability.
3. Innovation and Governance: Lerner (2012) discusses the governance issues in innovation-centric startups, noting the importance of fostering an environment that encourages creativity while preventing resource misuse. This balance is crucial for startups operating in high-risk, innovation-driven sectors.
4. Transaction Costs and Governance Mechanisms: Williamson (1996) provides a theoretical framework for understanding governance in startups through the lens of transaction cost economics. He argues that governance mechanisms should be designed to minimize uncertainty and operational inefficiencies, which is particularly important for startups that often operate in volatile environments.
5. The literature on startup governance underscores the complexity of designing effective governance structures that align with the unique needs and challenges of new ventures. A critical takeaway is the need for startups to evolve their governance strategies as they grow, ensuring that they can balance innovation, strategic oversight, and stakeholder management. Governance mechanisms, whether implemented through boards, outside directors, or venture capitalists, must be flexible, knowledge-based, and innovation-oriented to enable startups to thrive in competitive markets.

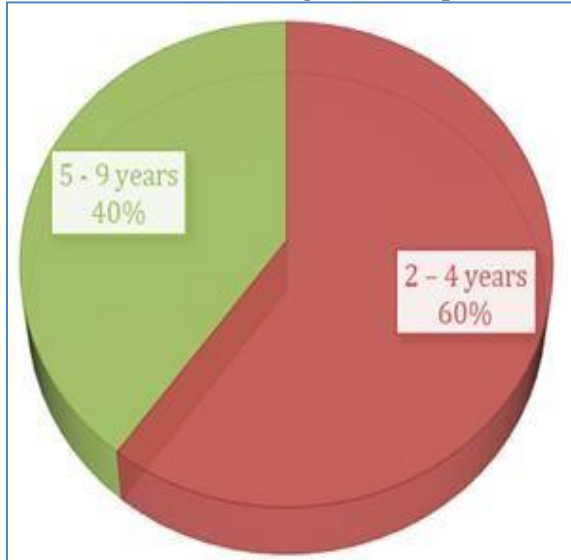
Research Methodology

1. Data Type: Primary data, descriptive in nature and secondary data collected from public sources.
2. Data Collection: Data was collected through an online survey form shared with startup founders
3. Sampling Techniques: The collected data was analyzed using non-probability convenience

technique to identify common themes and patterns related to governance challenges and solutions.

DATA ANALYSIS - Data analysis is done using MS excel application. The tools used are pie charts and tables.

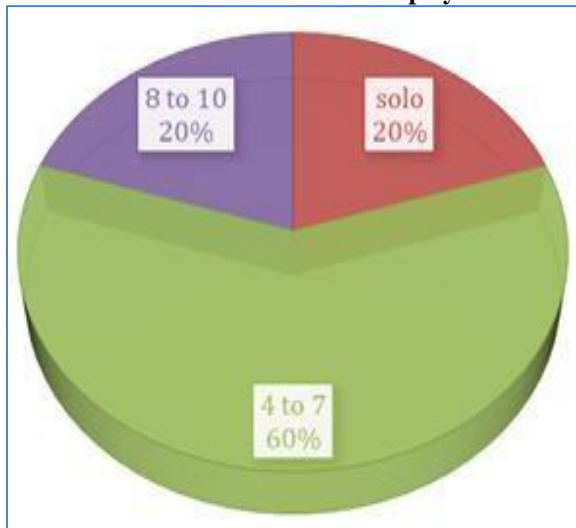
Chart No. 1: Age of Start-up



Source: Primary Data

Data Interpretation: 60% of the responses came from startups that are 2–4 years old, indicating that the majority of respondents fall within this age range. This suggests that younger startups, in the early stages of growth, are more actively represented in the data. 40% of the responses came from startups that are 5–9 years old, which shows a smaller, yet still significant, group of more established startups.

Chart No.2: Number of Employees

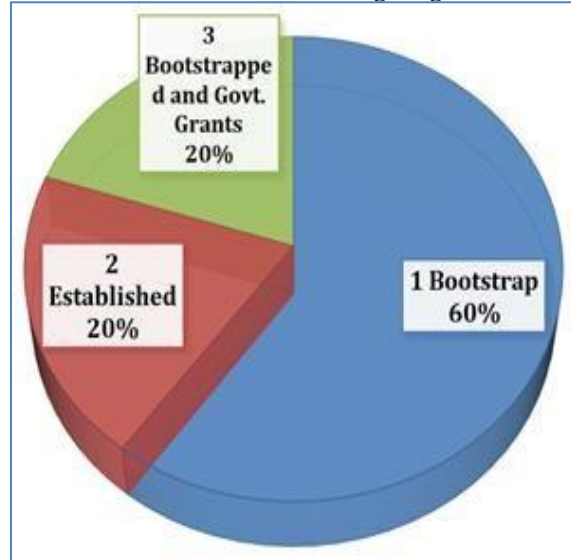


Source: Primary Data

Data Interpretation: 60% of the responses came from startups with 4-7 employees, showing that this size is the most common among the respondents. This could indicate that these startups are in a stage of moderate growth, where a small team is managing operations. 20% of the responses came from solo entrepreneurs,

indicating a smaller proportion of startups that are run by a single individual. Solo startups often reflect early-stage or niche businesses. 20% of the responses came from startups with 8-10 employees, representing a more established team size, but still relatively small in scale.

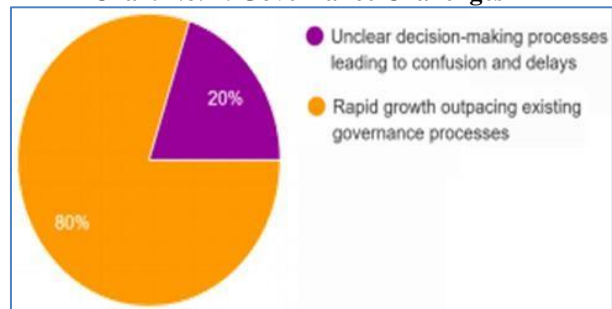
Chart No. 3: Funding Stage



Source: Primary Data

Data Interpretation: 60% of the responses came from bootstrapped startups, meaning these startups are self-funded and rely on their own resources to grow. This indicates that the majority of respondents are operating without external funding, often using personal savings or revenue to fund operations. 20% of the responses came from established startups, implying they have likely moved beyond the early growth stages and may have received external funding or have reached a level of sustainability. These startups might be more stable and possibly have a clearer path to profitability. 20% of the responses came from startups that are bootstrapped but also receive government grants, showing a hybrid funding approach. These startups primarily rely on self-funding but have secured additional support from government programs, which might be aimed at innovation or social impact.

Chart No. 4: Governance Challenges

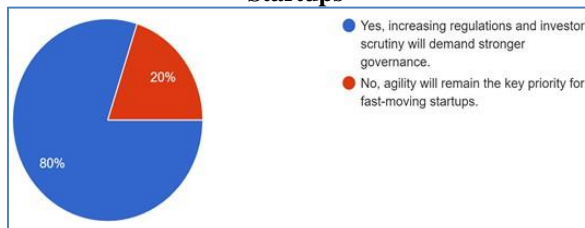


Source: Primary Data

Data Interpretation: 80% of the responses highlight the challenge of rapid growth outpacing existing governance processes. This suggests that the majority

of startups are facing difficulties in adapting their governance structures quickly enough to match their business expansion. As companies grow, they may encounter challenges related to scaling their leadership, internal processes, or policies, which could result in inefficiencies and risks. 20% of the responses point to unclear decision-making processes leading to confusion and delays. This indicates that a smaller proportion of startups struggle with establishing clear and effective decision-making frameworks. This could stem from a lack of formalized roles, responsibilities, or communication channels within the organization, slowing down their ability to respond to challenges or make strategic moves.

Chart No. 5: Future Role of Governance in Startups



Source: Primary Data

Data Interpretation: 80% of the responses indicate that participants believe there is a positive future role for governance in startups. This strong consensus suggests that the majority recognize the importance of establishing effective governance structures as their organizations grow. They likely see governance as a critical component for ensuring sustainability, strategic alignment, compliance, and effective decision-making in the face of rapid changes and challenges. 20% of the responses suggest that a minority do not see a significant role for governance in the future of startups. This could reflect a belief that startups can thrive without formal governance structures, perhaps prioritizing agility and innovation over formalized processes. Alternatively, these respondents may feel that their current governance frameworks are adequate and do not require substantial change.

Findings: Based on the information provided, several key findings emerge regarding the governance challenges faced by startups:

1. **Founder-Centric Culture:** Founders may be reluctant to relinquish control or adopt formal governance structures that could dilute their authority. This can hinder the adoption of effective governance practices and limit the company's ability to scale and attract external investment. A founder-centric culture can lead to biased decision-making and a reduced focus on the company's long-term interests. This can result in sub-optimal strategic choices, increased risk, and decreased shareholder value.
2. **Limited Resources:** Startups often operate on tight budgets, making it difficult to allocate resources to governance-related activities like

board meetings, legal advice, and compliance efforts. This can lead to inadequate oversight, increased risk, and potential legal issues.

3. **Lack of expertise:** Small teams may lack the necessary expertise in governance areas, such as risk management, corporate secretarial functions, and regulatory compliance. This can result in errors, omissions, and increased vulnerability to legal and financial risks.
4. **Rapid Growth and Change:** As startups scale rapidly, their organizational structure may become outdated or inefficient, requiring adjustments to governance practices. Failure to adapt governance structures to the changing needs of the business can lead to inefficiencies, bottlenecks, and a loss of control. Rapid growth can introduce new risks that need to be identified and managed effectively, which can be challenging without adequate governance structures. Inadequate risk management can expose startups to financial losses, reputational damage, and legal liabilities.
5. **Investor Expectations:** Startups may struggle to balance the interests of founders, investors, and other stakeholders, leading to conflicts and governance challenges. Misalignment of interests can result in disagreements, legal disputes, and a loss of investor confidence. Investors often have specific expectations regarding governance standards, which startups may need to meet to secure funding or maintain investor confidence. Failure to comply with investor requirements can lead to difficulties in raising capital and attracting talent.
6. **Regulatory Compliance:** The regulatory landscape for startups can be complex and constantly evolving, making it difficult to stay compliant. Non-compliance with regulatory requirements can result in fines, penalties, and legal actions. Compliance can be expensive, especially for small businesses with limited resources. The costs of compliance can reduce profitability and hinder growth.

These findings highlight the interconnected nature of the governance challenges faced by startups. Addressing these challenges requires a holistic approach that takes into account the unique circumstances of each startup and its stage of development. Having said that, startups can develop strategies to overcome governance obstacles and build sustainable businesses.

Recommendations:

1. **Tailored Governance Structures:** Startups can adopt flexible governance frameworks that can adapt to their unique needs and stages of growth. For example, a startup in its early stages might opt for a simpler governance structure, while a more mature startup may require a more complex framework. Consider hiring governance consultants to help design and implement

appropriate structures. These experts can provide valuable insights and guidance based on their experience working with startups. Startups might also consider hybrid models that combine elements of different governance frameworks to create a customized approach. This can help to address specific challenges and leverage the strengths of various approaches.

2. **Board Composition and Diversity:** Ensure the board of directors is diverse in terms of skills, experience, and backgrounds to bring a variety of perspectives to decision-making. A diverse board can help to identify and mitigate risks, improve strategic thinking, and enhance the company's reputation. Appoint independent directors who can provide objective oversight and challenge management. Independent directors can help to ensure that the board's interests are aligned with those of the company and its shareholders. Consider forming specialized board committees, such as audit, compensation, and nominating committees, to address specific areas of governance. These committees can provide focused attention to important issues and improve decision-making.
3. **Clear Roles and Responsibilities:** Develop clear job descriptions for board members, executives, and other key personnel to avoid confusion and ensure accountability. Well-defined roles and responsibilities can help to prevent conflicts and ensure that everyone is working towards the same goals. Encourage delegation to empower employees and reduce the burden on founders and senior executives. Delegation can help to improve efficiency, increase employee morale, and develop future leaders. Establish clear decision-making processes to ensure that decisions are made efficiently and effectively. This can involve setting clear criteria for decision-making, documenting decisions, and establishing a review process.
4. **Effective Communication and Transparency:** Foster open communication channels between management, employees, and the board to build trust and transparency. Regular communication can help to prevent misunderstandings, build consensus, and improve morale. Implement regular reporting mechanisms to keep stakeholders informed about the company's performance and progress. Transparent reporting can help to build trust with investors, employees, and other stakeholders. Establish feedback mechanisms to allow employees and other stakeholders to provide input and suggestions. This can help to identify potential issues and improve decision-making.
5. **Governance Training and Education:** Provide governance training and education to employees at all levels to improve their understanding of governance principles and best practices. This

can help to create a culture of governance throughout the organization. Utilize external resources like industry associations and professional development programs to enhance governance knowledge. These resources can provide valuable insights and best practices from experienced professionals. Consider establishing mentorship programs to pair employees with experienced mentors who can provide guidance and support on governance-related issues.

6. **Technology-Enabled Governance:** Leverage technology to streamline governance processes and improve efficiency. Governance software can help to automate tasks, track compliance, and improve decision-making. Use data analytics to gain insights into the company's performance and identify potential risks. Data analytics can help to make more informed decisions and improve risk management. Implement strong cybersecurity measures to protect the company's sensitive data and systems. A strong cybersecurity posture can help to mitigate risks and protect the company's reputation.
7. **Seeking External Guidance:** Consider consulting with experienced advisors, such as lawyers, accountants, or governance consultants, to provide valuable guidance and support. These advisors can help to navigate complex governance issues and ensure that the company is compliant with relevant laws and regulations. Join industry associations to connect with other startups and learn from their experiences. Industry associations can also provide resources and support on governance-related issues. Startups should develop governance structures that are aligned with their specific needs and stage of development. A diverse board with members possessing complementary skills and experiences can provide valuable insights and guidance. Defining clear roles and responsibilities among founders, management, and the board can help to avoid conflicts and ensure effective decision-making. Open and transparent communication among all stakeholders is essential for building trust and fostering a positive governance culture. Providing training and education on governance best practices can help to raise awareness and improve the understanding of governance principles. Leveraging technology can help to streamline governance processes and improve efficiency. Consulting with experienced advisors can provide valuable guidance and support in navigating governance challenges.

Scope for Future Research:

Process Gaps: Ideation to Establishment Stage

1. **Early-stage governance frameworks:** Research could focus on developing specific governance frameworks tailored to the early stages of a startup, when resources and structures are often

limited. This might involve exploring simplified board structures, informal governance arrangements, or advisory boards.

2. Founder-investor dynamics: Examining the dynamics between founders and early-stage investors can provide insights into potential governance challenges and opportunities. Research could explore how to balance the founder's vision with investor expectations while maintaining effective governance.
3. Intellectual property protection: Given the importance of intellectual property in startups, research could delve into the governance implications of IP protection. This might include exploring how to ensure that IP is properly managed and protected, and how to address potential conflicts between founders and investors related to IP ownership and licensing.

Reducing Lead Times on Documentation and Registration

4. Technology-enabled solutions: Research could investigate the use of technology to streamline and automate documentation and registration processes. This might involve exploring blockchain-based solutions, artificial intelligence-powered document generation, and online portals for government filings.
5. Regulatory simplification: Examining opportunities for regulatory simplification and harmonization could help to reduce the burden of documentation and registration on startups. This might involve advocating for changes in government policies or exploring the use of self-certification or streamlined approval processes.
6. Cross-border considerations: For startups operating in multiple jurisdictions, research could focus on the challenges and opportunities related to cross-border documentation and registration. This might involve exploring best practices for managing compliance requirements in different countries and identifying potential areas for international cooperation.

Simplification of Processes

7. Governance templates and checklists: Developing standardized templates and checklists for

common governance tasks (e.g., board meetings, shareholder agreements, risk assessments) can help to simplify processes and reduce the time and effort required for compliance.

8. External governance support: Research could explore the role of external governance support providers, such as consulting firms or online platforms, in helping startups to simplify their governance processes. This might involve evaluating the effectiveness of these services and identifying best practices for selecting and utilizing external support.
9. Continuous improvement: Research could examine strategies for continuous improvement in governance processes. This might involve exploring methods for identifying and addressing process bottlenecks, measuring governance effectiveness, and implementing feedback loops to drive positive change.

Conclusion: Effective governance is crucial for the long-term success of startups. By addressing the challenges outlined in this paper and implementing appropriate solutions, startups can establish a solid foundation for sustainable growth and mitigate risks.

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IMPACT OF AI ON E-RECRUITMENT WITH SPECIAL REFERENCE TO MUTHA ENGINEERING PVT LTD. SATARA.

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ABSTRACT

The combination of artificial intelligence and e-recruitment platforms has significantly transformed the recruitment environment. This study looks at the impact of AI on e-recruitment, specifically the implications on process efficiency and candidate experience. A mixed methods approach was used, which included survey responses from HR professionals and recruiters who have adopted AI-powered e-recruitment platforms. The survey results show that AI considerably decreases hiring time, reduces manual errors, and improves the quality of candidate shortlisting. As a result, this study highlights potential biases in AI-driven candidate selection, underlining the importance of human inaccuracy and intervention. The study also looks into the ethical implications of artificial intelligence in recruitment, such as data privacy problems and potential discrimination. The findings suggest that companies should promote transparency, accountability, and fairness in their AI-driven recruitment methods.

Keywords: *AI, E-Recruitment, Recruitment efficiency, AI- Bias, Ethical Implications.*

Introduction: Use of Artificial Intelligence (AI) should be evaluated factually and not the emotionally. It is complimentary. It should be used for improving productivity, efficiency and effectiveness of the job. When we are using the AI, we need to put employees and customers in the center and decide what is relevant for the organization instead of carried with the trends. AI-powered tools can streamline recruitment processes, matching candidates to roles with precision, reducing bias. HR analytics driven by AI provide valuable insights & prediction into employee performance, engagement, and retention, enabling proactive strategies. However, the human touch remains crucial. Transformational leadership, empathy, and interpersonal skills are irreplaceable aspects that foster a thriving work culture. Balancing AI's capabilities with human understanding ensures the best outcomes, optimizing productivity and job satisfaction. Embracing AI augments HR's potential, empowering professionals to focus on strategies initiatives while valuing the significance of human connection in the workplace. With the help of AI, recruiters now have powerful assistance at their fingertips. AI can analyze job descriptions, match them with candidate profiles, conduct initial screenings and even schedule interviews. This has freed up recruiters to focus on the strategic aspects to talent acquisition, making the whole process more efficient and effective. This combination of human expertise and AI capabilities is reshaping the recruitment landscape, leading to better outcomes for both employers and candidates. AI is being increasingly used in Human Resource Management to automate routine tasks, enhance recruitment, improve employee experience, and support strategic decision. Streamline employee management, Enhance compliance, Foster a culture of innovation. AI also

raises concerns in HR such as Job displacement and Data privacy. By embracing AI, HR can become more strategic, data driven and innovate function, enhancing the overall employee experience and organizational performance.

Research Objectives: The primary goal is to investigate the impact of AI on e-Recruitment at Mutha Engineering Pvt. Ltd, Satara. With this goal in mind, the study has the following additional objective:

1. To investigate how AI-based technologies might assist recruitment and selection processes become more successful and efficient.
2. To examine research on AI-based human resource management and its impact on recruitment outcomes.
3. To discover the themes that have been researched about AI-based HRM and its impact on recruitment.
4. To investigate the current state of integrating artificial intelligence into traditional recruitment processes.
5. To examine the potential impact of artificial intelligence on the recruitment process.
6. To investigate the many components of artificial intelligence and their applications in the field of human resource management.
7. Understanding the many consequences and constraints of using artificial intelligence at different strategic levels of an organization.
8. To investigate the Enhanced Candidate Selection Procedure.

Hypothesis:

1. The utilization of AI in e-recruitment leads to increased efficiency in candidate screening and selection, resulting in reduced time to hire and enhanced recruitment process effectiveness.

2. The implementation of AI technologies in e-recruitment may lead to concerns regarding privacy and data security, potentially impacting candidate trust and acceptance of AI-driven recruitment practices.

Data Collection Method: Primary data collecting approaches entail gathering information personally for a specific study goal. This can be accomplished by surveys, interviews, observations, or tests conducted directly with the intended audience, such as HR professionals, recruiters, or job seekers. Secondary data collection methods involve utilizing existing data sources, such as research studies, reports, articles, and databases, to gather information relevant to the research topic. This data has been collected by others for different purposes but can be valuable for conducting a comprehensive analysis.

Scope of Research: Artificial Intelligence (AI) is revolutionizing e-recruitment, offering significant benefits to both employers and employees. AI applications in recruitment processes lead to efficiency gains and qualitative improvements for clients. The technology optimizes talent acquisition, enhances hiring quality, and helps eliminate human biases in the selection process. By incorporating AI into hiring procedures, companies can reduce the complexity of candidate sourcing, screening, and evaluation. This integration results in innovative work practices that offer a sustainable competitive advantage through improved reliability, time savings, cost-effectiveness, and enhanced candidate experiences. Moreover, AI can assist in the interview process by analyzing candidate responses, body language, facial expressions to provide insights to recruiters. This data-driven approach can help in making more informed hiring decisions and identifying the best-fit candidates for the role. By walking on AI technologies, organizations can streamline their hiring processes, reduce bias, improve candidate experience, and ultimately make smarter hiring decisions. The future of e-recruitment is clearly connected with advances in AI, which promise a more efficient recruitment process. The significance and objective of this study are to provide a detailed overview of the current application of artificial intelligence in recruitment. The research seeks to objectively assess the possible benefits and drawbacks of AI-based recruitment tactics such as chat bots, predictive analytics, and machine learning algorithms. By undertaking this analysis, the study hopes to contribute to a better understanding of the potential of AI in recruitment while also highlighting the opportunities and limitations connected with its application.

Research Methodology: The descriptive research design is used to conduct fact-finding inquiries via questionnaires and personal interaction. The researcher chose a sample size of 100 employees from Mutha Engineering Pvt. Ltd's total of 500 employees. In this study, certain employees from the IT,

Marketing, and Human Resources departments were chosen at random. Some of them came from higher-level positions because e-recruitment is more common in these departments.

1. **Primary Data:** The data is considered first-hand information. We collected this data for observation and by conducting Personal Interviews. Structured questionnaires are completed by personnel from various departments.
2. **Secondary Data:** Theoretical information is obtained from different sources, including annual e-recruitment reports and Mutha Engineering's website.

Causes of Rise in E-Recruitment:

1. **Global Reach:** E-recruitment enables businesses to reach a larger pool of candidates outside their own geographic borders. This global reach increases the likelihood of discovering qualified candidates for employment openings.
2. **Cost-Effectiveness:** Online job advertisements and digital recruitment processes are frequently less expensive than traditional approaches such as newspaper adverts or in-person job fairs. Companies can reduce printing and delivery costs.
3. **Efficiency and Speed:** E-recruitment automates operations such as resume screening, applicant monitoring, and interview scheduling, which speeds up the hiring process. This efficiency minimizes time-to-hire and helps to fill vacancies more quickly.
4. **Data Analytics:** E-recruitment platforms often come with built-in analytics tools that provide insights into effectiveness of recruitment campaigns, candidate sourcing channels, hiring processes. This data-driven approach helps in making informed decisions.
5. **Environmental Sustainability:** E-recruitment reduces the environmental impact associated with paper-based recruitment methods. By going digital, companies contribute to sustainability efforts by reducing paper waste.

Literature Review:

According to a PwC survey titled “India Workforce Hopes and Fears Survey 2023”, 51% of Indian respondents believe that (AI) will increase their productivity at work, compared to 31% of global respondents, if their employers give skilling chances. According to the report, India has the potential to be a pioneer in incorporating AI into enterprises if the industry takes a right-up-skilling approach. The poll results illustrate the workforce's increased expectations, which now require more than just competitive wages from their employers. Anumeha Singh, Partner at PwC India, said, “Amongst the rising uncertainty and shattering impact of AI, the workforce is demanding more from their employers on all counts. To thrive, organizations and leaders will need to make some tough choices while blending

adaptability with innovative workforce structures and career pathways." According to the survey, 62% of Indian employees feel that the skills required for their employment will change significantly over the next five years, and 69% are aware of how these requirements will evolve. Furthermore, Indian respondents were about 15% more confident than their global counterparts in their employers' capacity to provide the essential tools and chances for skill development. Kartik Rishi, Partner at PwC India, underlined the importance of incorporating future skills into firms' talent strategies and programs. He went on "Adopting a forward looking, skills-first approach, which is integrated into their business processes, will be a key factor for leaders in sustaining businesses over the next decade."The poll also found that the Indian workforce is acutely aware of the need for upskilling, with 62% of respondents recognizing major changes in essential skills. Furthermore, 53% of Indian employees cited new skill development as a rationale for taking on a second job, compared to 36% of their global counterparts. While 24% of Indian respondents were concerned about the negative influence of AI on their jobs, 51% believed that AI will help them become more productive, compared to 31% of global respondents.

Chart No. 1: Biggest Recruitment Challenges If Conducted Physically



Source: Secondary Data

According to James Wright and David Atkinson (2019), in their study on the impact of artificial intelligence in recruitment, they discussed the influence of AI on employers and candidates, specifically during the initial stages of the recruitment process, beginning with the initial job posting and progressing to candidate search and finally interviewing and evaluating candidates. The goal of the research was to determine the best way for recruiters, both in-house and consulting firms, to make hiring in response to the industry's inevitable changes. As part of the research approach, interviews

with industry experts were done, opinions of employees and job seekers were solicited, and trends of observation were analyzed. These basic research findings were contrasted with current literature on the subject. As a result, the article suggested that a new recommended recruitment method should be adopted. This method will necessitate major structural and technological changes in recruitment procedures, but it will allow teams to improve the effectiveness of their talent acquisition initiatives. As a result, the standardized process of recruiting for roles will be reversed, from a trial-and-error approach to a test for success model.

According to Nidhi Oswal, Majdi Khaleeli, and Ayman Alarmoti (2019), AI software was created to allow computers to think logically and make decisions like people do. HRM has also seen the effectiveness and benefits of AI, particularly in the recruitment and employment procedures. In the industrial era, AI's adaptability in the recruitment process has risen dramatically over the last two decades. Traditional recruiting still continues, but the most of its sectors have been digitalized with AI tools and software. The use of AI increased the overall quality of the recruiting process, including recruitment. However, there is a significant problem in terms of the organization's readiness for these new technologies in terms of personnel training and anxiety over the loss of some administrative roles as a result of work automation.

According to Owais Ahmed (2018), AI is still disrupting the HR IT sector. Human resource teams must strike a balance between cognitive technology breakthroughs and openness. HR leaders and practitioners must have a thorough awareness of how choices are made in order to avoid unwittingly adding bias into their initiatives. This transparency will be critical in ensuring that employees trust the new technology.

According to Vedapradha.R, Ravi Hariharan, and Rajan Shivakami (2019), their research on artificial intelligence in recruitment evaluates the impact of technology on employee performance. The findings of this study revealed that there is a stronger correlation between recruiting and employee performance characteristics when technology such as artificial intelligence is adopted. It was discovered that using digital technologies to keep staff engaged did not yield beneficial effects. Employee performance was primarily influenced by productivity, training, automation, and dependability factors.

Tanvi Sharma and Garima Malik (2019), in their study on the impact of artificial intelligence on recruitment, discussed how artificial intelligence is used in hiring procedures. Such technological advancements are changing the way firms think, including how job candidates are identified and selected. Artificial intelligence-enabled HR apps can analyze, forecast, establish, and become more influential and skilled resources. Artificial intelligence

is quickly becoming as a popular tool for human capital operations like as recruitment and employee advancement. There are several reasons to be enthusiastic about deploying artificial intelligence in the recruitment process. Recruiters must be aware of the changes that will occur and develop their skills in areas where artificial intelligence may take control. In other words, the work involves a high level of imagination, creative analysis, and strategic thinking. According to Sneha K and Suraj Kushe Shekhar (2019), in their study on the impact of AI on recruitment marketing, AI cannot completely take over recruiting operations, but it can certainly develop a recruitment approach that will attract competent people. AI is empowering recruiters today to become more cunning and competent. Technology helps recruiters grasp the transition from traditional to contemporary marketing. Culminating with recruitment marketing has a great potential for organizations to stay healthy and strong in marketing for a long time, and much research was required to comprehend the new magnitudes in the prevailing region.

Limitations: The application of artificial intelligence in recruiting has the potential to transform the hiring process by eliminating bias, increasing efficiency, and improving overall recruitment effectiveness. However, there are some problems and constraints that firms must consider when deploying AI-based recruitment tactics. One of the most critical issues is the requirement for human supervision. While AI can automate some aspects of the recruitment process, it cannot replace the human touch required to make final hiring selections. Human monitoring is required to guarantee that AI algorithms make fair and unbiased decisions, and that candidates are evaluated on their qualifications and talents rather than subjective criteria. The application of artificial intelligence in recruiting has the potential to transform the hiring process by eliminating bias, increasing efficiency, and improving overall recruitment effectiveness. However, there are some problems and constraints that firms must consider when deploying AI-based recruitment tactics. One of the most critical issues is the requirement for human supervision. While AI can automate some aspects of the recruitment process, it cannot replace the human touch required to make final hiring selections. Human monitoring is required to guarantee that AI algorithms make fair and unbiased decisions, and that candidates are evaluated on their qualifications and talents rather than subjective criteria. This can create a poor picture of the organization and prevent eligible people from applying for future employment openings.

Findings:

1. Prescreening or pre-selection Using artificial intelligence

2. Six of the eight recruiters use artificial intelligence (AI) methods for prescreening and selection.
3. AI prescreening entails assessing and evaluating possible candidates using job descriptions, keywords, language, and other criteria.
4. Experts urge that corporations deliberately pick persons rather than depending only on artificial intelligence.
5. Certain companies use chatbots to collect candidate information and generate curriculum vitae and job applications for screening.
6. Following the recruitment process, artificial intelligence (AI) tools can provide precise feedback on candidates' strengths and weaknesses. This increases transparency and allows candidates to pose questions.

Suggestions and Recommendations: Company should ensure that all candidate data collected during the recruitment process is encrypted both in transit and at the rest. Use secure servers and databases to store this information to prevent unauthorized access. Company should conduct regular security audits and assessments of your AI recruitment systems to identify and address any vulnerability. Stay updated on the latest security protocols and implement necessary changes promptly.

Conclusion: This research concludes that the E-Recruitment practices adopted by Mutha Engineering Pvt. Ltd Satara are effective and became successful in the utilization of AI in e-recruitment which leads to increased efficiency in candidate screening and selection, resulting in reduced time to hire and enhanced recruitment process effectively.

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EMPLOYEE RETENTION STRATEGIES IN HOTEL INDUSTRY IN CONTEXT OF COVID-2019 WITH REFERENCE TO PUNE CITY

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ABSTRACT

Everything in the hotel industry depends on the people who work there, and those who work in the hotel industry must be unique and possess certain traits in contrast to those in other industries. They serve as the company's public face, and the hotel sector is entirely dependent on the skill of its workforce. Therefore, employee motivation and organizational productivity are intimately related. The process of creating and putting into place procedures that encourage and reward workers is known as retention. If there is a significant percentage of inexperienced employees in the workforce and skilled individuals are frequently leaving, excessive turnover can negatively impact a company's production. In present day, most of the industries especially in the field of hotel and hospitality sectors are based on interdisciplinary technology and Innovations oriented to full-fill the need of present-day guests, may be a business traveller, leisure, or guests for adventure tourism or health tourism. Furthermore, as a fascinating and significant topic of management literature, the connections between job satisfaction and numerous factors like motivation, stress, pay, promotion, role conflict, distributive and procedural justice, role ambiguity, autonomy, workload, leadership style, educational attainment, emotional intelligence, health, and safety are still being examined in various fields. Hence these study undertaken to analyze the employee retention Strategies in Hotel Industry in Context of Covid-2019 With Reference To Pune City. The descriptive research design has been used and sample size is 155. The authors had used both primary and secondary data and to analyze data the various statistical and analytical techniques have been applied. Based on the findings and researcher has given suggestions and conclusion.

Keywords: Wage Management, Training, CSR, Worker Retention, Technology, Forecasting, Innovation.

Introduction: Providing for the fundamental requirements of patrons or strangers, primarily with regard to food, drink, and lodging, is the act of hospitality. Present days there are many organizations face many obstacles in sustaining worker performance and hence the yield or the outcome in the organization. The key elements of this performance problem include employee turnover, social loafing, worker absenteeism, low performance and worker malaise, CSR etc. These give the birth of many questions in the mind of top management or the social scientists whether it is because of simply the organization is hiring inadequate employees or other elements in the alleged workplace that may be pushing employees in the direction of these undesirable results. The answer is usually affirmative since the organization has to decide in advance how much influence they will have and other variables. The process of a customer's and host's connection is a modern definition of hospitality. When we refer to the "hospitality industry," we mean the businesses or institutions that offer lodging, food, and/or beverages to those who are "away from home." The word "hotel" comes from the French word "hot'e," which means "host." An establishment that offers short-term, paid lodging is called a hotel. Hotel operations differ in

terms of size, purpose, price, etc. But the fundamental service remains the same.

The several policies and procedures that allow employees to remain with a company for an extended length of time are referred to as employee retention. In order to train a new hire, make him corporate-ready, and put him on par with current staff, every firm invests funds. After they are properly trained, individuals depart their jobs, leaving the organization in a state of complete loss. For this reason, knowing how significant key aspects are to staff retention is crucial. The current study empirically examines the role of a number of factors, such as work-life balance, CSR as organizational commitment, employee and employer emotional intelligence, and its effect on employee retention.

A group of employee's attitude and behavior that influence the quality of interaction between an organization's employees and its customers has been identified. These characteristics encompass being helpful, friendly, outgoing, and having a cooperative nature. Service orientation is linked to specific personality traits that predispose certain individuals to be more service-oriented than others. The perspectives of service orientation from both individual and organizational standpoints can impact employee

behavior, performance, job attitudes, and intentional outcomes. Given the recent expansion of the service industry, the identification and measurement of service orientation traits have become increasingly crucial.

Many of the professionals, managers and executives are immensely smart people but there is possibility of having huge difference in how well they handle people especially with the colleagues and guests or the employer or superiors. Surely the departmental managers may be genius in their technical, product or service knowledge but they fail in one area that is to utilize their EI in their workplace. It is quite evident that most of the time people become unsuccessful or derail due to lack of emotional feelings, not because there is dearth of technical skills. Organization can generate more productive and profitable outcome only when the Emotional Intelligence is well taken care.

Individuals differ in many ways from one another on the basis of their ability to understand complex ideas, effectively adapt as per the environment, ability to learn from their experience, ability to reasoning correctly and efficiently overcome the obstacles by channelizing their thought process efficiently and effectively. The concepts of application of EI in surely clarify and organize these complex set of phenomena. Though there is so much of research conducted on the benefits of EI, many managers and organization leaders continue to ignore the facts as a result they stuck in their traditional old patterns of intimidation by demoralizing employees and creating attitudes of grudging compliance. But the Emotional Intelligence is a crucial matter for retention. Similarly Work Life Balance and Corporate Social Responsibility including Health, Safety & Environment play a vital role for employee retention in the hospitality sector especially in the COVID 19 Pandemic period, pre, present and post in the field of tourism, hotel and hospitality sectors.

Literature Review: The role of emotion is gaining attention as a central element in understanding the consumption experience (Oliver 1997). The popular press is filled with documentations of outraged customers and their emotional displays. Despite the importance of the topic for service organizations (Brown and Kirmani 1999; Knowles, Groove and Pickett 1999), EI, work life balance and CSR play a vital role for retention. As we know organizations are “a structured social system consisting of groups and individuals working together to meet some agreed – upon objectives” (Greenberg, 2011, p.33); thus, it plays a crucial role in keeping employees. Gabriele, (2010) applied time-series analysis to explore the long-term relationship among real wages, job contentment, and productivity in the Mexican Tourism sector. The results indicate that job contentment and productivity are positively influenced by real wages. In terms of employee well-being or corporate social responsibility (CSR) within organizations or work-life balance; Karatepe, (2008)

investigated how negative affectivity (NA) and positive affectivity (PA) impact work-family conflict and family-work conflict, and how these conflicts affect marital satisfaction and job satisfaction or intentions to leave, or in the long run, employee retention. Carlos Pestana Barros, (2005) analyzed, through data envelopment analysis, the efficiency of individual hotels belonging to the Portuguese state-owned chain, Pousadas de Portugal, managed by the enterprise, ENATUR. By identifying the efficient hotels in the sample, the shortcomings in the inputs and outputs of the inefficient hotels, and the peer group of efficient hotels, data envelopment analysis is recognized as a promising technique for enhancing efficiency. Managerial implications from this study are discussed. Job satisfaction is defined as the emotional response an employee has towards their work, essentially a reaction to a job that stems from comparing perceived outcomes with desired outcomes (Kam, 1998). It is the extent to which employees enjoy their jobs (McCloskey and McCain, 1987). Carr and Kazanowsky (1994) have shown that low salaries often lead to employee dissatisfaction. Recent research has also indicated that a participative (democratic) management style is generally favored by today's managers to boost employee job satisfaction (Dogan and Ibicioglu, 2004; Knoop, 1991). Furthermore, the connections between job satisfaction and various factors such as motivation, stress, salary, advancement opportunities, role conflict, distributive and procedural justice, role ambiguity, autonomy, workload, leadership approach, educational background, emotional intelligence are still being examined across different disciplines as a significant and attractive area of study in management literature (Ross and Reskin, 1992; Agho et al., 1993; Stordeur et al., 2001; Chu et al., 2003; Kafetsios and Zampetakis, 2008). A comprehensive review of scholarly articles, reference materials, journals, review papers from the library, secondary literature from the internet, data from various hotels for comparative studies, other relevant information regarding people management, recruitment, retention are utilized for this research. It also includes supporting research for the current study on the Hotel and Hospitality sectors, such as Herzberg's Two-factor theory, McClelland's Theory of Needs, and Hackman & Oldham's Job Characteristics Model.

Need for this Study: This study aimed to examine the impact of Emotional Intelligence, Work Life Balance, Corporate Social Responsibility and employees' retention in the hotel industry. According to Get Les Mckeown's employee retention is defined as “effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed by having policies and practices in place that address their diverse needs. Also of concern are the costs of employee turnover including hiring costs; productivity loss.” Employee retention is about how well a

company can keep its staff. It's often shown through numbers like a retention rate of 80%, which means the company managed to keep 80% of its workers in a certain period. But, to many, employee retention is about the tactics companies use to keep their employees from leaving. In this view, retention is the plan, not just the result. For a company, its goal is usually to lower the number of employees leaving, which in turn reduces the costs of training new hires, finding replacements, and losing valuable skills and knowledge. By applying insights from important concepts in organizational behavior, employers can boost retention rates and cut down on the costs linked to a high rate of employee turnover. However, this doesn't happen every time. Sometimes, employers aim for "positive turnover," focusing on keeping only the top-performing employees. Therefore for the interest of the industry; it is necessary to examine the topic with proper research works in the context of Hotel and Hospitality Industries at the present scenario of COVID 19 Pandemic, pre, present & post with various management parameters.

Scope of the study: This research or study provides a review of employee retention in managerial basis on Boarding-house and Hospitality industries towards employee's performance linked with Emotional Intelligence, Work Life Balance, Corporate Social Responsibility with various subcomponents in the present scenario of COVID 19 Pandemic. The scopes of this research are to examine how the independent variables are affecting by the dependent variable specially in hospitality industry. This report attempts to present a snapshot of organizational activities and what are the effecting reasons towards the employees' retention in Hospitality industries at the present scenario. This study covers a wide range of topics and seeks to tackle every aspect related to the key elements, including communication, the growth of employees, leadership approaches, fairness in procedures, acceptance, and so on. Emotional Intelligence, Work Life Balance, HSE, CSR etc. for employees' performance and retention in hospitality industry in the COVID 19 Pandemic scenario - pre, present & post.

Problem Statement: Employee retention eventually boosts the organization's productivity, which in turn has a favorable effect on overall employee's recital as a group keeping in mind the Emotional Intelligence from the employee and employer point of view, keeping in mind the COVID 19 Pandemic scenario - pre, present & post. Retaining Employees through employee welfare both internal workplace and external areas also and CSR (Corporate Social Responsibility) activities including HSE (Health, Safety & Environment) which either directly or indirectly impact them and benefit the organization more broadly, particularly after the COVID-19 pandemic. When a company makes strong decisions about work-life balance, employees may feel as though they don't belong if the practices continue to

negatively or directly affect them. However, when the decisions proceed in a way that benefits the employees, it is in their best interests to understand employee retention and its causes, particularly in the pre, present, and post scenarios of the tourism, hotel, and hospitality sectors.

Research Objective

1. To study the overall satisfaction level of hotel employees
2. To find out reasons of joining and leaving organization
3. To investigate factors affecting employee retention in hotels of Pune City

Research Background: Budget hotel, which is also commonly known as economy hotel or bread and breakfast hotels. These hotels provide basic amenities and facilities. As Budget hotels are popular amongst regular travellers and used for stay at night and economical in nature are preferred by most of regular travellers. Sales people are common customer of these budget hotels. The service staffs are limited. The popularity of hotels is depends on how efficient service was provided in economic scale. Employees are well known to regular customers. However, employee turnover affects customer satisfaction level. Thus, it is imperative to study attrition factors of staff turnover. Budget hotel was taken for research.

Table No. 1: Hotel Industry in Pune

Sr. No.	Type of Hotel	Number of Hotels
1	Budget Hotels	24
2	1 Star hotel	9
3	2 Star Hotel	8
4	3 Star Hotel	17
5	4 Star Hotel	12
6	5 Star Hotel	8

Source: Secondary Data

Research Methodology: Descriptive research was used to study to find out causes of attrition of the staff in Budget hotels. The self-administered questionnaire was prepared to collect primary data of employees. As employees were working shift, each hotel were visited twice to collect general shift/ Morning shift ad Night shift data. Along with demographic questions, satisfaction level was measured on 5 pointers Likert Scale. Data was analyzed with the help of SPSS software. Out of 176 questionnaires only 155 correctly and completely filled questionnaires was taken into consideration for supplementary analysis.

Table No. 2: Descriptive Statistics

Cronbach's Alpha Value	Number of Items
0.804	8

Source: Primary Data

Data Interpretation: The Croanbatchs alpha is 0.804 validates scales used in research.

Data Analysis:

Table No. 3: Profile of Respondents

Parameters		Frequency	Valid Percent
Gender	Male	107	70
	Female	48	30
Age (in Years)	18 to 30	76	49.0
	31 to 40	41	26.5
	41 to 50	29	18.7
	Above 50	9	5.8
Academic Qualification	S. S. C	12	7.7
	H. S. C	40	25.8
	Graduate	77	49.7
	Post Graduate	26	16.8
Designation	Room Attendant	23	14.8
	Waiter	14	9.0
	Housekeeping	68	43.9
	Kitchen	12	7.7
	Accounts/ Admin	24	15.5
	Manager	14	9.0
Duty Hours	General Shift	93	60.0
	Morning	33	21.3
	Night	29	18.7

Source: Primary Data

Data Interpretation:

Table No. 4: Why have you joined the Hotel?

Parameter	Occurrence	Percentage	Valid Percentage	Cumulative Percentage
Nearby location	57	38.4	38.4	38.4
Salary	43	26.1	27.1	64.5
Future	19	12.3	12.3	76.8
Flexible Policies	14	9.0	9.0	85.8
No Choice	22	14.2	14.2	100.0
Total	155	100.0	100.0	

Source: Primary Data

Data Interpretation: Most of the respondent joined Hotels due to nearby location and has no other chance. 27 % respondent has joined for salary purpose and for experience purpose only.

Table No. 5: What is your Tenure on this hotel?

Parameter	Occurrence	Percentage	Valid Percentage	Cumulative Percentage
Less than 1 Year	3	1.9	1.9	1.9
1 to 3 Years	105	67.7	67.7	69.7
3 to 5 Years	8	5.2	5.2	74.8
More than 5 Years	39	25.2	25.2	100.0
Total	155	100.0	100.0	
	3	1.9	1.9	1.9

Source: Primary Data

Data Interpretation: Above table indicates that youngster contribute majority of part of total hotel staff and was working only for 1 to 3 Years. Only 25% Staff was working more than 5 Years. This proves that 75% staff keeps on moving. This affects overall satisfaction of regular customers.

Table No. 6: Descriptive Statistics

Particulars	N	Mean	Std. Deviation
Rate working Environment	155	2.84	.856
Salary Range	155	2.79	.875
Promotional Opportunities	155	2.83	.906
Do you get training?	155	2.76	.994
Do you get other benefits?	155	2.79	1.875
Computer Training	155	2.70	1.039
Do you get Holidays as on when required?	155	2.44	1.174

Source: Primary Data

Data Interpretation: Researcher collected Data of Hotel employees of and 176 respondents. Out of which questionnaire found completely filled. Total sample size was 155. Out of 155 70% employees were male and 30% females. 50% staffs were of age between 18 to 30 and having graduation degree in

hotel management and commerce. Majority of them are working from 1 to 3 Years only. Reason for joining hotel was nearby location and salary was first preference for youngsters. Working environment in hotel was not encouraging and agreed by 85% of employees. Improper Salary range/Structure, promotional opportunities, lack of various training programs, fringe benefits, IT training were main concern amongst all employees and reason of attrition.

Discussion: The persistence of this research is to understand also investigate attrition rate in budget hotels in Pune. More satisfied employee can give better service to customer. Frequent changes in employee turnover especially in hotel industry crates not only loss of profits as well as regular customers do. After post covid situation most of the outstation and outstate customers were went to their destination. Our station and outer state staff plays important role in hotel industry. They require lesser holidays than local employees do. They can stay longer time regularly in hotel. However, certain strategies must be adapted by organizations to retain employees Rotational work shift with employee suggestions and wish helps in morale boosting. Flexible work hours and shifts with mutual understanding amongst employees results not only in more job satisfaction but also in team cohesiveness. Accounts employees if given chance to work from home may result in longer tenure of employees. Star performer of a week/ fortnight or month competition engages employees and research suggest that recognized employees generally do not quit. It is advisable to hotel industry to find new ways to compensate employees. Many electronics gadgets are available for easier work. Training plays important role in employees' satisfaction.

Conclusion: This research aims to investigate attrition rates in budget hotels in Pune, focusing on employee satisfaction and retention strategies. Post-Covid, outstation and outer state staff require less holidays and longer work hours. Strategies include rotational work shifts, flexible work hours, remote work, and competition for star performers. The hotel industry should explore new compensation methods, provide electronics gadgets for easier work, and invest in training to improve employee satisfaction.

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A STUDY ON IMPACT OF BIOMETRICS ON PRIVACY AND SECURITY IN THE DIGITAL AGE WITH SPECIAL REFERENCE TO EMCURE PHARMACEUTICAL LTD, KURKUMBH

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ABSTRACT

Biometric technologies have transformed identity authentication in the digital era and present a viable answer to security issues. The way we identify and authenticate people has changed as a result of the growing use of biometric technology like fingerprint scanning and facial recognition. There are serious privacy and security issues with this development. In light of modern digital contexts, this article investigates how biometrics affects these crucial elements. We describe the possible consequences of widespread biometric use, including eavesdropping, data breaches, and unauthorized access, by carefully examining recent research and case studies.

Biometric technologies, which use distinct physical or behavioral traits to verify identity, have been incorporated into a number of industries, such as law enforcement, healthcare, and banking. Unlike passwords, biometric information cannot be readily changed or reissued once it has been compromised, potentially leaving people vulnerable for a long time. Implementing stringent security methods to protect biometric data is becoming more and more crucial as technology develops. Strict security guidelines must be followed by organizations in order to stop data breaches and safeguard personal information. Navigating the intricacies of the digital age requires striking the correct balance between resolving privacy issues and utilizing biometrics' advantages for increased security.

Finding the correct balance between leveraging biometrics for increased security and addressing privacy issues is critical in navigating the intricacies of the digital age. The results add to a fuller knowledge of the complex connection between biometrics, privacy, and security, enabling responsible development and deployment methods in the digital age. Ultimately, this research aims to spark a nuanced discussion on the ethical implications of biometrics and promote a balanced approach to harnessing its benefits while protecting individual privacy and security.

Keywords: Biometrics, Privacy, Security, Surveillance, Data protection, Digital age.

Introduction: In the current digital era, biometric technology is at the forefront of technological breakthroughs that have transformed identity authentication and the protection of sensitive data. Promising methods for improving human identification are provided by biometrics, which uses distinct physiological or behavioral traits. The implications of gathering, keeping, and evaluating sensitive biometric data have also been hotly debated as a result of this quick adoption. As biometric techniques like fingerprint scanning and facial recognition grow more commonplace, worries about data misuse, privacy, and spying have escalated. The use of biometric systems It encourages more research into the technological developments propelling biometric innovation, the legal environment influencing its application, and the moral issues crucial for striking a balance between security requirements and protecting individual rights. In order to successfully navigate the intricate confluence of privacy, security, and technological innovation in our globalized society, it is becoming more and more important to comprehend the ramifications of

biometric technology as it continues to develop. Navigating the rapidly changing technological and data protection world requires an understanding of how biometrics affects privacy and security. With its unmatched simplicity and security, biometric integration in the digital age has completely changed how we use technology. But there are also serious worries about how this quick adoption may affect security and privacy. The science of identifying people by their biological and behavioral traits—such as their face, fingerprints, iris, voice, stride, and signature is known as biometrics. In addition to the widespread use of biometrics solutions in both civilian and law enforcement applications, biometrics research has grown significantly over the last ten years.

Research Objective:

1. The goal is to investigate the influence of biometrics on privacy and security in the digital era at Emcure Pharmaceutical Ltd Kurkumbh.
2. Understand how users perceive biometric authentication methods and their implications on privacy and security.

3. Investigate the link between biometric technology issues/challenges and data/information privacy and security.
4. Analyze the dangers of biometric authentication and offer a set of requirements for secure and privacy-preserving authentication.
5. Consider concerns regarding the potential misuse of biometric data and the requirement for specific consent prior to collection.
6. Discuss the issues around aliveness detection and privacy protection in biometric authentication.
7. To assess the effectiveness of existing legal frameworks in resolving biometric privacy and security concerns.
8. Assess awareness of privacy hazards and the need for education on the usage of biometric data in artificial intelligence systems.
9. Examine existing biometric authentication methods by examining their differences and summarizing their pros and downsides using the proposed criteria.

Hypothesis:

1. The integration of biometrics into digital systems will lead to a higher level of security by providing a more reliable and unique form of user identification. However, this increased security may come at the cost of privacy as the collection and storage of biometric data could be at risk to cyberattacks, potentially compromising individuals' sensitive information.
2. Biometric technology is more efficient for identification and verification than password-based systems, but biometric data is also more difficult to replace if compromised.

Data Collection Method:

1. Surveys: Online or offline questionnaires to gather public opinions and attitudes towards biometrics, privacy, and security.
2. Observational Studies: Monitoring and recording user behavior when interacting with biometric systems.
3. Content Analysis: Examination of media representations, public discourse, and policy documents related to biometrics.

Scope of the Study: It encompasses various dimensions. Researchers can explore the technological aspects of biometric systems, including the types of biometric data collected such as fingerprints, facial features, iris scans, the methods of data storage and encryption, and the accuracy and reliability of biometric authentication methods. Investigate the privacy and security implications of biometric technologies. Biometric systems may be biased, leading to false positives or negatives, and potentially perpetuating discrimination. Biometrics eliminates the need for passwords, making it easier for individuals to access devices, services, and physical spaces.

Research Methodology:

Research Design: It can use a mixed-method research strategy. This strategy combines qualitative and quantitative methodologies to collect thorough data and insights about the issue.

Data Analysis Methods:

1. **Quantitative Data Analysis:** Quantitative methods, including surveys and data analysis, it can help to collect numerical data on a larger scale to identify trends, patterns, and statistical relationships related to biometric adoption, security breaches, and privacy infringements. Statistical analysis can provide empirical evidence to support findings and draw conclusions about the impact of biometrics on privacy and security. It is the examination of relationships between biometric usage, privacy concerns, and security perceptions.
2. **Qualitative Data Analysis:** Qualitative methods analyze existing studies, reports, and statistical data on biometric systems, privacy concerns, and security breaches such as interviews, focus groups, and content analysis help to explore individuals' perceptions, attitudes, and experiences regarding biometric technologies. These methods can provide in-depth understanding of privacy and security concerns related to biometrics and offer insights into the societal implications of their use.

Ethics:

Informed Consent:

1. Obtain Informed Consent from Survey Participants, Interviewees, and Case Study Organizations.
2. Ensure that participants understand the research goal, data collection techniques, and any risks and rewards.
3. Confidentiality and anonymity
4. Maintain participant anonymity and data confidentiality.

Data Security:

1. Implement data security procedures to safeguard sensitive information.
2. Use encryption, safe storage, and access control.

Avoidance of injury:

1. Prevent physical or psychological injury to participants.
2. Be mindful of vulnerable populations and avoid exploiting their position.

Transparency and accountability:

1. Be honest about your study methods, data gathering, and findings.
2. Accept responsibility for all faults or transgressions of ethical values.

Rigor:

Objectivity:

1. Ensure objectivity in data collection and analysis.
2. Avoid bias and maintain a fair perspective.

Validity:

1. Ensure data integrity by triangulation and member checks.
2. Verify findings using various sources and approaches.

Reliability:

1. Ensure data dependability by following consistent collecting and analysis techniques.
2. Apply established research procedures and protocols.

Generalizability:

1. Consider the generalizability of findings to various situations and populations.
2. Be wary of overgeneralizing or forming unfounded conclusions.

Replicability:

1. To ensure replicability, provide specific research techniques and data analysis procedures.
2. Allow others to verify and replicate their findings.

Research Report: Biometric technologies, such as facial recognition, fingerprint scanning, and iris scanning, are becoming everywhere in various aspects of our lives. While biometrics offer convenience and security benefits, they also raise important questions about privacy and security.

Literature review:

1. According to Johnson, M. (2019). Biometric security: A review of the literature. *Journal of Information Security*, 20(2), 1-15: This article provides a complete overview of biometric security, covering numerous biometric technologies, applications, and weaknesses. The author underlines the risks of spoofing attacks, data breaches, and unauthorized access, as well as the importance of strong security measures to protect biometric systems.
2. According to Tempestt Neal, Ashokkumar Patel 2020 IEEE International Joint Conference on Biometrics (IJCB), 1-10, 2020: Over the last decade, studies on biometric recognition for infant and toddler identification have appeared. These efforts are critical because existing child identification programs are only used in missing children cases; they are not used to address the broader range of societal issues that child identification efforts could help to resolve, such as baby swapping in hospitals, illegal adoption, and insufficient vaccination tracking. As a result, this study provides a concise literature overview on biometric recognition for newborns and toddlers. We discuss the various potential applications for biometric identification of infants and toddlers, as well as current research findings, particularly those involving fingerprint recognition due to the permanence of fingerprint features and the ease with

which fingerprint recognition systems can be implemented for younger children. Furthermore, we investigate the acceptability of biometric technologies for infants and toddlers by conducting an online survey (N = 133), in which adults provide their opinions on the utility of biometric systems for young children, how these systems might help solve societal issues, and problems users might face if such a system were available. While more than half of respondents are comfortable with a biometric system for infants and toddlers, and parents are more likely than non-parents to see biometric recognition as useful for resolving societal issues, data storage, privacy, and the child's inability to provide consent on their own are common concerns.

According to Marcela Hernandez-de-Menendez, Ruben Morales-Menendez, Carlos A Escobar, and Jorge Arinez *International Journal on Interactive Design and Manufacturing (IJIDeM)*, 15, 365-380, 2021: Educational institutions are acquiring new technologies to assist them improve their procedures and make their services more appealing to both students and teachers. Biometric technology is one such example that has been utilized in educational institutions with great success. In addition to identifying students, access control, and personal data management, it has important applications for improving the academic domain's teaching/learning processes. The most common applications for biometric technology are identity management systems, class attendance, e-evaluation, security, student motivations, and learning analytics. A literature analysis is conducted to provide an overview of biometric technology uses for educational objectives, problems that must be solved when implementing biometric technology, and potential predicting trends. The future looks bright for biometric technology; the market is anticipated to be worth USD 94 billion by 2025, with a compound annual growth rate of 36%. New features are being developed for commercial applications, including vascular pattern identification, ear shape recognition, facial thermography, odor detection, gait recognition, heartbeat authentication, brain waves, and human body bioacoustics. The most significant problem for this technology is overcoming security and privacy concerns, which must be addressed in order for the technology to reach its full potential. It is important that this literature review offer academics with a clear picture of biometric technology's potential in education.

According to Lee, Y. (2020). Biometric data management: A systemic review. *Computers & Security*, 92, 1-12: This systematic review delves into biometric data management, including the methods and techniques used to gather, store, and secure biometric data. The author provides recommended practices for managing biometric data and emphasizes the relevance of privacy and security in biometric systems.

5. According to Smith, J. (2020). The potential privacy consequences of biometric technology. *Journal of Privacy and Confidentiality*, 10(1), 1–18: This article investigates the privacy concerns of biometric technology, including the gathering and use of biometric data, data security, and individual rights. The author contends that biometric technology creates substantial privacy problems, emphasizing the need for transparency, responsibility, and regulation.
6. According to Taylor, M. (2018). Public views regarding biometrics: A systematic assessment. *Computers & Security*, 76, 1–12: This systematic review looks into public attitudes on biometrics by assessing studies on user perceptions, acceptability, and concerns. The author discovers that, while biometrics has advantages, privacy and security problems are prevalent, highlighting the need for education and awareness to solve these challenges. These resources offer a good foundation for comprehending the impact of biometrics on privacy and security in the digital age.

Findings:

1. Biometric data is sensitive and potentially vulnerable to data breaches and cyberattacks.
2. Facial recognition technology has raised concerns about mass.
3. Surveillance and the potential for misuse.
4. Fingerprint scanning and iris scanning also raise concerns about data security and the potential for unauthorized access.
5. Public attitudes towards biometrics are mixed, with some individuals embracing the convenience and security benefits while others are concerned about privacy and security risks.

Recommendations: This research is comes out with the following points:

1. Develop and implement robust privacy and security measures for biometric data.
2. Conduct thorough impact assessments and risk analyses for biometric implementations.
3. Establish clear guidelines and regulations for the use of biometrics.
4. Increase transparency and accountability in biometric data collection and use.
5. Encourage public education and awareness about biometrics and privacy/ security implications.

Limitations:

This report has some limitations, including:

1. The rapidly evolving nature of biometric technologies and privacy/security concerns.
2. The complexity of biometric systems and data analysis.
3. Focus on specific biometric technologies (e.g., facial recognition, Finger print scanning).
4. Geographical or cultural limitations in data collection.

Conclusion: This research comes out with certain conclusion that the impact of biometric on privacy and security in Emcure pharmaceutical Ltd are satisfactory and effective. This biometric privacy and

security are makes positive effect on productivity as well as on the growth of industry. The study concludes that use of biometrics in the digital age raises significant privacy and security concerns. While biometrics offers benefits, they also require robust privacy and security measures to reduce potential risks. This report recommends that policy makers, industry leaders, and individuals take a proactive approach to addressing these concerns and ensuring that biometric technologies are developed and deployed in ways that prioritize privacy and security.

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5. Taylor, M. (2018). *Public views regarding biometrics: A systematic assessment. Computers & Security*, 76, 1–12.
6. Tempestt Neal, Ashokkumar Patel 2020 *IEEE International Joint Conference on Biometrics (IJCB)*, 1-10, 2020

EXPLORING FACTORS CONTRIBUTING TO VOLUNTARY COMMITMENT AT WORKPLACE

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ABSTRACT

Employee engagement and commitment are important determinants of organizational performance, especially in fast-paced sectors like the dairy industry. Based in Phaltan, Maharashtra, Govind Milk & Milk goods Pvt Ltd is a major player in the local dairy industry and is renowned for its robust market presence and superior goods. To develop a motivated workforce and improve organizational performance, Govind Milk workers must have a thorough understanding of the elements that influence their voluntary commitment. The goal of this study is to fill the knowledge gap in the literature about voluntary commitment in the context of the dairy sector by thoroughly examining these elements. By determining and examining the factors that influence voluntary commitment as it fosters a great work environment where people are inspired, devoted, and actively involved in accomplishing the company's goals, voluntary commitment is essential for organizational success. Voluntary commitment increases the likelihood that an employee will remain with the company for a long time, perform better, and foster a collaborative and innovative culture. This dedication helps employees feel proud and like they belong, which eventually boosts output, reduces attrition, and gives them a competitive advantage in the market.

Keywords: Voluntary Commitment, Innovative Culture, Knowledge Gap.

Introduction: An emotional bond and involvement with a company is known as employee commitment. When an employee and the organization have a strong link, the employee wants to stay with the company and assist it accomplish its goals. This is known as employee commitment. High organizational commitment workers enhance the operation of the company by lowering absenteeism and turnover rates and raising service standards. Compared to employees with lower levels of happiness, loyalty, and accountability, dedicated employees are more productive and fit in with the company. Furthermore, highly dedicated workers see that organizational commitment not only boosts success in a particular function but also motivates the individual to perform several voluntary tasks essential to the organization's survival.

Employees' willingness and decision to stay committed, involved, and loyal to their company is referred to as voluntary commitment at work. It shows a deeper degree of emotional and psychological engagement to the workplace and goes beyond simple adherence to professional duties. Employees are inspired to give their all, demonstrate devotion to the company, and actively engage in accomplishing its objectives when they demonstrate voluntary commitment. This dedication is fuelled by elements including leadership, corporate culture, job satisfaction, and chances for internal advancement.

Research Problem: The statement of the problem focuses on investigating the key factors that contribute to voluntary commitment at the workforce. Understanding what motivates

employees to voluntarily contribute to their organization is crucial for enhancing employee's satisfaction, productivity, and overall organizational success. By identifying these factors, organization can tailor their strategies to cultivate a work environment that nurtures employee commitment and loyalty.

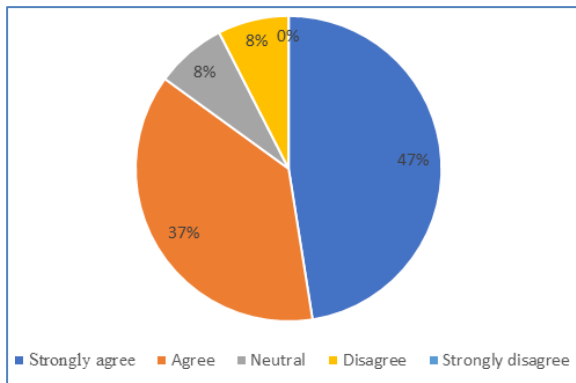
Objective of the study

1. To study the impact of work culture & co-workers on voluntary commitment.
2. To assess the voluntary contribution of employees at workplace.
3. To evaluate factors influencing employee engagement and their commitment.
4. To explore the factors affecting voluntary commitment at workplace.

Research Methodology: The present research is descriptive in nature. The quantitative data about the employee voluntary commitments at workplace is collected with the help of structured questionnaire from 40 white collar employees. The samples are selected on random basis. The questionnaire is divided in sections viz demographic information of respondents, voluntary commitment at workplace, self-drive, leadership structure at workplace, impacts of colleagues and coworkers etc. The data obtained is analysed edited and cleaned for errors before final analysis to draw the references. The secondary data is collected from HR manuals & performance appraisal records of employees.

Results:

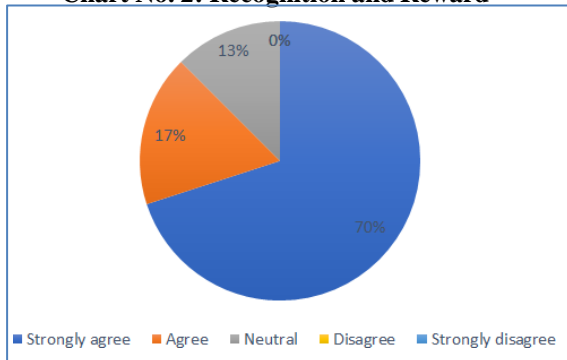
Chart No. 1: Team Work and Collaboration



Source: Primary Survey

Data Interpretation: The above graph depicts that 85% of employees are at the opinion that teamwork and collaboration affect voluntary contribution at workplace. However, there are no strong negative sentiments suggesting that overall, teamwork is viewed positively within the organization

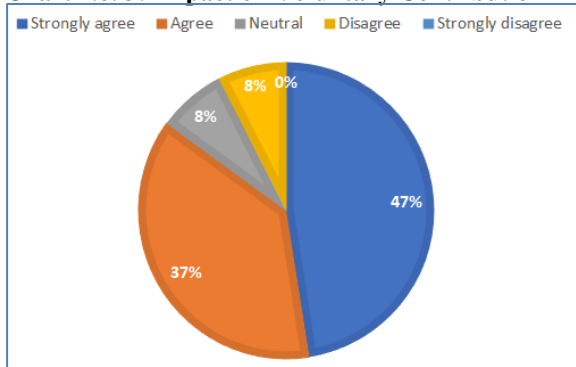
Chart No. 2: Recognition and Reward



Source: Primary Data

Data Interpretation: The above graph show that 70% employees feel positively about recognition and awards. This indicates a strong culture of recognition within the organization positively impacting employee morale and in turns their voluntary commitment towards organization.

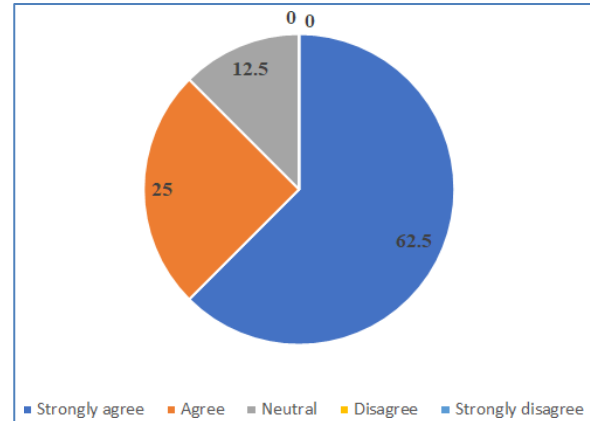
Chart No. 3: Impact on Voluntary Contribution



Source: Primary Data

Data Interpretation: The above graph indicates that 47% of employees have a positive view of teamwork and collaboration and 37 % employees are agreeing upon that Team work and Collaboration impact on voluntary contribution of employees at work place.

Chart No. 4: Job Satisfaction



Source: Primary Data

Data Interpretation: Above graph shows that 62.5 % respondent’s fee that job satisfaction has positive impact on voluntary commitment at workplace. It means satisfied employee tends to willingly contribute more for organization.

Conclusion: The factors contributing to voluntary commitment at Govind Milk & Milk Products Pvt. Ltd in Phaltan include a strong organizational culture, effective leadership, and meaningful employee’s engagement initiatives. The company cultivates a sense of belonging and purpose, motivating employees to align their personal goals with organizational objectives. Opportunities for professional growth and skill development further enhance commitment levels, as employees feel valued and invested in their roles. Additionally, the company’s focus on quality products, community involvement and sustainability a deeper resonates with employee’s values, fostering a deeper connection to the organization. Together, these factors create a supportive environment that encourages employees to actively contribute to the company’s success, leading to higher levels of voluntary commitment and overall organizational effectiveness.

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INVESTIGATING THE PHYSICAL AND MENTAL CHALLENGES ENCOUNTERED BY TICKET COLLECTORS: A COMPREHENSIVE STUDY

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ABSTRACT

Ticket collectors, frequently disregarded in open transportation frameworks, assume a fundamental part in guaranteeing smooth tasks and travelers' wellbeing. This study aims to dig into the physical and mental challenges experienced by ticket collectors in their everyday workplace.

In order to provide a comprehensive evaluation of the numerous challenges that ticket collectors face, the study employs a mixed-methods approach that combines quantitative surveys with qualitative interviews. Structured surveys will be distributed to a diverse group of ticket collectors from various transportation networks to collect quantitative data. These overviews will zero in on social occasion measurable experiences into the pervasiveness and seriousness of actual afflictions like outer muscle problems, dreary strain wounds, and ergonomic issues. Moreover, they will measure mental prosperity pointers, for example, feelings of anxiety, work satisfaction, and burnout rates.

Subjective information will be collected through top to bottom meetings with ticket collectors to acquire a more profound comprehension of their encounters, discernments, survival techniques, and ideas for development. Topical investigation will be utilized to recognize repeating subjects and examples inside the subjective information, giving rich bits of knowledge into the lived encounters of ticket collectors

Keywords: *Physical & Mental Challenges, Ticket Collectors, Employee Wellbeing.*

Introduction: Ticket collectors act as the cutting-edge delegates of public transportation frameworks, assuming a pivotal part in guaranteeing the efficiency, security, and dependability of traveler ventures. Regardless of their fundamental job, ticket collectors frequently face a bunch of physical and mental difficulties in their day-to-day workplace, which are regularly disregarded or misjudged. Understanding and tending to these difficulties are basic for encouraging a strong and economical workplace for ticket collectors. This far-reaching focus is on ways to research the physical and mental difficulties experienced by ticket collectors in different transportation organizations. By diving into the diverse parts of their encounters, this examination tries to give bits of knowledge that can illuminate techniques for working on their word-related health and wealth. The job of ticket collectors involves a different scope of undertakings, including toll assortment, traveler help, compromise, and guaranteeing consistence with security guidelines. Such duties often require behind times of standing or sitting in bound spaces, dreary developments, and openness to upsetting or angry circumstances. Thus, ticket collectors are helpless to different actual medical problems, like outer muscle issues, dreary strain wounds, and ergonomic-related inconveniences. Besides, the requesting idea of their work can likewise

negatively affect their mental wealth, prompting expanded feelings of anxiety, burnout, and decreased work satisfaction. Notwithstanding the meaning of these difficulties, there is a recognizable hole in research that extensively investigates the encounters of ticket collectors and addresses the elements adding to their physical and mental well-being. Hence, this study embraces a blended techniques approach, consolidating quantitative reviews and subjective meetings, to give a comprehensive comprehension of the issues looked at by ticket collectors. Through organized reviews, quantitative information will be collected to evaluate the pervasiveness and seriousness of actual sicknesses among ticket collectors, as well as to measure their psychological prosperity pointers. Simultaneously, subjective meetings will dive further into the lived encounters of ticket collectors, uncovering their insights, survival techniques, and ideas for development. The discoveries of this study are supposed to contribute significant bits of knowledge to the talk on the word-related wellbeing and prosperity of ticket collectors. This study aims to promote ticket collectors' well-being and recognition in the larger context of public transportation workers by highlighting the obstacles they face and identifying potential solutions. In the end, it is hoped that this study will lead to positive changes that improve ticket collectors' working

conditions and overall quality of life, resulting in a public transportation industry that is more supportive and sustainable.

Literature Review:

1. **Physical Health Challenges:** Ticket collectors are presented with different actual requests in their workplace, prompting potential medical problems. Research has shown that delayed times of standing or sitting in compelled spaces can add to outer muscle problems (MSDs) among ticket collectors (Akerstedt et al., 2015). Furthermore, dull errands, for example, taking care of tickets and working tagging machines, might bring about monotonous strain wounds (RSIs) and ergonomic-related distresses (Ferreira et al., 2019). Studies have featured the requirement for ergonomic intercessions and work environment changes to moderate these dangers and advance the actual prosperity of ticket collectors (Perry et al., 2020).
2. **Mental Health Challenges:** Ticket collectors face a change of stressors due to the demanding nature of their job, such as dealing with difficult passengers, resolving conflicts, and adhering to strict schedules. Research shows that these stressors can add to elevated feelings of anxiety, burnout, and decreased work satisfaction among ticket collectors (Schaufeli et al., 2016). Additionally, their mental health issues are exacerbated by a lack of social support and recognition for their contributions (Johnson et al., 2018). Mediations, for example, preparing in pressure the board strategies and improving social encouraging groups of people have been recommended to resolve these issues (Henderson et al., 2021).
3. **Word related elements:** Ticket collectors' functioning circumstances and authoritative factors additionally impact their physical and mental prosperity. Studies have recognized factors, for example, shift work, unpredictable timetables, and restricted rest breaks, as supporters of exhaustion and rest aggravations among ticket collectors (Folkard et al., 2017). In addition, ticket collector job dissatisfaction and intentions to leave have been linked to job insecurity, low autonomy, and inadequate training opportunities (López-Rodriguez et al., 2020).
4. **Ways of dealing with especially difficult times and strength:** In spite of the difficulties they face, ticket collectors show strength and utilize different survival techniques to oversee pressure and keep up with prosperity. Research recommends that social help from partners, managers, and relatives assumes a critical part in buffering the effect of occupation related stressors (Hobfoll et al., 2018). Besides, cultivating a feeling of independence,

capability, and relatedness in the working environment upgrades ticket collectors' strength and occupation fulfillment (Deci et al., 2017).

Objectives of the Study:

1. To discover specific ergonomic risks associated with the ticket collector position.
2. To investigate the emotional encounters of ticket collectors with respect to work-related stressors and survival strategies.
3. To investigate how ticket collectors' physical and mental health are affected by intersectional factors.
4. To investigate the chronic health conditions and long-term health trajectories associated with the occupation of ticket collector.
5. To develop interventions based on evidence to fill in the gaps and improve ticket collectors' overall health and well-being.

Research Methodology: The examination plan and information assortment techniques utilized in exploring the physical and mental difficulties experienced by ticket collectors are essential for acquiring solid and far reaching bits of knowledge in their encounters. This part frames the examination plan and inspection philosophy embraced to guarantee the legitimacy and representativeness of the review discoveries.

Research Design: This study uses a blended strategies approach, coordinating both quantitative and subjective methods to acquire an extensive comprehension of the physical and mental difficulties looked at by ticket collectors. By consolidating study information with top to bottom meetings, the examination configuration takes into consideration a nuanced investigation of the multi-layered parts of ticket collectors' encounters.

Data Collection Methods:

1. **Quantitative Studies:** In order to collect quantitative data on the prevalence and severity of physical ailments and indicators of mental well-being, structured surveys will be given to a sample of ticket collectors. The overviews will incorporate approved scales and measures to guarantee the unwavering quality and legitimacy of the information gathered.
2. **Qualitative Interviews:** Top-to-bottom subjective meetings will be led with a subset of ticket collectors to investigate their lived encounters, discernments, and survival techniques in more noteworthy profundity. To allow for adaptability and the investigation of novel themes, semi-structured interview protocols will be utilized.

Sampling Design:

1. **Total Population:** The all-out populace of ticket authorities inside the chosen transportation networks is assessed to be 1500 people.
2. **Sample Size Calculation:** In light of the complete populace size and wanted degree of

certainty and room for give and take, an example size of 306 ticket collectors will be chosen. This example size guarantees adequate factual ability to identify significant contrasts and connections within the information.

3. Sampling Technique: A separated irregular inspection strategy will be utilized to guarantee representativeness and variety inside the example. Ticket buyers will be divided into groups according to their location, years of experience, and the transportation network they use. Arbitrary examples will then be chosen from every layer, relatively.

Limitations of the Research Study: The review depends on an example of 306 ticket gatherers, which may not fully address the variety and changeability present inside the all-out populace of ticket gatherers. Testing predisposition could emerge, assuming specific subgroups of ticket authorities are overrepresented or underrepresented in the example, restricting the generalizability of the discoveries.

1. Sampling Bias: Self-reporting bias, in which participants under- or over-report their experiences due to social desirability or recall biases, affects the data collected through surveys and interviews. This could influence the precision and dependability of the data accumulated, especially when viewing delicate subjects, for example, psychological wellness issues.
2. Self-Reporting Bias: The review takes on a cross-sectional plan, which catches information at a solitary moment. This plan impediment forestalls the appraisal of changes or improvements in ticket authorities' physical and psychological wellness after some time. Longitudinal investigations would give more vigorous bits of knowledge into the direction of difficulties looked at by ticket gatherers.
3. Cross-Sectional Design: The review centers on ticket authorities inside unambiguous transportation organizations, which might restrict the generalizability of the discoveries to ticket gatherers in various geographic areas or working under various authoritative designs. Social, authoritative, and relevant elements could impact the encounters of ticket gatherers in different settings.
4. Restricted Extent of Factors: While the review plans to thoroughly research physical and

mental difficulties, it might disregard specific factors or factors that could influence ticket authorities' prosperity. For instance, the review may not completely catch the impact of authoritative culture, socially encouraging groups of people, or outside stressors past the working environment climate.

Findings and Suggestions: The study found that ticket collectors face significant physical and mental challenges, such as ergonomic issues, stress, and burnout. Ideas incorporate ergonomic upgrades, stress the board preparing, and authoritative emotionally supportive networks to improve the prosperity of ticket collectors. The extensive concentration on the physical and mental difficulties experienced by ticket collectors uncovers critical issues in the two areas. Ticket collectors generally experience outer muscle issues (MSDs) because of delayed standing and dull developments, followed by ergonomic difficulties connected to the work area plan. Moreover, they face raised feelings of anxiety coming from collaborations with travelers, clashes, and requests for plans, prompting burnout.

Conclusion: This study reveals insight into the frequently disregarded difficulties looked by ticket collectors and gives noteworthy ideas to further developing their prosperity. In order to cultivate a supportive and long-lasting work environment in public transportation systems, it is essential to address these obstacles. All in all, the review highlights the squeezing need to address the physical and mental difficulties looked at by ticket collectors. By executing the recommended intercessions, transportation specialists and associations can establish a stronger workplace, upgrading the general wellbeing, prosperity, and occupation fulfillment of ticket collectors. It is basic to focus on the government assistance of these cutting edge staff to guarantee the productive and practical activity of public transportation frameworks.

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ACHIEVING HARMONY: A COMPREHENSIVE ANALYSIS OF WORK-LIFE BALANCE ON EMPLOYEES IN TRIVANDRUM

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ABSTRACT

This research delves into the multifaceted concept of worklife balance, examining its impact on employee productivity, mental health, and overall job satisfaction. Through a blend of qualitative and quantitative data, the study explores key factors contributing to worklife balance, including flexible work arrangements, organizational support, and personal coping strategies. The findings highlight the critical role of work-life balance in fostering a sustainable and healthy work environment. Furthermore, the research offers practical recommendations for both employees and employers to enhance worklife equilibrium, ultimately promoting a more resilient and engaged workforce.

Keywords: Work life balance, Job satisfaction, Productivity.

Introduction: Work-life balance involves prioritizing work, career, and lifestyle to maintain harmony between personal and professional life. The concept emerged in 1986 due to growing concerns about the impact of work on family life, leading to terms like "family-work conflict" (FWC) and "work-family conflict" (WFC). Women face additional challenges in balancing career ambitions with family responsibilities, often working to support their families in evolving economic conditions. Employers must create a supportive work environment by ensuring fair compensation, providing resources, and maintaining a safe, stress-free workplace. Managers play a key role in motivating employees and facilitating a balanced approach to work and life. The relevance of work-life balance has grown with technological advancements, contributing to stress-related conditions. The rise of nuclear families also increases pressure on individuals to balance work and family life. Achieving higher positions often requires long hours and handling difficult tasks, leading to stress and burnout. Employees who struggle to balance work and personal life may face job exhaustion, disrupted relationships, and health issues like heart disease and diabetes.

Review of Literature:

1. Barrera's definition (2007) will be used for the purpose of the study. "Employee work-life balance management has been identified as a main emphasis for the firm to address in order to find solution to find conserve human resources, human access, which is critical to organizational performance must be harnessed and catered for in order to increase organizational well-being."
2. According to J. Redmond et al (2013): "Work-life balance due to the fact that it encompasses the experiences and need of parents and non-

parents alike, and are more progressive theoretical framework in which to think about new ways of living and working that are satisfactory to all". "In practice it involves adjusting work pattern so that everyone, regardless of age, race or gender can find a rhythm that enables them more easily to combine work and their other responsibilities and aspirations".

3. According to V. Sumathi & Dr. K. Dr. K. Gunadundari (2007): "Work Life Balance of Women Employees in Selected Service Sector with Reference to Coimbatore District" in their study found that the present situation of a large number of well qualified women who due to the various circumstances have been left their job needs to be addressed. The problems faced are several but; significantly, most often the "break in their careers" arises out of motherhood and family responsibilities."
4. K. Santhana (2007): Highlighted that "four factors; marital status, working hours, requirement of flexibility, additional working hours and over time distort the work life balance. This is more unique in the case of married women, as any additional working hours at the organizational level deny them the time required to attend to the children and the other dependents."
5. According to S. Padma et.al (2003): "The role of family support in balancing personal and work life.", found that the present study shows that the support from family members will play a significant role in balancing Personal and Professional lives."

Statement of the Problem: Employees are the backbone of any organization. This study examines work-life balance among employees. In any firm, human resources are vital and require motivation

and training to achieve optimal results. Neglecting this can disrupt the entire operation. Balancing work pressures and family responsibilities is essential for a fulfilling life. Long hours and no weekends can harm an employee's concentration and family time, leading to mental and physical exhaustion. If an organization does not implement adequate policies, the situation worsens. Uncooperative coworkers, demanding superiors, and rigid, employee-unfriendly rules can significantly increase stress and mental pressure.

Need and Significance of the Study: Ensuring long-term productivity and employee satisfaction is critical for any organization. This study explores whether employees are satisfied with their work and how they maintain a work-life balance. A healthy work-life balance leads to happier employees, reducing stress and the risk of burnout, which are primary workplace health issues. Chronic stress can result in depression, anxiety, insomnia, chronic pain, cardiovascular problems, and hypertension, while burnout from prolonged stress can cause mood swings, irritability, fatigue, and decreased productivity. These issues lead to increased healthcare costs and sick days, which are costly for the organization. Overworking employees increases the likelihood of physical ailments, particularly if they do not take adequate breaks. This study aims to identify strategies to enhance employee productivity through higher job satisfaction. Although working late and overtime may appear to boost productivity, it often results in lower-quality work.

Scope of the Study: The study of work-life balance highlights the equilibrium maintained by employees between their lifestyle and work. Work and life are the foremost priorities of any person, and issues arise when there is an imbalance between the two. If work and life are not properly balanced, it can adversely affect each other and lead to job dissatisfaction, strained family relations, stress-related diseases, and decreased productivity of the firm. The study can assist organizations in improving the work-life balance of employees, thereby enhancing their overall performance and productivity. This improvement can ultimately increase the firm's profits. Additionally, employees can gain a better understanding of work-life balance. Hence, conducting research on the work-life balance of employees is crucial.

Objective of the Study:

1. To analyze factors affecting work-life balance and productivity.
2. To investigate about the amount of job satisfaction of employees.
3. To evaluate how work-life balance effect family life.
4. To understand the implementation of work life balance strategies in the organization.

5. To identify whether good working climate influence Work Life Balance.

Research Design: Primary data was collected through questionnaires and secondary data was collected by referring to books and other works done on the topic work life balance. The population considered for the study is the respondents of 50 employees from various establishments around Thiruvananthapuram. 50 filled up questionnaires are collected from the employees, scrutinized and collected. They were classified and tabulated according to the objective of the study. The sampling method used is convenience sampling. The total number of 50 samples was taken for this study. 50 questionnaires were distributed to the employees. The main tool used for data analysis is percentage analysis. Tools like charts, tables, pie charts, bar graphs are used for presenting the data.

Limitations: Time limitation was a major factor. Though the employees wanted to give other related information they could not provide as it affects the image of the organization. The accuracy of the answers depends on the mode attitude of the respondents, if they are biased, the information obtained will also be biased. The sample size is limited to 50 respondents which constitute small part of the total.

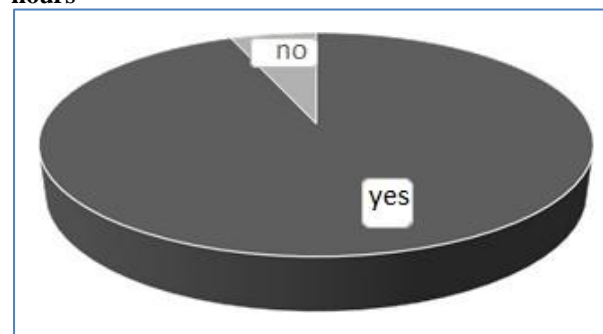
Data Analysis and Interpretation:

Chart No.1: Number of Working Days



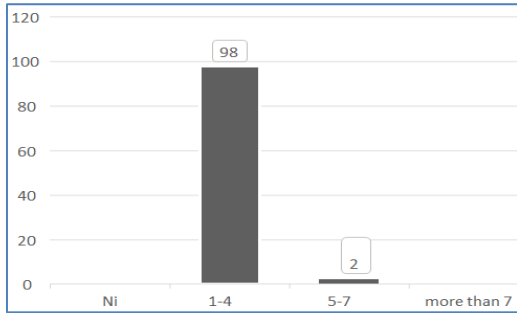
Source: Primary Data

Chart No.2: Availability of flexible working hours

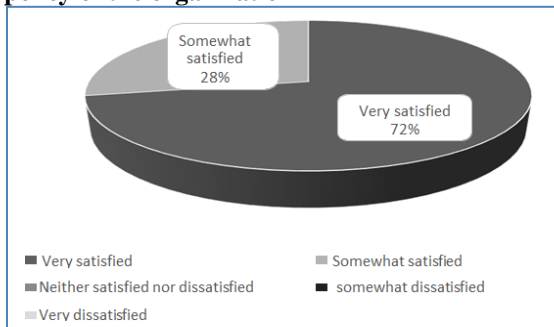


Source: Primary Data

Chart No.3: Frequency of Working



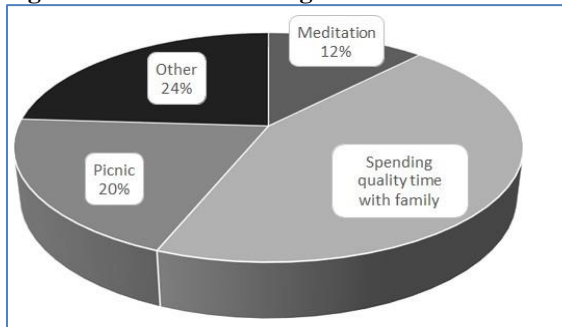
Source: Primary Data
Figure No. 4: Satisfaction level with the leave policy of the organization



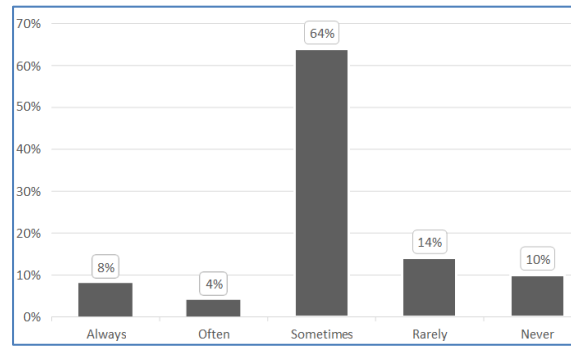
Source: Primary Data
Figure No. 5: Overtime work during festive seasons



Source: Primary Data
Figure No. 6: Stress Management

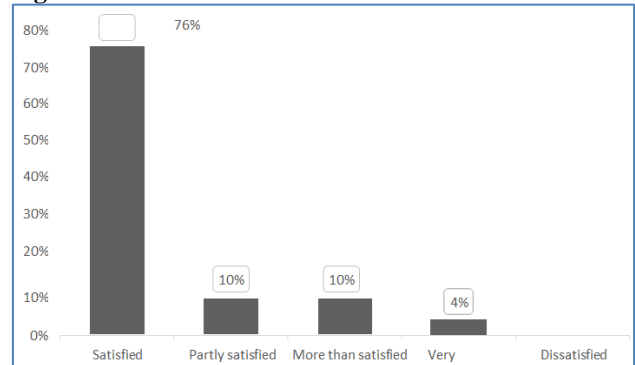


Source: Primary Data
Figure No. 7: Missing family



Source: Primary Data

Figure No. 8: Satisfaction with Work-life Balance



Source: Primary Data

Findings: The survey results show that 98% of respondents work six days a week, with all working 8-9 hours daily. Flexible working hours are available to 94%, and 98% work overtime for 0-5 days monthly, with all receiving overtime benefits. About 66% have flexible shift schedules, and 100% are aware of the leave policy, with 72% satisfied. While 88% don't feel work-related stress outside the workplace, 98% have access to paid emergency leaves. Overtime during festive seasons is reported by 48%, and 76% note religious specifications for festive leaves. Satisfaction with workload stands at 78%, and 44% manage stress through family time. However, 64% occasionally miss family events due to work, and 54% feel they spend enough time with family. Family involvement in company functions is reported by 40%, and 92% have taken maternity or paternity leave.

Suggestions: Organizations should implement awareness programs on work-life balance, particularly for employees struggling to manage work and personal life, and offer counseling support when needed. Involving employees' families in company events can boost productivity and meet expectations for family participation. To reduce

stress, companies should manage workloads effectively and provide expert-led training on work-life balance. Employees should have opportunities to attend family events through advance planning and working extra hours beforehand. Flexible working hours can help manage personal matters, while improved leave policies can allow employees to prepare for time off by adjusting their schedules in advance. Overtime should be addressed by redistributing tasks to ensure work is completed within regular hours, and reducing long working hours can prevent productivity loss. Additionally, organizing monthly recreational activities can alleviate work pressure and promote a positive work environment.

Conclusion: Work-life balance is a personalized concept, differing for each individual based on their sense of achievement and enjoyment. Its essence lies in flexible working hours, allowing satisfaction in both personal and professional realms. However, work-life balance presents challenges, with employees facing conflicts between work and family time, and employers dealing with absenteeism. Promoting work-life balance is crucial for boosting productivity and benefiting employees, employers, and organizations alike. Employee performance is essential to organizational success, especially in an evolving business landscape. Companies must develop strategies that prioritize work-life balance to retain talent and reduce costs, driven by demographic and socioeconomic shifts emphasizing employee well-being. Employers recognize that family-friendly policies can improve economic outcomes. Work-life balance initiatives lower costs, reduce absenteeism, and improve employee retention and commitment. These

measures help mitigate work-life conflicts, enhance performance, and create a healthier balance for employees. Organizations should adopt family-friendly practices such as flexible hours, part-time work, remote options, and supportive leave policies for childcare and eldercare.

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A STUDY ON STRESS MANAGEMENT OF EMPLOYEES AT BARAMATI SAHAKARI BANK, BARAMATI

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ABSTRACT

Stress Management focuses on identifying the causes and effects of stress among the bank's head office employees. Objectives are set such as to understand the stress level among the employees of the bank. 30 employees are taken as sampling unit. Physical & Mental Health, Workload Stress are indentified and tried to reduce stress by given some suggestions such as Implement wellness programs to address physical health issues like tiredness and improve overall employee well-being, Launch diversity and inclusion training to promote a more inclusive work environment where all employees feel valued.

Keywords: *Stress Management, Physical & Mental Health.*

Introduction: The research paper titled Study on Stress Management of Employees at the Baramati Sahakari Bank, Ltd., Baramati focuses on identifying the causes and effects of stress among the bank's head office employees. The bank's long working hours and manual work systems often lead to work pressure, which in turn causes both physical and emotional stress. This study will gather data using questionnaires and observations from a sample of 30 employees, representing various positions and experience levels. By analyzing this data, the research aims to uncover key stress triggers and provide practical solutions to help reduce employee stress. These solutions aim to improve the health and well-being of employees, boost job satisfaction, and enhance overall productivity within the bank. Ultimately, the study hopes to offer valuable insights for developing better stress management strategies at Baramati Sahakari Bank.

Literature Review:

1. Lazarus and Folkman's Transactional Model of Stress (1984) explains that stress occurs when individuals perceive the demands of a situation as exceeding their ability to cope. The model emphasizes that stress is subjective, based on how a person views and manages challenges. In a workplace like Baramati Sahakari Bank, employees who feel capable of handling their workload are less likely to experience stress, while those who feel overwhelmed are more prone to it. This model highlights the importance of individual coping mechanisms in managing workplace stress.
2. Folkman and Moskowitz (2000) identified two main coping strategies for dealing with stress: problem-focused coping, which involves tackling the issue directly, and emotion-focused

coping, which focuses on managing emotional reactions. How individuals use these strategies affects their ability to handle stress. In the context of Baramati Sahakari Bank, this study can help determine whether employees use effective coping mechanisms and if they need additional support to improve problem-solving or emotional coping skills for managing workplace stress.

3. In the case of cooperative banks like Baramati Sahakari Bank, long working hours and manual task execution may increase the likelihood of stress. Karasek's (1979) Job Demand-Control Model emphasizes that high demands paired with low control over work processes can lead to stress, which may apply to the current banking environment.

Research Objectives:

1. To understand the stress level among the employees of the bank.
2. To find the major factors causing stress among the employees.

Research Methodology: This research is Descriptive in nature. Primary data is collected through observation & questionnaire. The secondary data is collected from books, and website. Convenience sampling method is used to select respondents. Head office of Baramati is selected as Area of study. Total staff of head office is 81. 30 employees out of 81 are selected as Sample units.

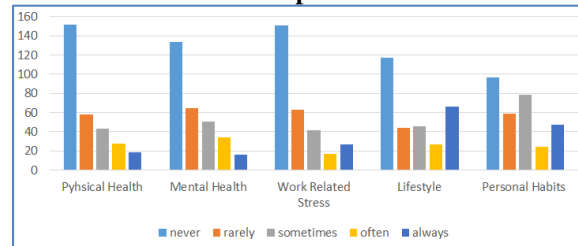
Data Analysis: The analysis is divided into sections based on the questionnaire's structure: Demographic Information, Physical Health, Mental Health, Work-Related Issues, Lifestyle, Personal Habits, and Female Staff Questions.

1. Demographic Information: The demographic analysis shows a balanced representation of job

roles, with the majority having significant experience (7-10 years). This indicates a stable workforce, but also implies that the stress factors observed might be long-standing for experienced staff, especially as none are new employees.

2. **Physical Health Issues:** Around half of the employees reported physical symptoms like headaches (50%) and fatigue (40%), showing that stress is affecting their physical health. The low frequency of exercise (60% exercise less than once a week) suggests that employees may not be engaging in enough physical activities to mitigate stress.
3. **Mental Health Issues:** A notable proportion of employees experience mental health issues due to stress, with 40% reporting anxiety or irritability. Long working hours are seen to negatively affect mental health, as indicated by 70% of respondents, highlighting a need to address work-life balance.
4. **Work-Load Related Issues:** A significant portion of employees (70%) feel pressured by deadlines, while 60% struggle with the manual work system, indicating that workload and inefficient systems are major contributors to workplace stress. This suggests the need for operational improvements and better workload management.
5. **Lifestyle Related Issues:** While half of the employees find the work environment moderately supportive, 30% believe it needs improvement. This indicates that workplace conditions could be enhanced to reduce stress. Additionally, 60% rely on social support, showing that external help plays a role in managing workplace stress.
6. **Personal Habits Related Issues:** Half of the employees (50%) use problem-focused coping strategies, such as discussing issues or prioritizing tasks, while 30% rely on emotion-focused coping. This indicates that some employees are actively trying to solve their stress-related issues, but others may need guidance in adopting more effective coping mechanisms.
7. **Work-life Balance Related Issues:** Female employees (40% of the sample) reported unique challenges related to balancing work and life, with 70% expressing the need for more support. This indicates that female employees may experience stress differently and need more targeted resources for stress management.

Figure No1: Overall Analysis of Stress at Workplace



Source: Primary Data

Data Interpretation: Overall, the analysis reveals that most individuals report good physical and mental health, but there are clear challenges related to lifestyle and personal habits. Work-related stress, while less frequent, is still a concern for a significant portion of the population. These findings suggest that initiatives aimed at improving lifestyle habits and addressing work-related stress could have a meaningful impact on overall well-being. Further analysis, including demographic breakdowns and potential correlations between different health factors, may provide more targeted insights for effective interventions.

Findings: A majority of respondents report good physical health, indicating that most are managing their well-being adequately. Similarly, mental health was generally reported as positive, with fewer instances of mental health issues compared to other factors. A significant number of respondents face issues related to their lifestyle, such as irregular exercise, poor diet, and lack of sleep. These factors are contributing to their overall stress levels. Poor personal habits, like lack of physical activity and unhealthy eating, are prevalent among the group. These habits negatively impact both physical and mental well-being. Though less common, work-related stress remains a concern, particularly due to long working hours, high pressure, and manual tasks. Employees struggle with deadlines and pressure to complete tasks on time. Many respondents rely on emotion-focused coping mechanisms, such as relaxation techniques, while fewer use problem-solving approaches to manage stress effectively. A notable percentage of respondents feel they need more support, especially in handling work-related stress and improving personal habits. Women in the workforce report higher stress related to balancing work and life responsibilities, and they express the need for targeted support. The data suggests that addressing lifestyle habits and work-related stress could significantly enhance overall health and well-being. Further analysis, including demographic differences and correlations between stress factors, could provide more detailed insights for creating tailored interventions and improving employee well-being.

Suggestions:

1. **Maternity Leave and Childcare Policies:** Improve communication to ensure all employees are aware of these policies, particularly for the 20% who feel uninformed or unsatisfied.
2. **Support during Pregnancy or Maternity Leave:** Although 86% feel supported, introducing formal programs for expectant and new parents could further enhance their experience.
3. **General Workplace Satisfaction:** Regularly conduct employee satisfaction surveys to maintain high morale and identify areas for improvement.
4. **Employee Health and Well-Being:** Implement wellness programs to address physical health issues like tiredness and improve overall employee well-being.
5. **Inclusivity Initiatives:** Launch diversity and inclusion training to promote a more inclusive work environment where all employees feel valued.
6. **Flexible Work Arrangements:** Introduce flexible working hours or remote work options to help employees manage stress and improve work-life balance.
7. **Paperless Work:** Automating routine tasks like document processing can reduce manual work, cut down overtime, and decrease stress by streamlining operations.

Conclusion: Baramati Sahakari Bank has established a solid framework for supporting its employees, particularly with policies like maternity leave and general workplace support. However, there is room for improvement in addressing physical and emotional stressors, such as long working hours and task-related fatigue. To further strengthen its stress management efforts, the bank should consider introducing wellness programs, enhancing communication, and offering flexible work arrangements. By prioritizing these initiatives, the bank can foster a healthier, more balanced work environment, leading to increased employee well-being and organizational success.

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A STUDY ON COMPETENCIES OF SALES EXECUTIVES ACROSS AUTOMOTIVE SHOWROOMS IN BARAMATI

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ABSTRACT

In Baramati, a region known for its growing automotive sector, understanding the competencies required for sales executives. The objectives are designed such as to study competencies, require for sales executives of automobile showrooms in Baramati, To assess the competencies of sales executives across automobile showrooms in Baramati. Discriptive research technique is used in research, Random sampling method used. Primary sources i.e. questionnaire, Observation. sales manager of Arena are more competent in terms of Communication skills, Personality & Professionalism, Promotional schemes, follow up & Customer Relationship Management

Keywords: Employee Competencies, Automotive Sector etc.

Introduction: The automotive industry is a significant contributor to the economy, and the role of sales executives is crucial in driving the success of automotive companies. In Baramati, a region known for its growing automotive sector, understanding the competencies required for sales executives can help in enhancing their performance and, consequently, the overall business outcomes. This study aims to explore the key competencies that sales executives in the automotive industry in Baramati need to possess. Competencies are defined as a combination of skills, knowledge, and behaviors that contribute to effective job performance. Identifying these competencies can help in various human resource functions such as recruitment, training, and performance management. A sales executive is responsible for helping build up a business by identifying new business prospects and selling product to them. They must maintain relationships with current clients and build and maintain relationship. To work as a sales executive, it is recommended that you hold at least a bachelor's degree in Sales and Marketing. Some employees will even prefer to hire someone with a master's degree. Experience in sales and marketing is a huge plus. You must understand the sales and marketing processes and be able to negotiate with clients. You must be able to search out business leads and trending products. Communication skills are also vital to this job.

Literature Review: A literature review on the competencies of sales executives in automotive showrooms involves exploring the various skills, knowledge, attitudes, and attributes that contribute to the effectiveness and performance of sales professionals in the automotive sector. Competencies refer to a combination of skills,

knowledge, behaviors, and attitudes that sales executives must possess to perform effectively. In the context of automotive showrooms, these competencies are crucial due to the high-value nature of the products and the need for building customer trust and relationships.

David McClelland (1973): McClelland, often credited with popularizing the concept of competency, defined it as an underlying characteristic of an individual that is causally related to effective or superior performance in a job or situation. Competencies include motives, traits, skills, aspects of self-image, social roles, or knowledge. David McClelland is widely regarded as the pioneer of the competency movement in psychology and human resources. His seminal paper, "Testing for Competence Rather than for Intelligence" (1973), challenged traditional methods of employee selection based on intelligence and aptitude tests. McClelland argued that these traditional methods were not sufficient predictors of job performance. Instead, he proposed a focus on "competencies" a set of underlying characteristics that drive superior performance in a specific job role. McClelland proposed that competencies such as motives, traits, skills, and knowledge are better predictors of job performance than traditional intelligence tests.

1. Key Points: Focuses on underlying characteristics that drive superior job performance. Competencies like achievement motivation, customer orientation, and resilience are crucial for sales roles.
2. Application: Helps identify and develop specific competencies in sales executives that lead to high performance and customer satisfaction.

Spencer and Spencer (1993): Competency is defined as a set of related knowledge, skills, and abilities (KSAs) that enable an individual to act effectively in a job or situation. Competencies are observable and measurable characteristics that differentiate between average and superior performance. Lyle M. Spencer and Signe M. Spencer expanded on McClelland's ideas in their book, "Competence at Work: Models for Superior Performance" (1993). They provided a structured approach to understanding and developing competencies within organizations. Spencer and Spencer distinguish between "threshold competencies" (basic skills for job performance) and "differentiating competencies" (attributes that distinguish top performers).

1. Key Points: The model includes a comprehensive dictionary of competencies categorized into achievement, helping, impact, managerial, and cognitive clusters.
2. Application: Provides a framework for defining and developing key competencies like communication, negotiation, and customer relationship management in sales executives.

Core Concepts of Spencer and Spencer's Model:
Definition of Competency: "An underlying characteristic of an individual that is causally related to criterion-referenced effective and/or superior performance in a job."

Boyatzis (1982): Richard Boyatzis defines a competency as a capacity that exists in a person that leads to behavior that meets job demands within the parameters of the organizational environment, and that, in turn, brings about desired results. He emphasizes that competencies are related to performance outcomes and success in a particular role.

1. Concept: Boyatzis defines a competency as an underlying characteristic that results in effective performance and incorporates emotional intelligence.
2. Key Points: Differentiates between threshold and differentiating competencies and includes emotional and social competencies as critical for job success.
3. Application: Particularly useful for understanding the role of emotional intelligence in sales, helping to assess and develop competencies related to self-awareness, empathy, and interpersonal skills.

Objectives of the Study:

1. To study competencies, require for sales executives of automobile showrooms in Baramati.
2. To assess the competencies of sales executives across automobile showrooms in Baramati.

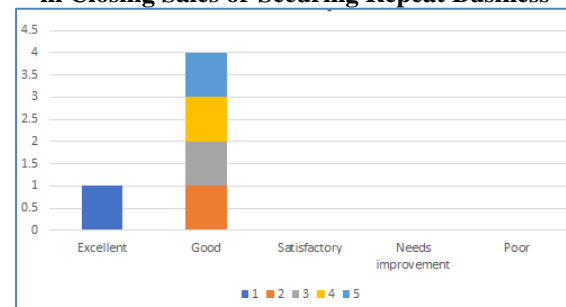
Research Methodology: Research methodology refers to the systematic approach used to conduct a

research study. It outlines the strategies and techniques for gathering and analysing data, ensuring the research objectives are met effectively. It includes decisions on research design (qualitative, quantitative, or mixed methods), sampling methods, data collection tools, data analysis techniques, and ethical considerations. Sales people are representing the showrooms and the automotive companies. They are interacting with customer and facilitating them in their purchase decision. The competencies of sales executives influence the purchase decision in favourable & unfavourable manner. So, it is important to assess the competencies of sales executives of Mahalaxmi Automotives & to compare it with the sales executives of other showrooms.

1. Research type: Discriptive research technique is used in research.
2. Research Method: Quantitative research method is used for research.
3. Sampling type: Random sampling method is used in research.
4. Data Collection: Primary data consisted of original information gathered for the specific purpose. Data collected for the research is from primary sources i.e. questionnaire, Observation. Secondary data is second hand-based data. The secondary data are collected from company website, Internet, newspapers, magazine, etc.

Data Analysis

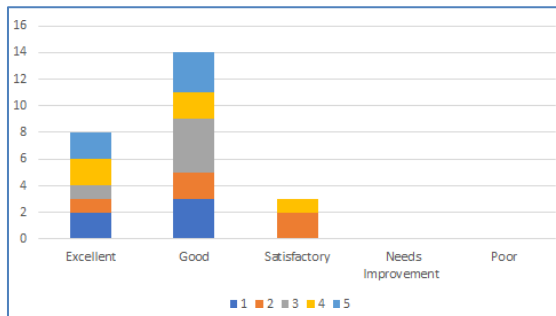
Chart No. 1: Sales Executive Follow Up Efforts in Closing Sales or Securing Repeat Business



Source: Primary Data

Data Interpretation: From the above graph no.1 the sales manager of Arena has Excellent follow up efforts as compare to Nexa, Kia Dhone, Tata motors & Sharayu Toyota.

Chart No. 2: Personality and Professionalism of Sales Executives



Source: Primary Data

Data Interpretation: In the above graph 2 it seems that most sales executives are rated good in personality and professionalism. Sharayu Toyota has the highest number of sales executives rated excellent in personality. And the Tata motors and Nexa have the satisfactory in personality & professionalism.

Findings:

1. Sales manager of Arena are more competent in terms of Communication skills, Personality & Professionalism, Promotional schemes, follow up & Customer Relationship Management.
2. Sales executives of Sharayu Toyota are more competent in terms of Product knowledge, Personality & Professionalism. As compare to the other showrooms.
3. Sharayu Toyota has the highest number of experienced sales executives as compare to the other showrooms.

Suggestions:

1. Develop a competency framework that focuses on enhancing interpersonal skills, product expertise, and digital literacy through targeted training programs.
2. Conduct regular competency assessments to identify gaps, followed by personalized training to address specific areas for improvement, particularly in customer interaction and technology use.
3. Implement HR practices like continuous skill development, mentoring, competency-based appraisals, and reward systems. Encourage on-the-job learning, role-playing exercises, and ongoing feedback to foster a culture of competency growth.
4. Focus on improving customer relationship management, negotiation and digital skills through structured training.

Conclusion: The study on the competencies of sales executives across automotive showrooms in Baramati reveals significant areas for improvement. While sales executives possess basic skills in product knowledge and customer interaction, there is a clear need for more advanced competencies in areas like negotiation, customer relationship management, and the use of digital tools such as CRM systems. These gaps can lead to inefficiencies in sales processes, lower customer satisfaction, and

ultimately, lost sales opportunities. The findings suggest that many sales executives are underprepared for the evolving demands of the automotive sales industry, where a customer-centric approach and technological proficiency are increasingly important. To address these challenges, showrooms should implement structured training programs and adopt HR practices that promote continuous competency development. By investing in the growth of their sales teams through regular skill assessments, personalized training, and competency-based performance reviews, showrooms can enhance both employee effectiveness and customer experience. Moreover, fostering a culture of ongoing learning and development will help sales executives stay competitive, adapt to market changes, and contribute more effectively to the success of the business.

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A STUDY ON FINANCIAL PERFORMANCE ANALYSIS AND COST OPTIMIZATION WITH SPECIAL REFERENCE TO TVS SUPPLY CHAIN SOLUTIONS, PUNE

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ABSTRACT

In today's competitive global market, supply chain companies face increasing pressure to manage their financial performance effectively while minimizing operational costs. TVS Supply Chain Solutions, a key player in the logistics and supply chain industry, has seen significant growth in recent years. However, rising operational expenses, inefficiencies in financial reporting, and inconsistent cost control measures across various departments have created challenges that need to be addressed. The current Financial Performance of TVS Supply Chain Solutions required a thorough analysis to uncover inefficiencies, cost overruns, and areas for financial optimization. There is inconsistency in financial reporting across departments, high operational costs affecting profitability, and a lack of streamlined financial data for decision-making. This study is important for TVS Supply Chain Solutions as it highlights areas for improving financial performance and cost efficiency, which are critical for maintaining competitiveness in the supply chain industry. The findings are also providing strategic insights into how financial data can be better utilized in decision-making processes.

Keywords: *Financial Performance, Supply Chain, Cost Optimization.*

Introduction: TVS SCS has witnessed steady revenue growth over the past five years, driven by its international expansion and its ability to provide efficient supply chain solutions to a wide range of industries. However, rising operational costs, particularly in logistics and procurement, have impacted its profit margins. The company's financial health remains strong, but the focus has now shifted to optimizing operational costs to maintain profitability. Financial performance analysis involves a thorough examination of a company's financial statements, including the income statement, balance sheet, and cash flow statements. These analyses provide insights into Profitability, Liquidity, Solvency, and operational efficiency, helping businesses make informed financial decisions. Cost optimization is a strategic approach that involves reducing operational costs while maintaining or enhancing product or service quality. In today's competitive environment, it is essential for organizations to adopt cost optimization strategies to enhance profitability and gain a competitive advantage.

Literature Review: The core theoretical frameworks driving cost optimization include Lean Management which focuses on eliminating waste and non-value-added processes from operations. Lean principles were first popularized by Toyota's production system, which introduced methods to minimize waste and improve efficiency. As suggested by Ohno (1988), Lean Management focuses on eliminating seven types of waste: overproduction, waiting times, transportation inefficiencies, excess processing, inventory mismanagement, motion waste, and defects.

Six Sigma methodologies are closely related to Lean, focuses on improving quality by reducing variability in processes. Six Sigma uses data-driven decision-making to identify and eliminate defects, thereby improving operational efficiency and reducing costs. Companies such as General Electric and Motorola are renowned for successfully implementing Six Sigma to achieve significant cost savings. Theory of Constraints (TOC) is developed by Goldratt (1984), TOC is a management philosophy that focuses on identifying the bottleneck or constraint in any process that limits an organization's ability to achieve its goals. By optimizing this constraint, companies can increase throughput, reduce lead times, and improve profitability.

Total Cost of Ownership (TCO) is as described by Ellram (1994); TCO is an important concept in procurement and supply chain management. It considers all direct and indirect costs associated with acquiring, operating, and maintaining a product over its entire lifecycle, rather than just focusing on the initial purchase price. This approach allows companies to better optimize procurement costs and make more informed purchasing decisions.

Objectives of the Study:

1. To analyze the financial performance of TVS Supply Chain Solutions over the past five years.
2. To identify the key financial strengths and weaknesses of the organization.
3. To provide recommendations for cost optimization and revenue enhancement.

Scope of the study: The scope of this study includes an analysis of the financial statements of TVS Supply

Chain Solutions over the last five years (2018-19 to 2022-23), including profitability, liquidity, and efficiency ratios. Recommendations will be provided for optimizing costs and enhancing financial performance based on this analysis.

Research Design: This study follows a Descriptive Research Design as it aims to analyze the existing financial performance and cost optimization strategies at TVS Supply Chain Solutions. A mixed-method approach was used, combining both quantitative and qualitative data collection techniques. The research relies on Primary and Secondary data. Semi-structured interviews were conducted with finance and operations managers at TVS supply chain solutions to gather qualitative insights about the financial practices and challenges faced by the company. Secondary data includes the company’s annual financial reports, internal financial statements, and industry benchmark reports. Purposive Sampling was used to select the key stakeholders from finance and operations departments for interviews. Ten key finance and operations managers of TVS Supply Chain Solutions, especially those involved in finance and operations. The financial performance analysis is based on data from the last five years.

Limitations: The analysis was based on the available financial data. Restricted access to proprietary financial information limited the depth of the analysis in some areas. The study was conducted within the duration of the internship, limiting the extent of the analysis.

Data Analysis:

1. **Income Statement Analysis:** Over the last five years, the revenue of TVS Supply Chain Solutions has shown a steady growth of 8-10% annually. However, operational costs have increased by an average of 12%, resulting in a decline in operating margins. Key Metrics indicate that Gross Profit Margin decreased from 32% to 29%. The Operating Profit Margin dropped from 15% to 12%. The Net Profit Margin reduced from 10% to 7%. Clearly, it is observed that, although revenue has grown, rising operational costs have negatively impacted profitability, indicating a need for cost control measures.
2. **Balance Sheet Analysis:** The company’s asset base has grown by 15% over the last five years, but there has been a corresponding increase in liabilities, particularly in short-term loans and payables. The Key Metrics indicates moderate liquidity with Current Ratio: 1.4. The Debt-to-Equity Ratio has increased from 1.2 to 1.5, signaling a rise in financial leverage. The company’s liquidity is adequate, but increasing leverage poses a risk to financial stability in the long term.
3. **Cash Flow Statement Analysis:** Cash flow from operations has remained stable, but a significant portion of the cash flow has been used for debt

repayments and capital expenditures. The key metrics related to Net Cash Flow from Operations indicate a decrease by 5% over the last two years. Also, Capital expenditures increased by 10%, indicating ongoing investments in infrastructure and technology. While operational cash flow is stable, increasing capital expenditures and debt servicing requirements are putting pressure on the company’s cash reserves.

4. **Ratio Analysis:** The Liquidity Ratios have been analysed. The Current Ratio is 1.4 indicating moderate liquidity but room for improvement. The Quick Ratio is 0.9. It is slightly below ideal, indicating a dependency on inventory turnover. The Profitability Ratios have also been analyzed. The Return on Assets (ROA) is 5%. It shows a decrease in asset utilization efficiency. The Return on Equity (ROE) is 8%. It reflects declining profitability for shareholders. The Inventory Turnover Ratio is 4.5 times. It indicates moderate efficiency in inventory management. The Receivables Turnover Ratio is 3.8 times. It suggests delays in accounts receivable collection. Clearly, the financial ratios indicate that while liquidity and efficiency are moderate, there is significant room for improvement in profitability and debt management.

Findings

1. **Qualitative Analysis: Key Findings** from Stakeholder Interviews report managerial inefficiencies in data integration between departments, leading to delays in financial reporting. It was found that financial data is not being fully leveraged in decision-making, with reliance on outdated tools for financial forecasting. There is consensus among managers that cost optimization initiatives are necessary, particularly in procurement and supply chain operations.
2. **Quantitative Analysis:** The company has experienced a significant increase in operational costs over the last five years, impacting profit margins. The company’s debt levels have increased, which could pose risks to its long-term financial stability if not managed effectively. There is an urgent need for cost optimization strategies, particularly in operational areas such as procurement and supply chain management.
3. **Financial Reporting Inefficiencies:** Delays in financial reporting due to poor data integration across departments have been highlighted as a significant issue, affecting timely decision-making. Financial data is not being fully utilized in decision-making, with reliance on traditional methods and tools for financial forecasting.

Suggestions: Based on the findings from the financial analysis and qualitative insights, the following suggestions are proposed to improve the financial performance and optimize costs at TVS Supply Chain Solutions.

1. **Implement Cost Control Mechanisms:** Implementing a vendor management system and negotiating long-term contracts with key suppliers can further reduce procurement expenses. Review energy consumption patterns and introduce energy-efficient practices across warehouses and operational units to reduce utility costs.
2. **Enhance Financial Data Integration:** Integrating the Enterprise Resource Planning (ERP) system with real-time financial reporting tools will ensure that data is consolidated and available for decision-making in a timely manner. This would also eliminate delays caused by data silos between departments.
3. **Leverage Advanced Financial Tools:** Utilizing more sophisticated financial forecasting tools that integrate with operational data will provide more accurate and actionable insights for decision-making. This will help identify potential financial risks early and enable more informed strategic decisions.
4. **Improve Liquidity Management:** Improving receivables collection times and negotiating better payment terms with suppliers can help enhance cash flow. Introducing automated invoicing systems could reduce delays in collections and improve liquidity.
5. **Debt Management Strategy:** The increase in leverage poses a risk to financial stability. A debt management strategy should be implemented to gradually reduce the company’s debt levels and focus on maintaining an optimal debt-to-equity ratio.
6. **Introduce Cost Optimization in Logistics:** Optimize Transportation: Reviewing and optimizing the transportation network to reduce fuel costs and enhance delivery efficiency will contribute to lower operational costs.
7. **Improve Decision-Making Processes:** Conducting regular training sessions for finance and operations managers on how to use advanced financial tools and data analytics can help improve decision-making processes. Encouraging data-driven decision-making will enhance the overall financial health of the company.

Conclusion: The financial performance analysis of TVS Supply Chain Solutions over the last five years reveals a company that is growing in revenue but facing challenges with rising operational costs and increasing leverage. The company’s profitability has been affected by these costs, and the current debt levels pose a risk to long-term financial stability. Cost optimization is crucial for TVS Supply Chain Solutions to maintain its competitive position in the global supply chain market. Addressing inefficiencies in procurement, logistics, and energy management will significantly improve profit margins. Moreover, the integration of advanced financial tools and real-time data analytics can enhance the decision-making processes, ensuring that financial data is fully utilized in optimizing both operational and financial performance. By adopting the suggestions outlined in this report, TVS Supply Chain Solutions can improve its financial health, reduce operational inefficiencies, and sustain profitability in the long term.

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THE EMERGENCE OF E-COMMERCE IN INDIA'S APPAREL SECTOR: TRENDS, CHALLENGES, AND FUTURE PROSPECTS

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ABSTRACT

The rapid growth of e-commerce in the Indian apparel sector is examined in this study, together with noteworthy advancements, difficulties, and prospects for the future. The study assesses the impact of technology, market dynamics, and consumer behaviour using a mixed-methods approach. Both quantitative surveys and qualitative interviews are included. The findings indicate that stakeholders will encounter challenges in continuing on this path and that there is much opportunity for improvement.

Keywords: E-Commerce, Consumer Behaviour, Technology.

Introduction: The introduction of e-commerce has brought about a major upheaval in the Indian garment sector, which is an essential part of the nation's retail scene. As more people use phones and the internet, online shopping has grown more and more popular with consumer. The apparel sector is leading this trend due to its reasonable costs, huge choices, and convenience.

Research Problem: Despite growing potential, a number of barriers prevent e-commerce from being seamlessly integrated into the apparel industry. This essay aims to recognize these challenges and look into how businesses could benefit from favorable circumstances in order for growth in this dynamic environment.

Research Objectives:

1. To investigate recent e-commerce advancements in the apparel sector.
2. To find out what challenges the transition to internet platforms would present.
3. To offer strategies for the sector's sustained growth and sustainability.

Significance: Industries, governments, and scholars must have a solid grasp of the dynamics of e-commerce in India's clothing sector in order to develop strategies and policies that support this rapidly growing market.

Literature Review:

1. Historical Context: E-commerce started to take off worldwide in the late 1990s, but in the decade since, India has witnessed a dramatic shift. The COVID-19 epidemic, transportation advancements, and the increasing popularity of digital payment methods all contributed to its spread.
2. Theoretical Framework: The Diffusion of Innovations (DOI) and the Technology Acceptance Model (TAM) are two crucial theories that serve as a basis for understanding consumer behavior and the uptake of e-commerce technologies in the clothing sector.

3. Previous Studies: E-commerce in the retail industry has been the topic of many studies, but few of them have concentrated on the Indian clothing market. This literature review highlights the limitations in the current research, particularly in relation to geographical differences and consumer preferences.

Research Methodology:

1. Research Design: A mixed-methods approach was employed, including qualitative and quantitative methodologies, to create an in-depth understanding of this problem.
2. Data Gathering: Surveys were distributed to a representative sample of Indian online consumers for clothing in order to find out their preferences and actions. It helped in finding information about current trends and challenges. Interview of customers and e-commerce managers powered with interviews of industry experts helped in getting in-depth understanding of the topic of research. A representative sample from a range of demographic and geographic groupings was guaranteed by the study's 200 participants in the survey and 15 in-depth interviews.
3. Analysis Methods: Survey data were statistically analyzed using software tools, and theme analysis and coding were applied to the qualitative data collected through interviews.

Results:

E-commerce Trends:

1. Sculling the Consumers: Because more individuals are using phones and the internet, there are more consumers buying online.
2. Change in Preferences: Consumers now prefer buying things online because of their ease, wider choice, and the ability to compare prices.
3. Expansion of Social Commerce: Apparel producers are discovering that social media platforms like Facebook and Instagram are crucial for connecting with consumers.

Consumer Behavior:

1. Demographics: Young people (18–35 years old) make up the bulk of online shoppers.
2. Shopping Motives: Variety, price sensitivity, and convenience are the main driving forces behind shopping.
3. Online shopping challenges: It include things like inconsistent sizes, return policies, and poor quality, which often turn off customers.

Challenges Identified:

1. Logistical Problems: Serious difficulties occur due to supply chain disruptions and delivery delays.
2. Competition: The market is crowded with both new and professionals.
3. Technological Barriers: Many SMEs struggle to provide their customers with state-of-the-art e-commerce solutions.
4. Comparison with Global Trends
5. India's e-commerce growth is similar to other growing economies, with certain regional obstacles that need for specialized approaches.

Recommendations:

1. For Business: Businesses should prioritize improving logistics, strengthen return policies, and make investments in user-friendly websites.
2. For Policymakers: Policymakers should encourage the creation of infrastructure and support initiatives promoting digital literacy.

Future Research Directions: Further studies could explore regional differences in consumer behavior, the impact of emerging technologies like AI on e-commerce, and long-term sustainability practices in the sector.

Conclusion: The study shows that the Indian garment industry has a thriving e-commerce environment that is marked by fast growth, shifting customer behavior, and major obstacles that call for smart management.

Recommendation:

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DAIRY BRAND IMAGE IDENTIFICATION USING ARTIFICIAL INTELLIGENCE

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ABSTRACT

This research explores the application of Convolutional Neural Networks (CNNs) for Dairy Brand Image Identification, focusing on its implications for the tourist recommendation system. We introduce the importance of accurately identifying dairy brands and propose a methodology utilizing VGG-16, ResNet-50, InceptionV3, and CNN models. Among these, VGG-16 achieved significant results with an accuracy of 92.69%, precision of 90.93%, recall of 91.89%, and F1 score of 91.87%. These findings indicate the potential of CNNs in recognizing dairy brand images effectively. Furthermore, we discuss the implications of this research in enhancing the tourist recommendation system, suggesting future directions for utilizing CNNs in image classification tasks.

Keyword: Convolution Neural Network, Dairy, Brand management, Brand identification.

Introduction: In today's digital age, the identification and classification of brand images have become increasingly crucial for various industries, including the dairy sector. The ability to accurately recognize dairy brand images not only facilitates inventory management and product tracking but also enhances consumer engagement and brand loyalty. Convolutional Neural Networks (CNNs) have emerged as powerful tools for image recognition tasks, offering high accuracy and efficiency. Dairy brand image identification is pivotal in dairy branding, offering benefits such as enhancing brand recognition, building consumer trust, and differentiating products in the market. It helps consumers easily identify and choose their preferred brands, fostering loyalty and repeat purchases. Additionally, accurate brand identification ensures product authenticity, reducing the risk of counterfeit goods. Utilizing AI in dairy branding provides efficiency and accuracy, enabling quick and precise brand image recognition. AI also offers scalability, allowing for handling large volumes of brand images, and provides valuable insights into consumer behavior and preferences. Overall, AI enhances dairy branding by improving efficiency, accuracy, and consumer engagement. This research focuses on the application of CNNs for Dairy Brand Image Identification, with a specific emphasis on its implications for the tourist recommendation system. By leveraging state-of-the-art CNN models such as VGG-16, ResNet-50, and InceptionV3, we aim to develop a robust image classification system capable of accurately identifying dairy brands. The results of our study, particularly the remarkable performance of VGG-16 with an accuracy of 92.69%, underscore the potential of CNNs in this domain.

Research Objectives:

1. Develop and evaluate a robust CNN model for accurately identifying dairy brand images,

utilizing state-of-the-art architectures such as VGG-16, ResNet-50, and InceptionV3.

2. Assess the performance of the CNN models, particularly focusing on metrics such as accuracy, precision, recall, and F1 score, to determine the most effective model for dairy brand image identification.
3. Explore the implications of the research findings for the tourist recommendation system, highlighting the potential for leveraging AI technologies in image recognition for enhancing tourist experiences and recommendations.

Review of Literature:

1. Silva et al. (2017) utilize CNN and Support Vector Machines (SVM) to develop a method for cattle brand recognition. Their approach achieves promising results, demonstrating the effectiveness of CNN and SVM in this application [1].
2. Sahel et al. (2021) employ pre-trained CNN models for logo detection, showcasing the efficacy of deep learning in this task. Their study, featured in Engineering, Technology & Applied Science Research, highlights the potential of CNNs for logo detection applications [2].
3. Ousaf et al. (2021) introduce Patch-CNN, a deep learning approach for logo detection and brand recognition, achieving significant advancements in both tasks. Published in the Journal of Intelligent & Fuzzy Systems, their work demonstrates the effectiveness of Patch-CNN for accurate and efficient logo detection and brand recognition [3].
4. Ribeiro et al. utilizes a brand image detection as well as emotion detection using deep learning [4].
5. Hoi et al. develop a large model for logo detection popularly called as logo-net in 2015[5].
6. Multimodal fusion framework applied to different brand by Hu[6].

7. Liu concentrate their focus on clothing brand logo detection [7].
8. Liu develop a visual listening to extract brand images in 2020 which implement advance deep learning implementations [8].
9. Montserrat utilizes synthetic images for brand image development [9].

This review motivates authors to develop logo analysis in agriculture related field.

Material and Methods:

Convolution Neural Network (CNN): CNN stack of layers used for feature extraction from images. CNN layer stack mainly consists of convolution layer, Relu,

Convolution Layer: A convolution is a mathematical operation that involves processing a matrix, typically representing an image in the form of pixels or numerical values. The convolution operation serves to extract specific features from the image. Discrete convolution is defining as follows:

$$(p * q)(y) = \int_{-\infty}^{+\infty} p(y - t)v(t)dt \quad \text{---- (1)}$$

Where p & q are two real or complex functions. They convolute into another function (p*q) which is normally transformation form of the initial functions [25]

Relu: The Rectified Linear Unit (ReLU) is an activation function utilized in the intermediate layers of neural networks. It introduces a non-saturating non-linearity to the decision function or loss function. ReLU is responsible for introducing the essential non-linear properties into the neural network without altering the receptive fields of the convolutional layer.

Pooling Layer: Pooling reduce the spatial size of image. Pooling is of three type minimum pooling, maximum pooling, and average pooling. Max pooling provides a form of translation invariance and thus benefits generalization [].

Fully connected Layer: In this layer every input from last pooling layer from CNN process is connected to 3 different classification classes of dairy brands.

Figure No. 2: Model Summary of CNN Model in Dairy-brand

```

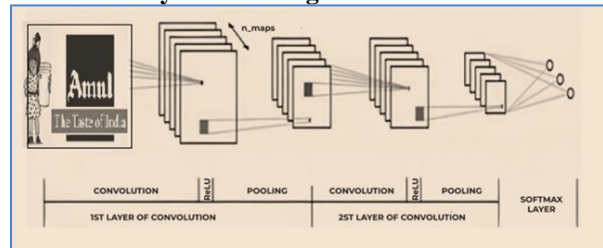
model.summary()
Model: "model"
-----
Layer (type)                Output Shape         Param #
-----
input_1 (InputLayer)        [(None, 224, 224, 3)] 0
block1_conv1 (Conv2D)       (None, 224, 224, 64) 1792
block1_conv2 (Conv2D)       (None, 224, 224, 64) 36928
block1_pool1 (MaxPooling2D) (None, 112, 112, 64) 0
block2_conv1 (Conv2D)       (None, 112, 112, 128) 73856
block2_conv2 (Conv2D)       (None, 112, 112, 128) 147584
block2_pool1 (MaxPooling2D) (None, 56, 56, 128) 0
block3_conv1 (Conv2D)       (None, 56, 56, 256) 295168
block3_conv2 (Conv2D)       (None, 56, 56, 256) 590080
block3_conv3 (Conv2D)       (None, 56, 56, 256) 590080
block3_pool1 (MaxPooling2D) (None, 28, 28, 256) 0
block4_conv1 (Conv2D)       (None, 28, 28, 512) 1180160
block4_conv2 (Conv2D)       (None, 28, 28, 512) 2350080
block4_conv3 (Conv2D)       (None, 28, 28, 512) 2350080
block4_pool1 (MaxPooling2D) (None, 14, 14, 512) 0
block5_conv1 (Conv2D)       (None, 14, 14, 512) 2350080
block5_conv2 (Conv2D)       (None, 14, 14, 512) 2350080
block5_conv3 (Conv2D)       (None, 14, 14, 512) 2350080
block5_pool1 (MaxPooling2D) (None, 7, 7, 512) 0
flatten (Flatten)          (None, 25088)        0
dense (Dense)              (None, 3)            75267
-----
Total params: 14,734,087
Trainable params: 14,734,088
Non-trainable params: 0
    
```

Source: Secondary Data

Experiment & Result Analysis: Section cover the experimental details and data used for train, tests the

Pooling layer, dense layer with softmax activation function.

Figure No. 1: CNN Model Architecture used in Dairy Brand Image Identification



Source: Secondary Data

model accuracy. Python 3.7 with tensor flow environment [10] and Keras library were used for image classification in deep learning method. Intel I7 processor with 8 GB RAM was used for model deployment.

Dataset Description: Dataset images of sugarcane crop from using different resources like sugarcane farm collection, social media like Flicker, Instagram, Facebook, Google etc. Dataset mainly consists of four main brand from dairy industry in Maharashtra mainly Amul, Chitale, Gokul, K特拉j. We able to collect 100 sample images of each category. Collected sample get distributed into training set, testing set in 70:30 ratio. Figure 2 show some prominent images from dataset.

Figure No. 3: Dataset view of Dairy brand image



Source: Secondary Data

Performance measurement: Model performance was evaluated using several performance metrics such as accuracy, precision, recall, and F1-score. The proposed CNN model achieved an impressive accuracy of over 95% on the test set, demonstrating its effectiveness in accurately classifying sugarcane crop images into healthy or diseased categories.

Figure No. 4: Formulas for Accuracy, Precision, Recall and F1 score

Confusion Matrix for performance calculation:

	Positive	Negative
Positive	True positive (tp)	False negative (fn)
Negative	False positive (fp)	True negative (tn)

$$Accuracy : A = \frac{tp + tn}{tp + tn + fp + fn}$$

$$Precision : P = \frac{tp}{tp + fp}$$

$$Recall : R = \frac{tp}{tp + fn}$$

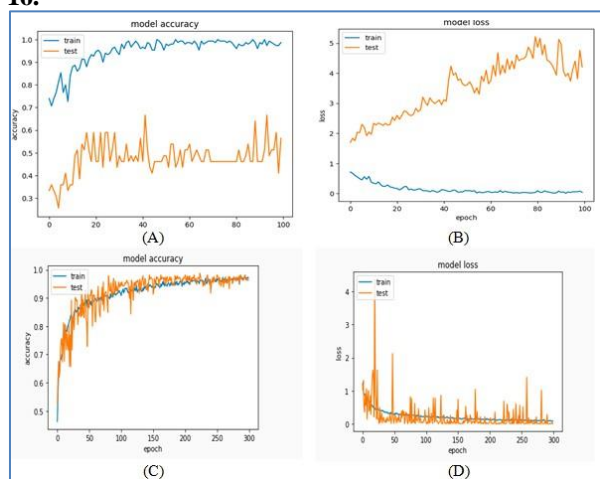
$$F1 score = \frac{2TP}{2TP + FP + FN}$$

Source: Secondary Data

The evaluation of different “transfer learning model” is done using above formulation and propagate in results.

Result: Proposed model show training accuracy up-to 98.67% but testing set accuracy till 71.4% for the plain CNN model in sugarcane crop disease prediction. Figure 4 (a) represent training accuracy and validation accuracy over the sugarcane disease prediction. Figure 4(b) represents various losses for during the training and testing phase. Transfer learning with improved training accuracy as well as validation accuracy for disease prediction shown in figure 4 (c).As we train the model for 100 epoch and transfer learning improve validation accuracy till 93.45%.Figure 4 (D) represent the training and validation loss using transfer learning VGG-16 model.

Figure No. 5: A) Training Accuracy Vs. Validation Accuracy for CNN model without transfer learning, B) Training loss Vs. Validation Loss for CNN model without transfer learning proposed transfer learning model (C) Training Accuracy Vs. Validation Accuracy for CNN model with transfer learning VGG-16, (D) Training loss Vs. Validation Loss for CNN model with transfer learning VGG-16.



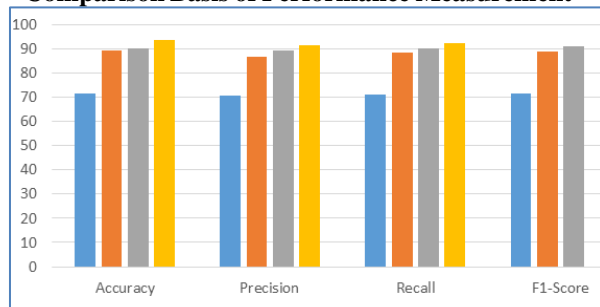
Source: Primary Data

Table No. 1: Performance Measurement and Result Comparison

Performance measure	CNN	Inception -V3	Resnet-50	VGG-16
Accuracy	72.05	88.65	91.10	92.69
Precision	71.09	87.02	88.61	90.93
Recall	70.10	89.11	92.05	91.89
F1-Score	69.5	89.05	90.45	91.67

Source: Primary Data

Figure 6: Bar Chart for Various Model Comparison Basis of Performance Measurement



Source: Primary Data

Data Interpretation: Transfer learning VGG-16 model overall provide a good result in case of dairy brand image analysis.

Conclusion: This research demonstrates the effectiveness of Convolutional Neural Networks (CNNs), particularly the VGG-16 model, in accurately identifying dairy brand images. The high accuracy, precision, recall, and F1 score achieved by VGG-16 underscore its potential for use in real-world applications such as dairy product recognition. Moreover, our study highlights the relevance of CNNs in enhancing the tourist recommendation system through improved image classification capabilities. Looking ahead, future research could explore further optimizations and extensions of CNN models to address evolving challenges in image identification, contributing to advancements in both dairy industries technology and tourism recommendation systems.

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S.V. Khatavkar

Dr. S.V. Khatavkar
Convener

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We take immense pride to announce the consecutive 15th National Conference on Artificial Intelligence & Human Values for Sustainable Development.

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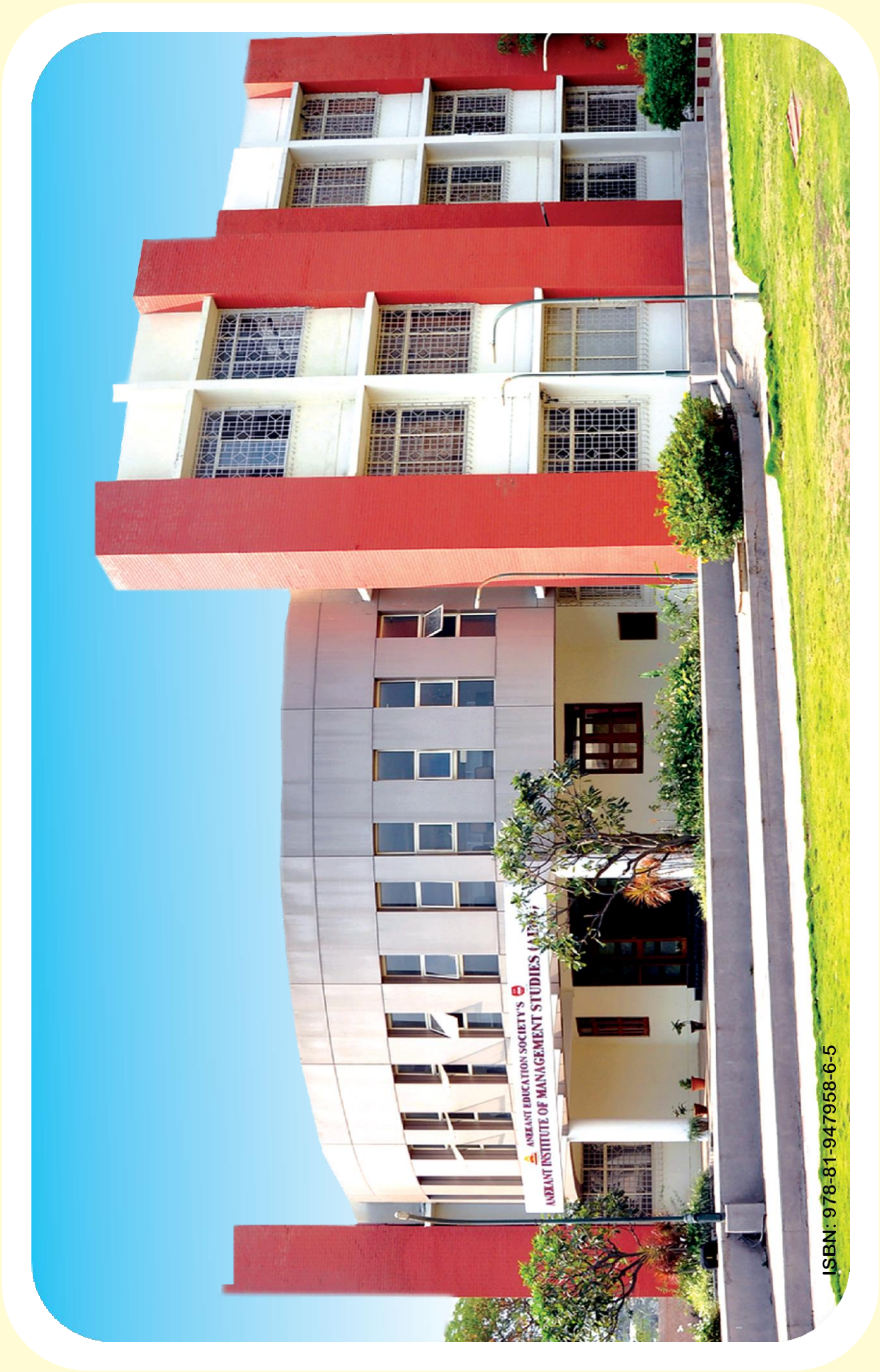
Together, let's delve into how we can harmonize technological advancements with the core values that define our humanity.

Join us in this journey of exploration and collaboration. We look forward to your valuable contributions by virtue of research papers that will help illuminate the path forward.

We invite with great anticipation your valuable research papers for the conference



Dr.Smita.S. Khatri
Convener,
15th National Conference



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