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REVELATION

INDIRA STUDENTS RESEARCH CONFERENCE

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INDIRA STUDENT RESEARCH CONFERENCE (ISRC 2019-20)

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COMPETITIVE ROLE OF INFORMATION IN BUSINESS TO CONSUMER SERVICES

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Guide: Dimple Buche

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ABSTRACT

The study provides an insight of the information possessed by the banking sector and the usage of this information to get a competitive edge over the rival. The banking sector identifies ways for retaining and attracting new customers through various facilities and providing easy access to loans as well as spreading down to the rural sector and towards the betterment of the nation.

KEYWORDS: information, competition, facility, customers, security, relationship management

1. INTRODUCTION

Information is a base for communication and thereby reaching out to the potential customers and achieving the objective of having a greater market share over the other organization. As information helps one to sustain competitive edge it also provides the organization with its analysis on the basis of its strength, weakness, threats, opportunities, which ultimately identifies major area of concern and areas of excellence. It acts like a weapon for the rival as it becomes the USP of the organization leading to more innovation and improvisation. Competition in today's generation is the most important aspect for survival, either to give a tough fit and stand out amongst the rest or you withdraw your service from the market. Anywhere and everywhere competition is the only thing that will keep your service alive in the market. In case of banking sector, the customers experience the benefits provided by the bank in the form of facilities based on market segmentation. As the bank renders service to the customer as and when required thus the service cannot be stored, more so it cannot be separable as it has to be consumed as and when it is produced on the demand of the customer. The research talks about the service rendered by the four banking sector namely ICICI, HDFC, IDBI, INDUSIND BANK at Kondhwa and Camp Branch, PUNE. There is variability arises in the minimum deposit amount, the facility provided by the four banks either through face to face communication or

through the online portal. The bank comes up with a way to attract its customers through higher interest rates, PPF A/C, women empowerment, senior citizen and also with standardization of the procedures, speeding delivery of the services. The physical evidence of the banking sector is bought out with the reduced paperwork and adapting to the new technology and innovation such as financial software, financial reports, customer centric.

2. OBJECTIVES

- i. To broaden the horizon and finding out ways in which organization compete with each other on the basis of the information they possess from their customers.
- ii. To enhance the future prospects for their organization by creating an impact over the customers by way of holding on to the loyal customers and inclining towards achieving more loyalty among customers thus getting goodwill and reputation in the market and procuring a competitive edge over the rival
- iii. To know as to how the organization updates its technology and comes up with innovation in the ever-changing dynamics of service sector
- iv. The challenges faced by the banking sector is the expensive infrastructure as well as the expensed incurred on keeping the technology updated , achieving the targets so as to fulfil the demand of the customers and to also generate good profits for the organization, maintaining the same competitive position in the market
- v. With a strong data base it becomes easier to analyses whether the organization is doing well or not , in case it Is not then finding out ways in which the organization can boost their performance, it's easier to attract more customers by letting them know about policies and facilities which will benefit them.

3. HYPOTHESIS:

The view of the four banks was such that ICICI bank will be having a top notch amongst the rest. As IDBI bank is a public bank it wouldn't be that competitive to the private banks. The employees of the private firm would be satisfied with their job.

4. SIGNIFICANCE

Competition is that important element which makes the organization work more and more towards fulfilling and delivering the best possible facility to the customers, also because of the competition customers get a variety of services which ultimately gives them a choice to choose the most appropriate one for themselves like ICICI bank providing special facilities for women and IDBI making the withdrawal amount for

women more. An organization having the information regarding the potential customers will be able to meet the demands and retain the customers as compared to those whose database is not so strong. Information helps you identify the market segment in which the organization needs to focus on as well as the organization can compare the segments as to which one provides more revenue i.e. in which segment the performance is the best and in which sector they need to improvise like ICICI bank having a user friendly portal and HDFC is still inclined more toward manual filing of form even after having online portal.

5. SCOPE OF THE STUDY:

The competitive role of information in business to consumer services is based on the factors like market share, facilities, interest rate, consumer base , easy access to loan , competition between the rivals carried out in ICICI , HDFC , IDBI , INDUSIND BANK. The primary data was collected by 40 customers in total i.e. 10 pertaining to each bank. The secondary data was collected from various sources in Pune city.

6. LIMITATIONS

Drawing conclusion was a very difficult task as the views and opinion of people was subjective. The procedure followed in the private firm is more so the same as that in the public firms which doesn't differentiate them from each other and so if people have to go through long waiting hours and delayed procedure then why do to prefer private banks

Seeking for permission in the banking sector was extremely difficult as they didn't want to entertain such things and disclose their information. More or less the facilities offered by these banks were similar. The sample size was small. There was no co-operation from the customers as well as the banking sector.

7. THEORETICAL BACKGROUND

BANK: it is a service industry that provides service to those customers who want to lend, borrow, invest money.

INFORMATION: facts provided or learned about something or someone

PRIVATE BANK: a bank structured as a sole proprietorship or a partnership. That is a private bank is any bank that is not a corporation. The partners are personally liable for the losses

PUBLIC BANK: these are those banks in which the major share is being held by the government that is 50% or more. The shares of this bank are listed on the stock exchange.

SERVICE: A service is a benefit or activity that one party can offer to the other which lacks ownership

RELATIONSHIP MANAGEMENT: it is a strategy in which an organization maintains an ongoing level of interaction with its customers

Information helps the service sector to develop loyalty among customers and accordingly customize their service as per the needs and demands of the customers. An organization with a strong data base will not only be a threat to the competitor but also analyze its weakness and try to improvise on them by breaking through the ice. As a good data base is an asset for an organization but at the same time there are some disadvantages that accompanies the advantages of this asset as far as security is concerned it becomes a very difficult task to keep the data base in safe hands. Having a strong core banking system, there is always a threat of someone having an unauthorized access to the information and leaking the information which will ultimately results into a drawback for the institute. A lot of database at times can make it difficult to channelize the customers with an appropriate facility as there is always subjective views and opinion. Thus information plays a very vital role in achievement of success for an organization which could be in terms of having loyal customers, greater market share or having a competitive edge over the rival.

8. REVIEW OF LITERATURE

The firm resources need to be exploited to enhance their internal strength and take environmental opportunities while neutralizing threats to the firm and working over the improvement of the internal weaknesses of the firm. SWOT analysis enhanced the firm's environmental performance and built its internal characteristics.

Firms within the industry may be heterogenous with respect to the strategic resources they control. They may not be perfectly mobile across firms and thus heterogeneity can be long lasting. While examine the role of immobility of resources of the firm it is observed that immobile firm resources have created sustainable competitive advantage. Competitive advantage is when the potential competitive firm are unable to duplicate, the benefit obtained from this strategy makes the firm sustain its competitive advantage

Information study shows how the new technology changes in nature has acquired strategic significance for competition between the industries. Information in its own way creates a competitive advantage for the company by giving them new ways to outperform their rivals. It starts as a whole new business often from widening a company's existing operations. It changes the structure of the company as a whole and in doing so it alters the rules of competition. Value of company is measured by the amount a buyer is willing to pay for a product or service. A company may either perform the activities at a lower cost or do something that leads them to differentiate from the rest. The main objective of yield management is, "selling the right seat to the right customer at the right price". One of the main objectives of yield management is maximizing the profitability of the airline company. Profitability could be achieved by reservation of the inventory. The major problem faced was the frequent changes in the consumer behavior and cancellation demand

Passenger's sudden change in behavior and cancellation of the booking gave rise to a strategy named as overbooking. Overbooking is to offset the effect of passenger cancelling the booking at the last minute due to which there were around about 15 seats left unused.

Another important strategy that came up was of discount allocation which was used to determine the number of discounts to offer on flights. Discount is availed to fill up the seats which otherwise remained empty. Traffic management is a way of having a mixture of flights from one route to another. The yield management performance needs to be evaluated from time to time modelling passengers' preferences. Maintaining good customer relation is a key to enhance the company's image and performance. As there is globalization and regional economic integration, there is need that has risen to develop the economic strength to meet the criteria of international competitiveness. Good interaction with customers and having the customers turned into a loyal customer is one of the most essential tasks in the industry. Maintain co-operation with the customers in order to survive fierce competition and get support. It also helps to establish long term relation with the customer so as to not worry about the off seasons. Price competition and low cost could be a way of retaining customers and meeting their high standards of service demand. Data analysis help present good efficiency in evaluating a model. The importance of information system on end users and the importance of it to the

organization as whole. Information system has changed the relation between the customer and the organization due to the strategic application of the information system. The strategic importance of the information system links between the supplier and the consumer. Setting up electronic order link between the customers provides them with a better customer service, which is often at a lower cost to the distributors.

Value adding application may cause improvement in the cost efficiency and cost effectiveness; it was also enhancing the market access and obtains a competitive edge by sustaining product differentiation.

9. PROFILE:

ICICI BANK founded in 5th JANUARY 1994, having headquarters at Bandra Kurla complex, Mumbai, India serving worldwide. Came up with a mission to promote inclusive growth in INDIA to focused initiatives in the identified areas including primary healthcare, elementary education, skill development and sustainable livelihood, financial inclusion and rural development.

HDFC BANK established in august 1994, having headquarters in Mumbai, Maharashtra serving India. It is the largest bank in India by market capitalization as on February 2016. This was the first merger of two private banks that is HDFC and TIMES bank in February 2000.

INDUSIND BANK established in 1994 having headquarters in Mumbai Maharashtra. The bank came up with primary objective of serving the NRI community.

IDBI BANK established in 1st July 1964, having headquarters in Colaba Mumbai, Maharashtra. LIC holds 51% of stake in this bank.

10. RESEARCH METHODOLOGY

- POPULATION: Public sector banks = 27 (21 nationalized banks, 6 state bank groups)
Private sector banks = 21
- a. SAMPLE DESIGN
 - i. SAMPLE SIZE: banks - 4
Customer base - 40
 - ii. SAMPLE METHOD: simple, random
 - iii. SAMPLE ELEMENT: ICICI, HDFC, IDBI, INDUSIND BANK
- DATA COLLECTION:
 - a. PRIMARY DATA COLLECTION: observation, survey, interview

- b. SECONDARY DATA
- c. DATA COLLECTION TOOLS: Questionnaire
- d. DATA COLLECTION PERIOD: July to august 2019

11. DATA ANALYSIS

TABLE 1.1 ANALYSIS OF THE BANKING SECTOR

FACILITY	ICICI BANK	HDFC BANK	IDBI BANK	INDUSIND BANK
BRANCH	4050	1014	720	180
ATM	12964	11766	1200	378
GROWTH RATE	INCREASING	INCREASING	INCREASING	DECLINING
NETBANKING	SUPERIOR	GOOD	GOOD	GOOD
USP	USER FRIENDLY PORTAL, PPF A/C, DOORSTEP SERVICES	COMPETITIVE INTEREST RATE	TODAY'S YOUTH EMPLOYEE, IRAN FOREIGN TRADE	CASH ON MOBILE, CUSTOMER PORTFOLIO
INITIATIVES	RURAL DEVELOPMENT, WOMEN EMPOWERMENT	RURAL DEVELOPMENT, CHILDREN DEVELOPMENT	DIFFERENCE IN THE AMOUNT WITHDRAWABLE BY WOMEN	HEALTH CARE FOR RURAL SECTOR
ADVERTISING	COLD CALLING, MEDIA, FACE TO FACE COMMUNI	USER BASE, BANNER, MEDIA	FACEBOOK, TWITTER, INSTAGRAM, MEDIA	COMPARATIVELY LESS ADVERTISING

	CATION, BUSINESS CARD			
GRANT FOR LOANS	ON THE BASIS OF TRANSACTION IN THE ACCOUNT	ON THE BASIS OF CREDIT POINTS AND TRANSACTION	INCOME RECEIPT	INCOME RECEIPT
SECOND ARY DEPOSIT	NO NEED TO OPEN ACCOUNT	ACCOUNT NEEDS TO BE OPENED	ACCOUNT NEEDS TO BE OPENED	ACCOUNT NEEDS TO BE OPENED
INTEREST RATE ON STUDENT LOAN	11.5%	14.1	9.5	11.00
CUSTOMER CARE	IMMEDIATE RESPONSE ON CALL	IMMEDIATE RESPONSE ON CHAT	HELPLINE NUMBER	HELPLINE NUMBER
SECURITY	OTP AND PASSWORD, GRID ON THE CARD, NEED TO POSSESS CARD	OTP AND PASSWORD, CVV	ATM CHIP BASED CARD	CASH ON MOBILE, NEED NOT CARRY CARD
STAFF	EXCELLEN	COULD	GOOD	NO

SATISFACTION	T	BE BETTER AS THEY ARE BURDENED A LOT		PROPER HIERARCHY OF POWER
BILL PAY CHARGES	FREE	INR 25	INR 2.5 – 25	—
E WALLET	EAZYPAY	PAYZAPP	PAYAPT	INDUSMOBILE

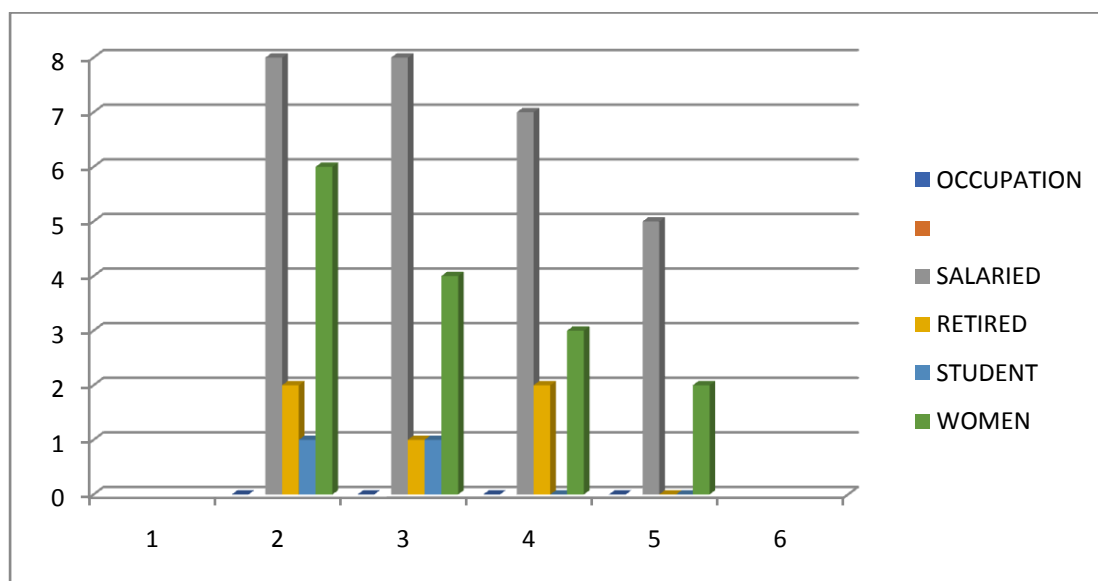
INFERENCE:

The table 1.1 shows the various facility provided by the banks

ICICI bank has the worldwide reach as compared to HDFC, IDBI and INDUSIND BANK in terms of ATMs as well as branches. The growth rate is increasing for all the three banks except IndusInd bank. The USP provided by ICICI bank is user friendly portal , PPF A/C , door step service like picking up of cash for deposition , demand draft, pay order , fund transfer cheque , submission of life certificate and KYC document whereas HDFC offers better interest rate as compared to competitor to retain its customers. IDBI talks about the young generation employed and having foreign trade of import and exports whereas IndusInd bank has cash on mobile wherein the customer need not carry the card everywhere and anywhere he goes. ICICI bank initiatives are for the betterment of women and the rural sector , HDFC focuses on rural as well as the enhancement of children , in normal conditions the withdrawal amount of IDBI bank is INR 25000 but for women it is INR 40,000 with lockers and discount , IndusInd came up with healthcare for rural sector. Mostly advertising is done by media but ICICI bank believes more in face to face communication and business card whereas IndusInd bank lacks to have an aggressive advertising as the other competitors. Loans are granted with the help of the income receipt in IDBI and IndusInd but HDFC and ICICI bank provides it based on the transaction record and credit points. Secondary deposit is done by asking the customer

to open an account whereas ICICI grants loan without even asking for opening an account. The least rate of interest is asked from IDBI bank. The immediate response related to the glitches faced by the customer is solved over call by the ICICI bank, over chats by HDFC bank which is very quick as compared to IDBI and IndusInd bank. For the security purpose ICICI bank has come with a grid at the backside of the card which needs to be entered while a transaction is taking place IDBI has come up with a chip based card and IndusInd has bought cash on mobile for which the customer need not carry the card. The staff satisfaction of ICICI and IDBI bank was great but HDFC and IndusInd bank were stressed out due to the immense pressure on them and as IndusInd doesn't have proper hierarchical level of management. The bill pay charges are provided free of charge by ICICI bank while the rest three charge INR 25. The various pockets provided by the bank ICICI is EAZYPAY, HDFC is PAYAPP, IDBI is PAYAPT, IndusInd is INDUSMOBILE.

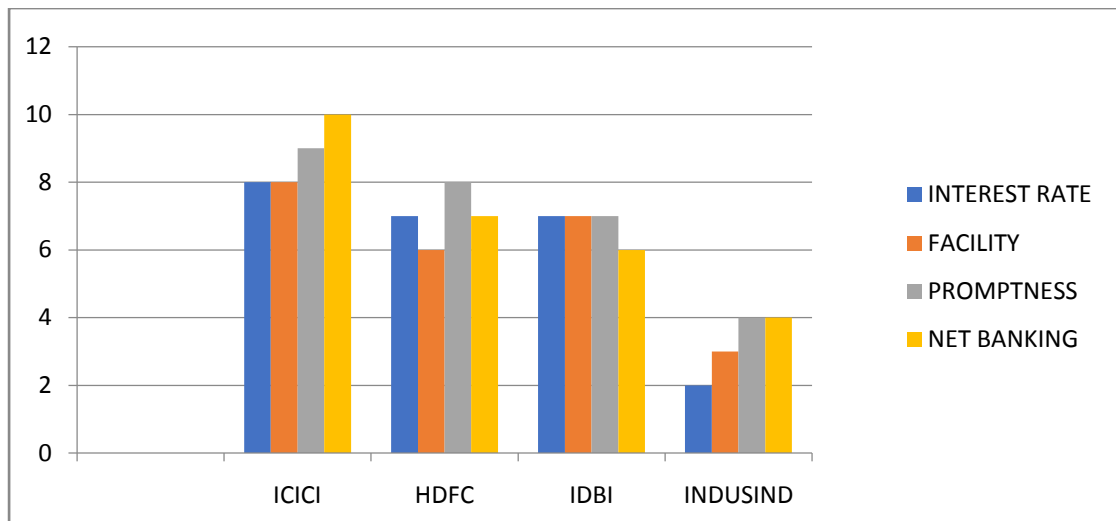
DATA ANALYSIS 2: BAR GRAPH 2.1



The above bar graph 2.1 shows study related to the occupation and gender as a market segmentation of customers having an account in the respective banks. Mostly salaried class customers are the one opening an account in all the banks. Besides that, ICICI bank and IDBI bank have retired people opening an account with them because of the various facility provided by them for the senior citizen. The next most opened a/c is the one for women in ICICI, HDFC and IDBI bank because of the various facility like less interest rate on loans, more withdrawal amount. Ultimately in case of gender equality ICICI, HDFC and IDBI have good strength of women customers as

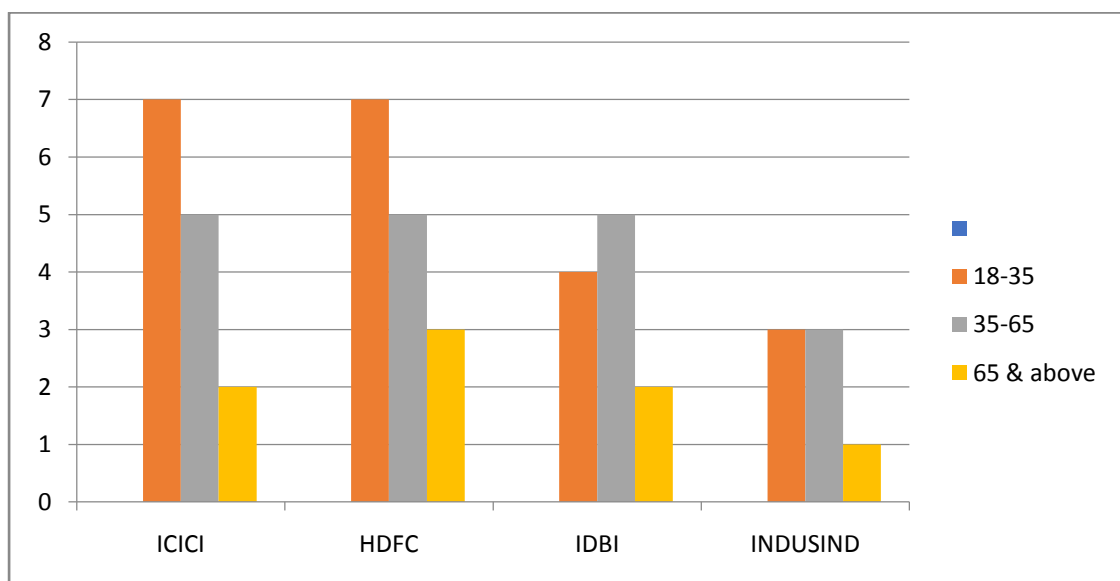
compared to IDBI. Mostly students have an account in the bank because of their parents.

BAR GRAPH 2.2



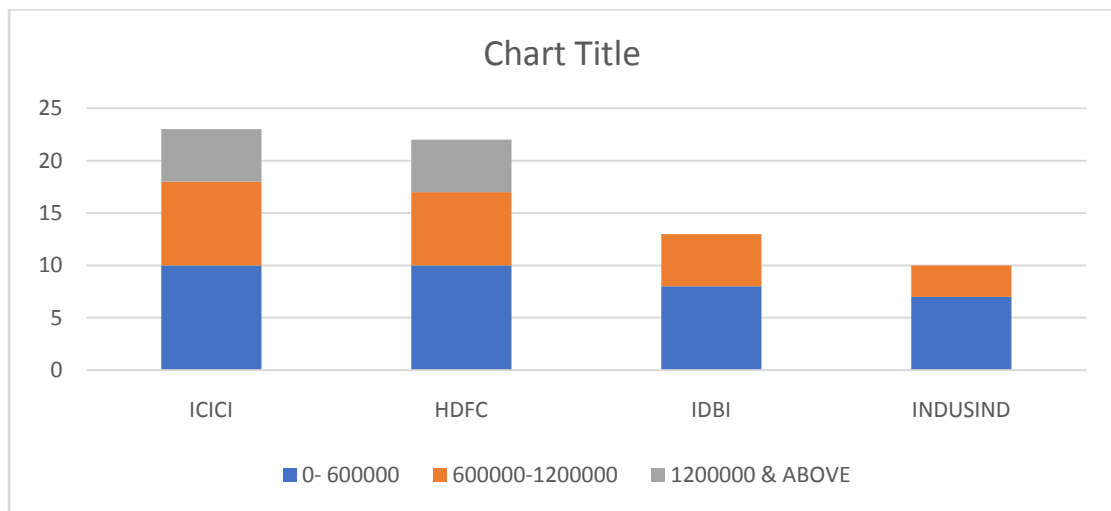
The bar graph 2.2 studies the comparison between ICICI bank, HDFC bank, IDBI bank, IndusInd bank. Study shows that the customers are attracted to ICICI because of the interest rate. After ICICI bank, HDFC bank and IDBI too have good interest rates and IndusInd bank has moderate customers attracted because of the interest rate. The facility provided by ICICI bank is comparatively better and efficient than the other three. The staff is prompt enough for all the four banks. The net banking is 4.5/5 for ICICI bank, 3.5/5 for HDFC, 3/5 for IDBI, 3/5 for IndusInd bank.

BAR GRAPH 2.3



The bar graph 2.3 studies the various age group as a market segment opening an account with the above-mentioned banks. The study gets a conclusion that mostly the age group of 18 to 35 and then 35 to 65 is quiet dominating. Mostly these age group people have invested in ICICI and HDFC bank because of better interest rates whereas some have invested in IDBI bank for safety and security purpose and very few have invested in IndusInd bank.

BAR GRAPH 2.4



The bar graph 2.4 studies about income as the market segmentation, mainly all the four banks have their customers from the minimum income category besides that ICICI and HDFC has customers from the higher middle-income group as well.

- a. MATHEMATICAL: FREQUENCY, TALLY MARKS
- b. GRAPHICAL METHOD: TABLES, BAR GRAPHS
- c.

12 CONCLUSION:

The research draws us to the conclusion that ICICI bank and HDFC are the competitive rivals for each other not only that HDFC now because of the ICICI bank fraud regarding nonperforming asset is now taking an upper edge over ICICI bank. The survey also brought us to the ever-emerging Kotak Mahindra bank which is being preferred by the customers. IndusInd bank isn't working that efficiently and so is not able to grab a major market share. IDBI being a public bank is still in the running to compete against all the private banks giving them a tough competition.

CONCLUSION FOR HYPOTHESIS:

The hypothesis stands rejected in case of ICICI bank because are preferring HDFC and KOTAK Mahindra over it because of the fraud done by CHANDA KOCHHAR and disclosing it as a nonperforming asset were people want their money to be in safe hands. Also, the view as to employee satisfaction in private banks is not true as the employees were pressurized and burdened with a lot of work. IDBI bank being a public bank is still giving a tough competition to the private banks.

13 SUGGESTION:

IndusInd bank need to come into limelight by engaging in aggressive advertising and developing new strategy that will let it at least come in power with the remaining three banks. HDFC could enough in women empowerment and make new strategies of reaching out to the rural population. Facility such as opening an account at the doorstep should also be taken into consideration.

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A SMART MULTI-LEVEL VEHICLES PARKING MANAGEMENT SYSTEM IN URBAN INDIA

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Guide: Dr. Thomson Varghese

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Abstract:

India is a developing country. It is a country with huge human as well as vehicle population. This research paper is about, the multi-level vehicles parking management system in India that would contain vehicles such as (Car, Motorcar tempo travelers). A Multi-level vehicle parking system is an idea of a building with three to four floors of parking lot on a piece of land, which would contain of security control system such as Robotic arms and a smart customized code for car parking's. The control system will play a major role in organizing the parking management of vehicles in order to eradicate the in disciplined parking's in crowded urban/city areas of the country, this is due to lack of parking space. It also presents the design of multi-level parking lots with Electromagnetic & ultrasonic sensors. This parking system can be utilized by all classes of people. Multi-level vehicle parking system contains the large number of Vehicle's in a small piece of land with smart management and vehicle security technics. In the modern world, where parking-space has become a very big problem, of space particularly for a country like India this idea would be beneficiary.

Keywords: -Multilevel Building for vehicles parking, Robotic arms, Electromagnetic & ultrasonic sensors, customized code for car parking.

INTRODUCTION:

In today's modern world people are fond of buying various kinds of vehicles to satisfy their wants and wishes. So, these give rise to one of the leading problems for vehicle parking's. For country like India where people are having more than three vehicles in each family (middle class & high class). In India People who are staying in well-structured apartments usually don't face a problem regarding their Parking's, because they are already allotted a safe and well-organized parking space. Multinational companies are also providing a well and advanced security for the vehicle parking's

for their employees. Some Hospitals, Malls and Government organizations provide the parking facilities.

But now the question arises that why is then a smart Multi level vehicle parking management system is need this is because all the above-mentioned Parking's are either included in the building itself or they are ground based parking system. But what about those malls which are not having good parking system such as Demart, etc. In crowded area there are many vehicles parked on roads, streets some of them are also parked in No parking zone.

The plan of smart multilevel vehicles parking management system will eradicate all the above-mentioned problems faced due to improper parking's. This would be a onetime Investment such as bridge constructions etc. This multilevel vehicle parking management system will contain advanced securities such as Electromagnetic & ultrasonic sensors, customized code for car parking that would protect vehicles parked. This is system is opened for all sort of people who usually go to markets, where is lack of parking management.

STATEMENT OF PROBLEM:

Improper vehicle parking management system in a crowded public area and lack of space as well has advanced security system.

OBJECTIVES OF STUDY:

1. To study the level of problems faced by common public while parking their vehicles in urban areas especially in crowded market areas.
2. To eradicate high amount of land allotted for parking of vehicles.
3. To study the security system provided to the vehicles of the peoples in crowded market areas.

HYPOTHESES:

- 1) There is a lack of parking management in crowded market areas.
- 2) There is a customized open parking land space allotted to public.
- 3) There is no safety for the vehicle parking's public in market areas where people usually visit.

DATA NOTES (Research Methodology):

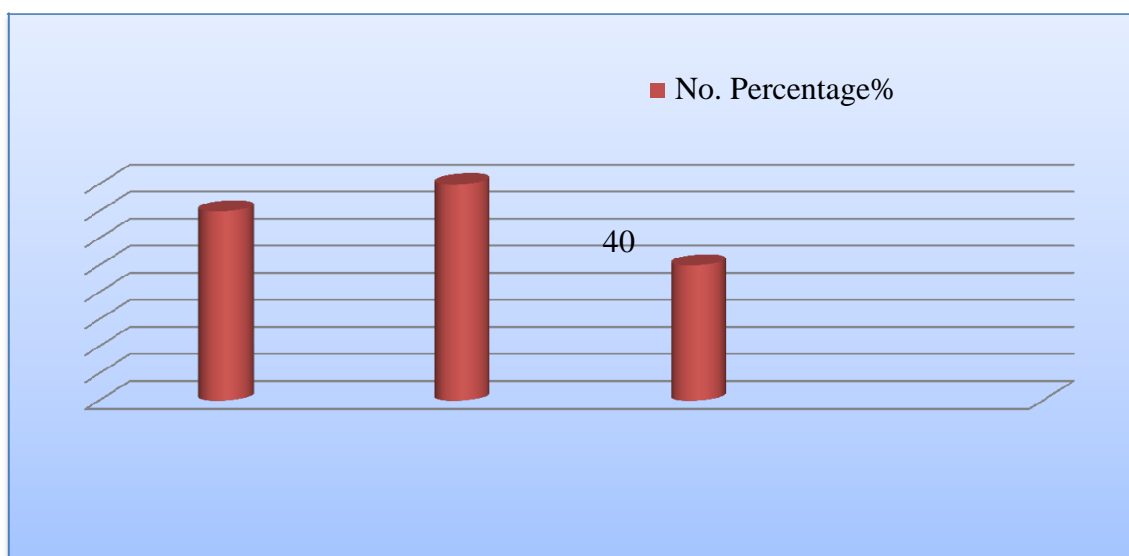
- a) Primary Data: Data is collected from publics who often visit the markets and face problem while parking their respective vehicles this was done through questionnaire method.
- b) Secondary Data: Internet (Google & YouTube) and Newspaper articles.
- c) Classes of Respondents: People between the age of 16 to 60years.

RESEARCH GAP:

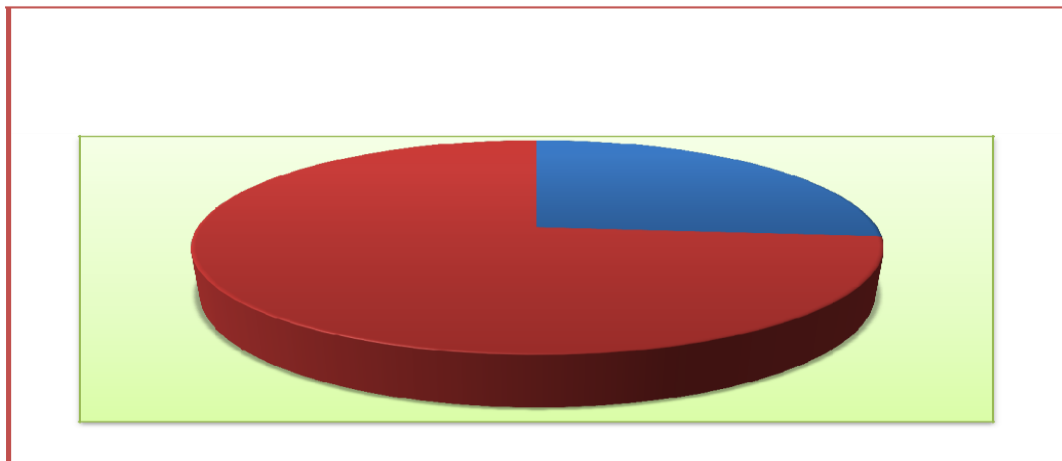
- The Researchers '**A. Albagul and M. Saad**' have researched on Multilevel Car Parking securities and their study was restricted cars only.
- But in this paper the main aim was to form a multilevel building with smart security system, for all kinds of vehicles parking management such as (Car, Motorcar tempo travelers) this is especially for the people/publics visiting crowded market areas.

DATA ANALYSIS:

Public requirements in	Percentage %
Security	35%
Free Parking	40%
Parking Management System	25%

Parking Management System (Urban Areas)

Smart Parking Securities.



■ Market Areas ■ Apartments, Hospitals, IT Companies, etc

RESULT OF STUDY:

In India, the problem of vehicle parking is a major problem faced by the public.

Smart Parking Securities	Percentage%
Market Areas	25%
Apartments, Hospitals, IT	5%
Companies.	70%

So, the result of this study was to analysis various smart securities such as electromagnetic and ultrasonic sensors which would help the owners of the vehicles to detect their vehicles

Multilevel vehicle parking is epically designed for the public parking.

In open ground there is lack of proper vehicle parking management, so the multilevel smart parking management would be a great option for a developing country like India.

CONCLUSION:

As discussed earlier in the above, public in urban parts of India is facing lot of issues regarding parking once they step out from their houses. So in order of this issue of Parking, the multilevel parking came into existence considering all the problems, a smart vehicle management has come into existence.

SUGGESTIONS:

- This Idea of constructing a multilevel floor building for parking of multiple vehicles on different floors with a security alarm.
- The smart security can be provided to cars such as a code generator.
- This multilevel vehicle parking can save the time of public to search for the space, etc.
- This would be a different change that can take place in the country.
- People must use this new technique of vehicle parking in order of good will of the country.

LIMITATIONS OF STUDY:

This Research was conducted in Pimpri Chinch wad (PCMC) , some parts of Bangalore and Chennai Due to time constraints.

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TRANSFORMATION AFTER IMPLEMENTATION OF INFORMATION TECHNOLOGIES IN DIFFERENT AREAS

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ABSTRACT

Today we are in the 21st century. Technologically the pattern of education as well as the role of educator has changed along with time. Nowadays we are entering into a digital world where all day today activities are carried on digitally.

Earlier there was one to one interaction for all things and one had to depend on one other for work and at fixed time and place. The few examples of such things are education, shopping, travelling, trading and entertainment.

Researcher paper is going to focus on all above-mentioned things and the benefits and disadvantages of the things and how the society has progressed due to it globally.

I am also going to make comparison with the old trend in the society and changing trend which has emerged in modern times.

Keywords:

Digitalization, Mobile, White Blackboard, Traditional Approach, Apps etc

I. BACKGROUND OF ACTIVITIES BEFORE DIGITALIZATION IN THE SOCIETY

We are living in a technologically advanced world. Education is the powerful weapon through which we can transform the society. It is said that if we are educated than only, we can think by our own and develop our personality and uplift the society in a practical manner. Any country can develop only when its people are well mannered and educated .Traditionally we had a Gurukul system where the facilitator i.e. Guru used to train us theoretically and the nature is always our teacher who gives us informal education 24*7 practically throughout our life making us strong to face all the odds of life .This school was nice but was time bound and place centered , syllabus restricted but still interactive and group study ,but knowledge should not be kept in 4 walls it should be free and timely available to one and all according to his interest , need and time span .

In this form of education societal problems too were studied but to very limited scope as assembling of people at a place of meeting by conveying message was very limited. The reasons behind this were poor mass media and transport facilities.

In olden times we had to move from one place to another for doing small things like bringing newspaper to big tasks like going to work. Few more Examples we had to go to post office to drop a letter, pay electricity bill, book tickets, meet friends personally etc. But now the time has changed and now INFORMATION & COMMUNICATION TECHNOLOGY i.e. ICT has replaced all these events and made our life comfortable.

II. DEFINITION OF ICT

ICT stands for information & communication technology and are defined for the purpose of this primer as a "diverse set of technological tools and resources used to communicate and to create, disseminate, store, and manage information.

III. MODERN VIEW OF THE EVENTS BECAUSE OF ICT

The introduction of ICT has proved to be a boon to the mankind. As we know "Time is money" is a proverb which means we should utilize our time in a good work rather than wasting it carelessly as it does not return. So ICT helps in this regard to save our time and helps to perform our activities smoothly as per our convenience. Also some social issues are also spread because of ICT and awareness is created about it and they are resolved instantly.

The crowd outside offices, banks, shopping centers have decreased because of technology. The pattern of education too has converted from blackboard to white boards and from textbooks to apps and boring classroom lectures to videoconferences. Due to technology the interaction started to take place on global level. People have started doing shopping by using devices like mobile, laptops etc. instead of standing in a shop. The problem of carrying cash has too reduced as money is converted into digital form. The task of writing letter too has changed to typing messages via WhatsApp, email, text messages etc.

IV. SOCIAL CONCERN

A social concern or problem is a condition that affects a group of individuals as we know man cannot live in isolation; he is dependent on one another to satisfy his needs to some extent. Thus, we must know what such social problems are today and what our country is facing what kind of issues today.

The social problems that India is facing today are population explosion, unemployment, illiteracy, and poverty.

V. CHANGING ROLE OF EDUCATOR / EDUCATION

The pattern of education and role of educator has transformed with time. The main factor of computer literacy has been made compulsory in syllabus to update with time and so as the teacher too has to be well trained and become friendly with the technology. It has opened a new stream of education as well as generated a new form of employment to earn bread and butter. It also has reduced the burden of teacher of speaking the entire concept by providing a helping hand through which he can teach using PowerPoint Presentations, videos etc. It is becoming interesting to learn this way and exam pattern too has changed from offline to online. The result too is declared soon as checking is done through machines and errors are rectified easily.

VI. DIFFERENT APPS EXAMPLES

1 MESSAGING APP



2 COMMUNITY APP



3 VIDEO APP



4 FOOD ORDERING APP



5 TRAVEL APP



6 HOTEL APP





VII. ADVANTAGES OF ICT IN VARIOUS FIELDS

1. Creation of employment

The technology has created employment in various areas right from software developer to a driver and from a schoolteacher teaching subject computer to a person operating computer in a BPO.

2. Globalization

The world has come on a click as anyone can sell , buy from anywhere , anytime from the market whether it is a national or international one , The barrier of boundary for trade is totally removed and so variety of goods are available to consumers ,

3. Tourism

The tourism sector has also tremendously developed because of ICT. The GPS system has helped it to a large extent. The road map helps to find the route towards our destination even in the remote area through satellite.

4. Entertainment

The television industry too has prospered because of technology as all the radio channels , TV news channels , movie channels have converted to apps and now can be put in a device called smartphone in our pocket and can be viewed as and when desired .

VIII. Disadvantages of ICT

1. Laziness

Because of ICT nowadays people are becoming lazy as movement is restricted as the mobile device is doing all the work so they are falling sick to dangerous diseases like obesity, diabetes problem of eyesight etc.

2. Fraudulent

The risk of frauds takes place because of technology if we are careless in using it. The fraud may take place if we share our pin with other people, they can steal the information and so we have to use netiquettes while using technology.

3. Guidance

The young children should be guided to tell them what is right or wrong when they are browsing the net. If they are ignored, they can go on a wrong way and harmful for them to come back.

4. Plagiarism

This concept is copying of another person's work and claiming to be our own illegally. Such crime happens with college going students when they are asked to prepare a project they simply copy paste from net. Such crime can put you behind bars.

SOCIAL MEDIA NETWORKING AS A BOON FOR DROP-SHIPPING AND SUPPLY CHAIN MANAGEMENT.

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❖ ABSTRACT: -

In today's world of volatility, the scope of social media is increasing day-by-day. Social media is not only used for making friends, building relations, spending free time, download/upload photos/videos/media, etc. But social media network can also be used a tool for targeting customers world-wide for supply chain management. This research paper surveyed the awareness among the people regarding the usage of social media to earn income.

The researcher studied the impact of collaboration of social media with drop-shipping. Drop-shipping is the method of business where in the person doesn't had to invest money to produce or deliver the products, he just had to share the information about the product among his social media friends and influence them to purchase the products. So, to target more customers social media can be boon for mediator and indirectly to the firms selling the product.

The researcher in its survey found that, social media network not only builds relations world-wide but also helps business to sell their products and on the other hand the customers can access new range of products without much efforts.

With the help of the research, the researcher found out the ways to utilize the social media networks and utilize time in such a manner so as to earn income. Awareness about this concept can help businesses to target more customers, help mediators to earn income and get employed and the end customers can enjoy the new range of products by just placing an order.

❖ INTRODUCTION:

Social networking is the popular method of Internet-based social media sites used to stay connected with friends, family, colleagues, customers, or clients. Social networking can have a social purpose, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others. The main purpose of social networking sites is to allow people to socialize, regardless of distance and other barriers. Young people can make new friends and maintain existing friendships by

frequent communication and sharing experiences online. For those teenagers who struggle to make social connections in the physical world, social media can offer a virtual alternative and prevent young people from feeling isolated. But the researcher found that, Social Media network is not only used for making friends and chit-chatting but can also be used for earning some revenue and profit. Along with maintaining the relationships, the young generation can use their social networking sites for promoting e-business, without investing any amount and act as an agent between business and customer to earn commission or profit. The advent of social media has meant that the world has become smaller. We are no longer bound by geographic borders or physical distance. Teenagers can now easily communicate with people from all over the world and help build the strong and wide business relations.

The researcher surveyed the importance of social media network for drop-shipping. **Drop shipping** is a supply chain management method in which the retailer does not keep goods in stock but instead transfers the customer orders and shipment details to the manufacturer, another retailer, or a wholesaler, who then ships the goods directly to the customer. As in retail business, the majority of retailers make their profit on the difference between the wholesale and retail price, but some retailers earn an agreed percentage of the sales in commission, paid by the wholesaler to the retailer.

The research paper studies the pros and cons of collaborating social media and drop-shipping method of supply chain management for betterment of young generation.

❖ RELEVANCE OF STUDY:

Youth of this generation spend their most of the time in social media apps, and end up with spending their precious time only for chit-chatting, uploading/downloading photos/videos, etc. So, the researcher surveyed the impact of collaborating the supply chain management with the social network of the individual.

❖ STATEMENT OF PROBLEM:

The precious time spend on social media applications is more of unproductive nature. Most of the young generation and unproductive population do not utilize their time and knowledge in producing some income by using the same social media apps. Being unaware of easy methods of supply chain management and use social network to target customers and act as an agent for businesses, retailers or wholesalers.

❖ OBJECTIVE:

1. To know the reasons why young generation is more connected to social media rather than the physical connections

2. To know the limitations for drop-shipping method of supply chain management.
 3. To find the impact of collaborating the supply chain management with social media network.
 4. To find out the beneficiaries of social media network and drop-shipping.
- To find the investment required by a drop-shipper for the purpose of supply chain management.

❖ **HYPOTHESIS:**

Young generation is more connected to social media apps because they find it difficult to maintain many relations and friends by physical appearance.

Drop-shipping is lacking behind because businesses, retailers or wholesalers are unable to target more customers alone.

The drop-shipper i.e. the person acting as an agent between business and targeted customers uses the social media network for selling a product without any investment for producing, packaging or storing the product.

The beneficiaries can be the teenagers, students, working and non-working population as well who has a great reach in social network.

Investment required by drop-shipper for drop-shipping and targeting customers for his social media sites is very less or even it is nothing in some cases.

❖ **KEYWORDS: -**

Drop-shipping, target customers using social media, collaboration of social media with supply chain management, drop-shipper, beneficiaries of social media.

❖ **RESEARCH METHODOLOGY: -**

- A. The secondary data were collected from the following sources:
YouTube
Google
Websites
- B. The primary data were collected by using questionnaire method from following:
150 Android phone users
- C. Research tool: - Unstructured Questionnaire for all the respondents.

❖ **REVIEW OF THE LITERATURE:**

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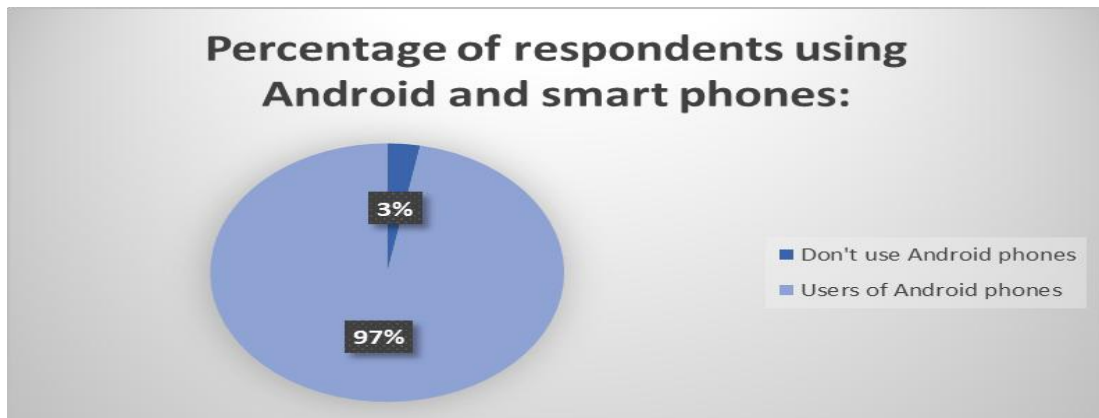
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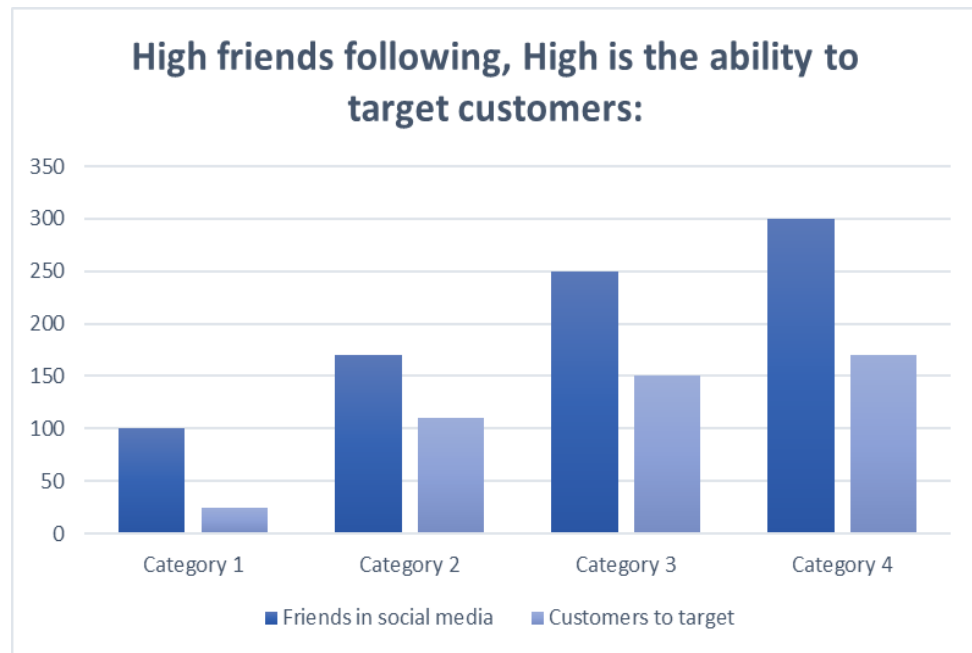
These research papers did not include the beneficiaries of the social media network and drop-shipping and methods of earning money without any investment.

❖ ANALYSIS OF DATA: -

According to the survey, the researcher got to know that, the youth and almost most of the respondents were using social media sites and had many friends and followers. The respondents find it easy to make more friends and maintain the relationship online because physical appearance is not required in it and distance & locations doesn't matters in case of social media applications. But it is difficult for many of them to maintain and devote time to individual relationships by physical appearance on daily basis.



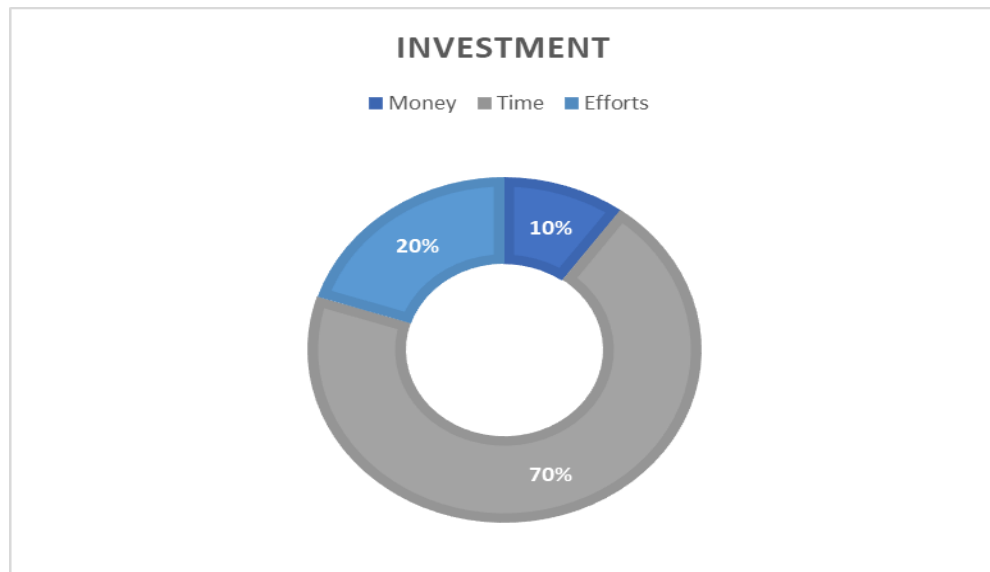
E-commerce includes such type of business set-ups which neither sells products or renders services to the customers physically nor interacts or creates customers by physical touch/influence. So, it is a great drawback for the online retailers and wholesalers to create customers whom they have never met and to influence a customer without a physical interaction. Hence, the survey conveys that the persons with high social media profile and wide reach with huge number of followers can use their profile for acting as a business agent between his friends/followers/colleagues and the retailers/wholesalers.



The person with huge following and online relations is perfect to become a drop-shipper. Because he does not have to keep a stock of goods, produce goods, pack the products, or even deliver the products to the customer. According to the researcher he just had to become a mediator between the firm he is willing to work for and the customers whom he has to target through social media.

Usage of social media reach in this way will benefit the mediators as they will earn income in the form of commission or the difference between the firm's price and the price quoted by the mediator to the customers. So, even the students and working people can be a mediator because it requires hardly any investment of money, but time has to be invested by them to build a good relationship between firm and customers and to increase more friends list to target them as a customer.

In this sort of business, the investment of capital required is very less or it is nothing in many of the cases. The one and only investment required is the precious time to build more relations and share the information regarding the products to them, influence them to purchase the product, place order on their behalf, fill in the details of shipment, take the review of the customer which is of due importance.



❖ CONCLUSION: -

With the help of research, it is concluded that, social media is not only used for building relations and maintaining them but also it can be used for other purposes too. If one has huge friends following in social media, then it can be beneficial for him to target more customers for the firm he is working for. As firms are unable to target more and more customers and they feel helpless in increasing the customers then, they have to take a decision to accept the request of the drop-shipper and ask them to target customers from their friends list and pay them commission in this regard.

In this way, the time spend on social media can me made productive and useful. Now-a-days many parents were against the social media applications, stating that their children are spoiling their career spending time online, but if parents get to know that the time spend by their children on social networking sites can also be fruitful. Awareness regarding this aspect can employee many who are in need of income and also teenagers or just graduates can utilize their time in such a manner which can be fruitful.

Hence, it can be concluded that, if social media network utilized in a good manner can be boon for supply chain management. Businesses can expand their reach and become wide by providing quality products on time as and when the order is placed. Without any professional degree anyone can become a mediator i.e. a drop-shipper and earn income for oneself.

❖ OTHER KEY FINDINGS: -

Social media can not only be used for supply chain management but also it is great source to reduce stress of a person. If social media is used in an effective manner than it can also be used as a tool for stress management. In today's changing dynamics, the life of each and every person has become a hectic, so to chill out and to make mind relax, social media can act as a great medicine to relax one's mind and lift up the mood. It's the human tendency to get relaxed and be happy if he is earning a good amount of money and goodwill through social media.

❖ LIMITATIONS OF THE STUDY: -

The study is limited only to mediator and customer point of view, the impact on business and survey from business point of view is missing due to time constraint. Also, mediator has a limited/no control on the quality of the products rendered. Mediator will be held responsible by the customers for low quality products. So, this study is only limited to social media as a tool for supply chain management and does not covers the quality aspect to build goodwill of a mediator.

❖ SCOPE OF FURTHER STUDY: -

The study can be made on the ways to increase awareness regarding the benefits of social media networks for generating income and utilize the free time in productive manner.

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IDEAL SOCIAL NETWORKING PLATFORM FOR BUSINESS PROMOTION**Deep Shinde Akhilesh Jagtap****GUIDE: Sandeep Rathod, Asst. Prof.****MES Garware College of Commerce, Pune**

ABSTRACT:

Social Media the name itself brings the perception of being connected globally. Nowadays the popularity of social media is at its peak. Many Social Networking sites are creating an entirely new way for people to communicate and share with each other across great distance. They are major platform where everything and anything of use goes viral instantaneously. Internet today is consisting of thousands of social media platforms like Facebook, WhatsApp, Twitter etc, all serving the same but slightly different purpose. Some Social Media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of need. Social Media plays a vital role in business marketing, as it can provide businesses with a means of establishing audiences and clientele. This research is an attempt to highlight the ideal social networking platform for business marketing.

Keywords: *Social Media, Business, Marketing and sales etc.*

Introduction:

Social media marketing is a powerful way for organizations of all sizes to achieve prospects and customers. Your clients are as of now communicating with brands through social media, and on the off chance that you are not talking straightforwardly to your gathering of people through social stages like Facebook, Twitter, Instagram, YouTube, WhatsApp, etc, you are passing up a major opportunity! Viable showcasing via web-based networking media can convey noteworthy accomplishment to your business, making committed brand advocates and notwithstanding driving leads and sales. Social media gives focusing on capability, as well as reach and scale, at a lower cost than practically all other advertising channels. People are on social networking sites

throughout the day, every day. However, not each social networking site is a solid match for each business. You ought to put your time and abilities in the apps where you are destined to reach and draw in with your intended interest group. To pick the best online platform for your business, you should find out about the best apps and how to utilize them for business. So in our research we have assigned itemized learn about best social platforms which are helpful for business promotion. These days there is a surge of social networking sites so specialist are befuddled which site would be best for their business advancement, this in our investigation we will finish up the perfect social platform for business advancement. Through our examination the entrepreneurs and business organizations can come to know the perfect or ideal platform for their business which will be at least conceivable expense.

Literature Review:

Dave Evans (2010): In this research paper, the research has done detailed study on social media Marketing. The researcher states that, for marketing purpose having a business presence on social media like LinkedIn, Facebook or Twitter can also makes a sense and is now considered entry stakes for most businesses and organisation, in the same way that having a website is considered the most as a must have steeping up from the basic, accessing and putting the respective social graphs to work is the basis for more substantive business applications built on or around these personal and professional networks.

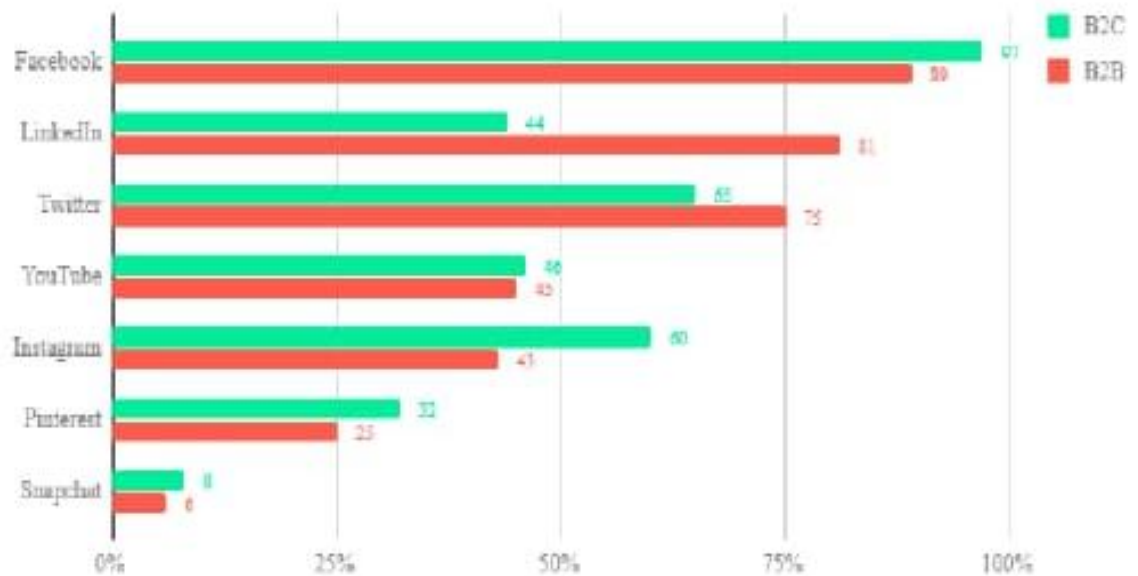
Christine Adhiambo Odhiambo (2012): In this research paper, the researcher has done a comprehensive study on social media as a tool of marketing and creating. According to the study, the social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. The findings presented in this study contact that even though social media is more effective than some of the traditional advertising channels, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The implications are the social media alone cannot single headedly create brand awareness or even develop business accessing and putting the respective social graphs to work is the basis for more substantive.

Nick Hajle (2013): This research concludes that recent advances on the internet and the development of social media have facilitated the interconnectivity of consumers. Consumers have social interactions through social media such as online forums, communities, ratings reviews and recommendations. These developments have introduced a stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. These interactions provide different values for both business and consumers. Both are involved in the co-creation of value. The present study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption.

Dr Sanjay Pandey (2017): The research paper highlights that each social platforms have an ecosystem of their own. Creating a basic social media presence is easy enough. But getting your community to actually do something is more difficult. Make sure your website is included in local business directories in order to help ensure that consumers find you when they need you. Customising messages across sites help the message read but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community your rewarding and reminding them that you are not only a brand to engage with but also to buy from. Taking advantages of these strategies can help you build your community make your marketing more effective and incentivize buying. This is the vol.1 issue 7 of IRCTC International journal of social science and interdisciplinary research.

With the rise of the digital age, brands are becoming more acutely aware of the value of investing in social media strategies. Social media networks are no longer an isolated marketing channel solely dedicated to communication and promotional efforts. Social media has provided measurable results with strategies such as lead generation and social selling in addition to useful points of contact between brands and consumers. In 2017, a massive number of marketers used social media as their primary channel for B2B or B2C communications. According to Social Media Examiner, 97% of marketers used Facebook

for B2C and 81% used LinkedIn for B2B.



Digimind - Source : Social Media Examiner 2017 - Monde

The percentage of marketers using various social platforms for B2C and B2B via Social Media Examiner 2017.

By collecting data from social media conversations and applying them to consumer profiling efforts, brands can better understand consumers, create more highly targeted campaigns, and improve efficiency with informed decision-making processes. Social media intelligence enables brands to:

- Heighten brand awareness
- Increase social community size
- Accurately target audiences
- Strengthen engagement strategies for increased brand loyalty
- Increase customer satisfaction and positive brand perception
- Convert social followers into qualified leads and new business.

Below are 5 key objectives any brand should integrate into their social media strategies.

1. Develop Brand Awareness

Creating brand awareness shortens the sales process, increases market share, and positions a brand as a leader in its sector. It's necessary to perform an internal audit to evaluate brand positioning strategies and to understand the impact of marketing actions on brand image. Brand differentiation can develop from a number of actions such as the creation of original content, personalized promotions aimed at the target audience, prospect profiling, product development based on social insights, and communication strategies adapted for socio-demographics of interest.

Here are some KPIs to help track and report on the success of this objective:

Mentions: the number of times the brand comes up in social media conversation and the number of times these conversations are shared.

Impressions: the number of potential views that a message has.

Reach: the number of people who have received viewed a publication.

Social Sessions: the number of site visits, blog post views, etc.

Share of Voice: volume of mentions received by a brand versus volume of mentions received by all relevant competing brands.

2. Increase Size of Social Communities and Accurately Target Audiences

The relevant KPIs here are:

Community Performance: the number of fans, followers, or subscribers broken down by social media channel.

Community Progression: the follower growth rate by social media channel.

Share of Community Voices: number of followers compared to those of competitors.

Share of Voice by Channel: the community size of each social media platform as a percentage of the total number of social followers across all platforms.

Social Visits: visitors coming to social media accounts coming from the brand's website.

SUBSCRIBER GROWTH

about United Health Group between Oct 19, 2017 and Oct 25, 2017

TOTAL

3.13K New Subscribers

AVERAGE

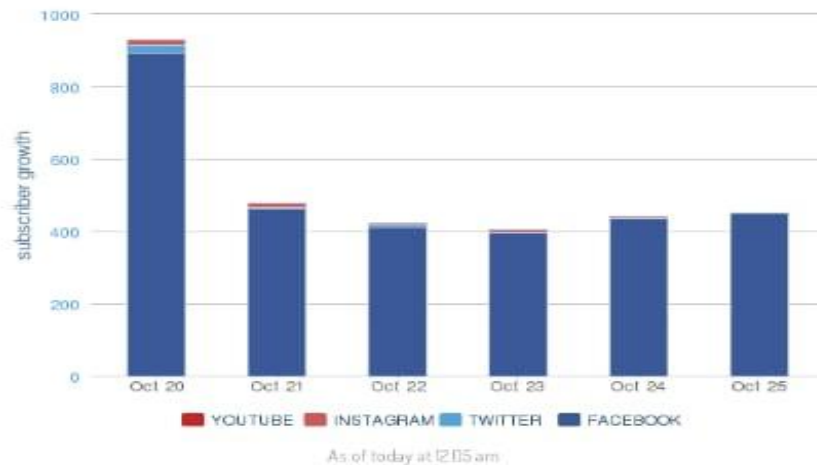
521 New Subscribers

MINIMUM

485 New Subscribers

MAXIMUM

931 New Subscribers



The growth of subscribers over time by social media platform, via Digimind Social.

The influencer doesn't necessarily need to be massively influential on a global level – sometimes a smaller, very active community is more effective than a larger, more passive community. Effective social media strategies should integrate influencers with a committed following and brand ambassador with high levels of engagement.

3. Strengthen Engagement Strategies to Increase Customer Loyalty.

The primary objective here is to create a long-lasting

Relationship between the target audience and the brand. It's necessary to engage with social media followers who have a certain level of credibility or influence among the target audience. For example, if your target audience is football fans, an NFL player would have social influence on this demography.

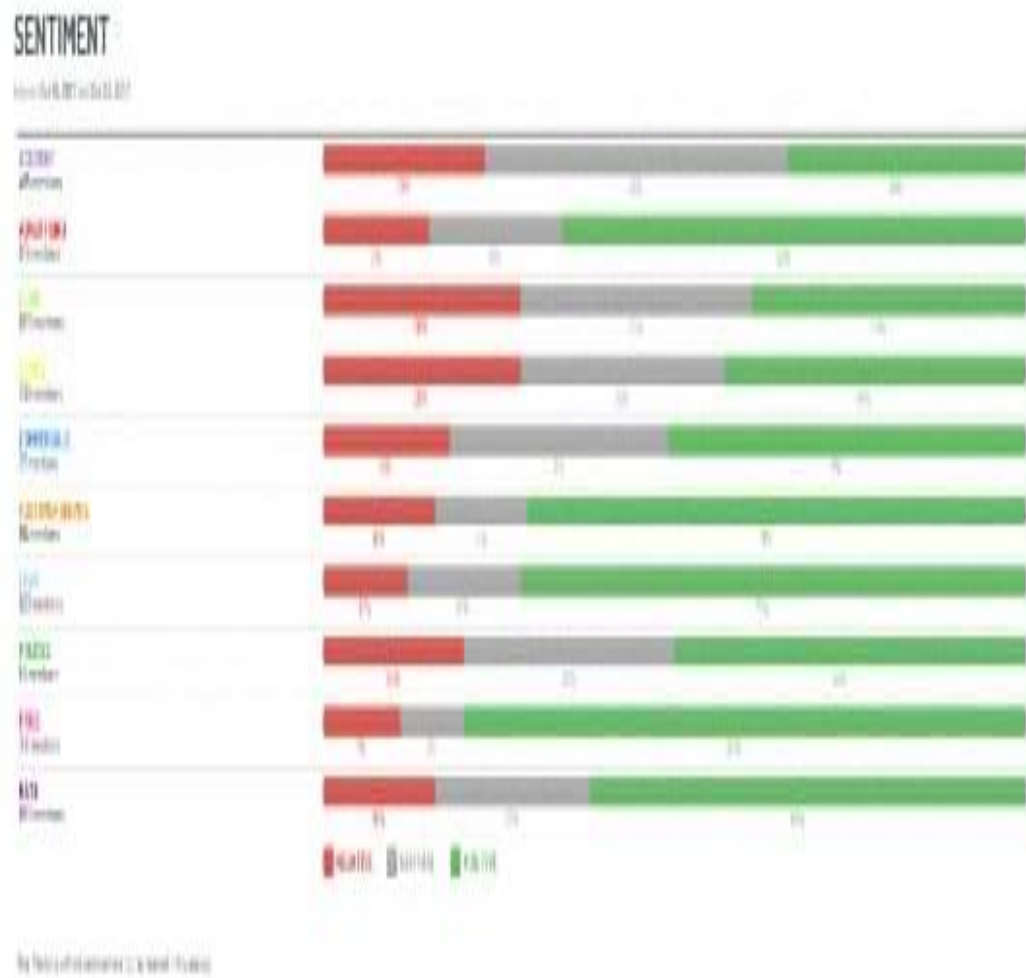
The KPIs for this objective are:

Interaction Performance: the number of interactions (likes, retweets, shares, etc.) and number of comments.

Evolution of the Interactions: the growth rate of interactions.

Publication Performance: the number of messages generating an amount of interaction greater than a predefined threshold.

Influencer Population: the number of influencers and brand ambassadors as a percentage of the community size.



A breakdown of sentiment associated with key industry terms, via Digimind Social.

4. Monitor Customer Feedback

In order to improve customer experience, it's necessary to capture consumer opinions regarding relevant products and measure consumer satisfaction and evolution over time.

The following KPIs should be measured for this objective:

Brand Perception: the sentiment associated with the brand and its products, especially in comparison to competitors.

Evolution of Perception: the percentage of positive versus negative sentiment over time.

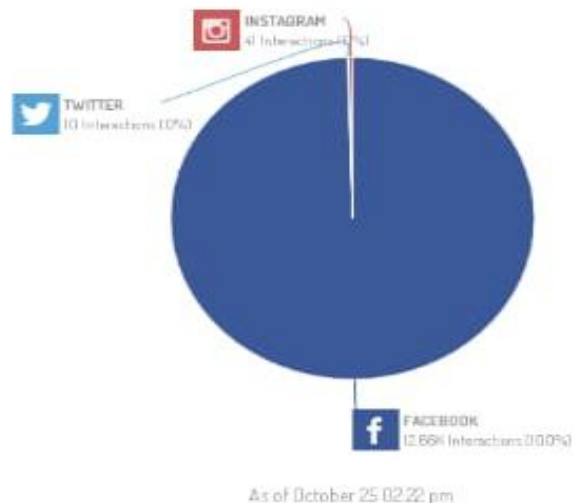
Reputation Score: the sentiments associated with the brand weighted against the community size of each review.

Response Performance: the response rate to social media interactions.

Resolution Performance: the number of customer tickets resolved over a given time period.

INTERACTIONS BY MEDIA

about United Health Group between Oct 19, 2017 and Oct 25, 2017



Share of social interactions by social platform, via Digimind Social.

5. Convert Social Followers into Qualified Leads and New Business

Towards the end of marketing campaigns, brand content should have generated social media followers and interactions with prospective customers. The associated KPIs here are:

Number of Leads from Social Media: the share of marketing leads originating from social media which are turned into qualified commercial leads and integrated into the CRM platform.

Lead Growth from Social Media: the growth rate of conversions from social leads to sales leads.

All these objectives must be regularly reported for initial analyses, which will then be complemented with predictive and corrective analysis.

Research Methodology:

Following are the objectives:

1. To study business promotion through social media.
2. To know the Ideal Social Networking Platform for Business Promotion

Sampling Method:

Researcher had created and circulated Google form comprising ‘unbiased question and the data were collected independently without any influence of external factors. The analysis of the data shows positive leptokurtic kurtosis towards the social media platform “Instagram”. The method of sampling that we used was non-probability Sampling aka convenience sampling is this data was collected from population close to hand. To reduce bias we made sure that the target population was properly defined and the sample frame matched it as much as possible.

Data Analysis:

As per our research topic we led an overview for the correct and functional data by which we can finish up an exploration on ‘Ideal Social Networking Platform for Business Promotion’. So given underneath is our data analysis and description about each question.

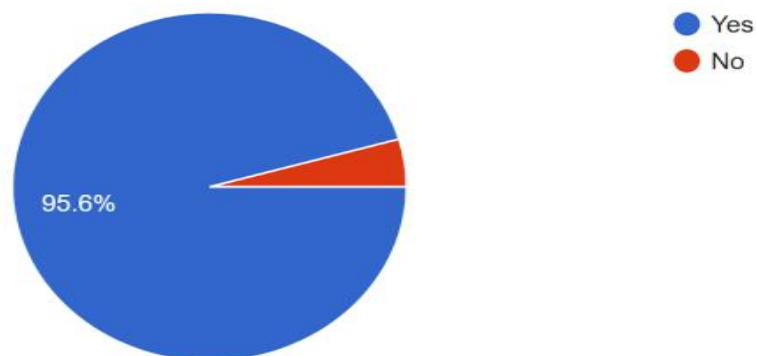
As per the data we got altogether 117 responses out of it 114 responses were gathered about the people gender. In this survey, the responses of 70 males and 46 females were recorded. According to the rate there were 61.4 % males while 39.5 % were females which gave the response.

Since all the members of our research team come under the age group of 18-20, so we could get information from more youthful age gathering and our country's population is likewise assisting us with determining right social networking platform. In our survey we have considered age groups viz. Below 18, 18-21, 21-25, 25-28, and lastly above 28. According to the data 13,74,8,8,11 were the quantity of individuals of the particular age groups. In this data, larger part of the individuals go under 18-21 age group.

In our Questionnaire, we added question for their occupation. There was dominant part of students. Among 117 responses, there were 93 students which is extremely exceptionally tremendous number currently out of 117; there are 16 working and 5 non-working individuals. According to the rate, 81.6% were students, 14 % were the working population & 4.4% were others.

Are you aware of social media?

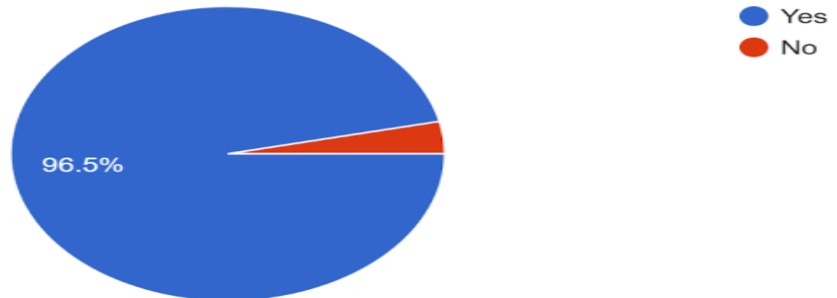
113 responses



The above question from our survey had quite surprising results. As we can clearly see that 95.6% people are aware of social media. From this data we can come to realize that how enormous this platform is. While only 4.4% of people are unaware of social media.

Do you use social media apps or websites?

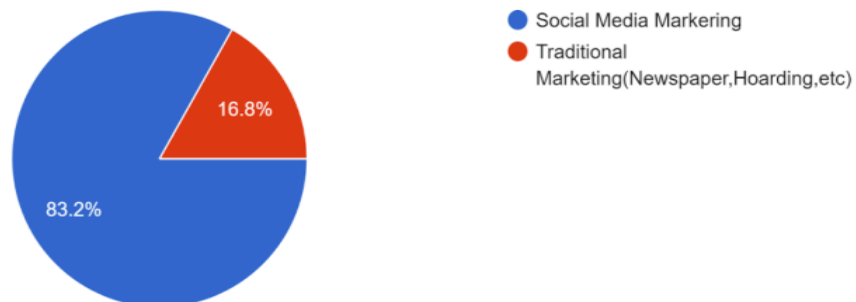
113 responses



The above question from our questionnaire is related to the previous question. The question is that do you use social media apps? The response to the question was somehow similar to the previous question. It was found that 96.5% people use social media, while 3.5% people don't.

According to you which is the best method for marketing?

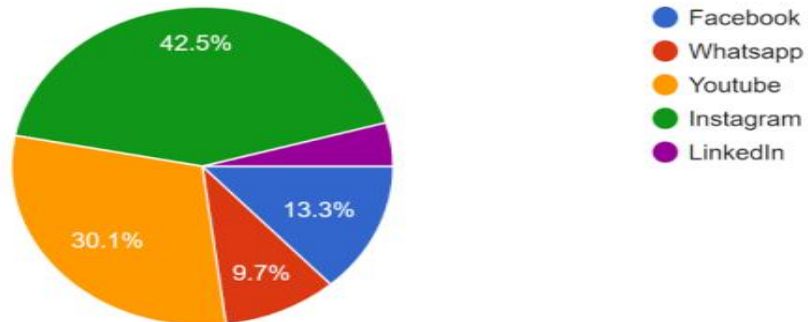
113 responses



Since we are BBA students, we asked people, which is the best method of marketing a product and gave two options, traditional marketing or social media marketing. 83.2% individuals feel that social media marketing is the most ideal way, while 16.8% individuals imagine that traditional marketing is the best way to advertise an item. This data clearly states that social media marketing is an ideal way for business marketing.

Which social media display attractive advertisement?

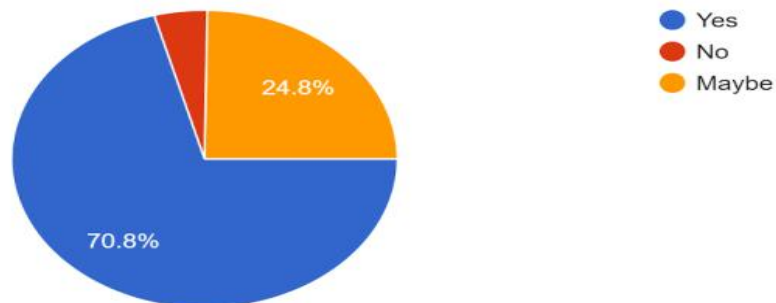
113 responses



Our next question was, which social media display attractive advertisements? To this question majority of the people i.e. 42.5% answered Instagram. The second position is taken by YouTube with 30.1%, then comes Facebook ,Whatsapp and LinkedIn with 13.3%, 9.7% and 4.4% respectively. Hence, according to the survey, Instagram displays most attractive advertisements.

Do you skip ads?

113 responses

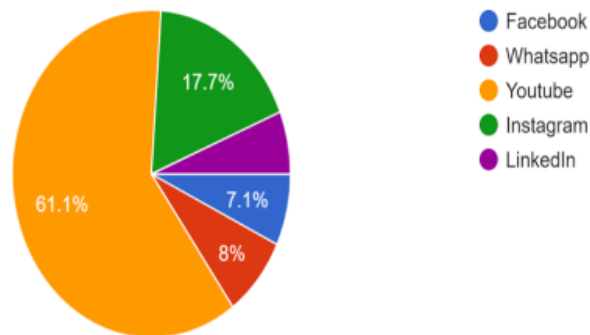


In the above question, we asked people do you skip advertisement? To these question, majority of the people said yes. The rate of people who said yes is 70.8%. While 24.8% people answered maybe, for various reasons like the advertisement displayed maybe

more time consuming ,repetitive ,irrelevant or less attractive or boring .We also found that majority of the people skip advertisements due to the reason that it's more time consuming. And the remaining 4.4% people watch advertisements which occur on different social networking sites.

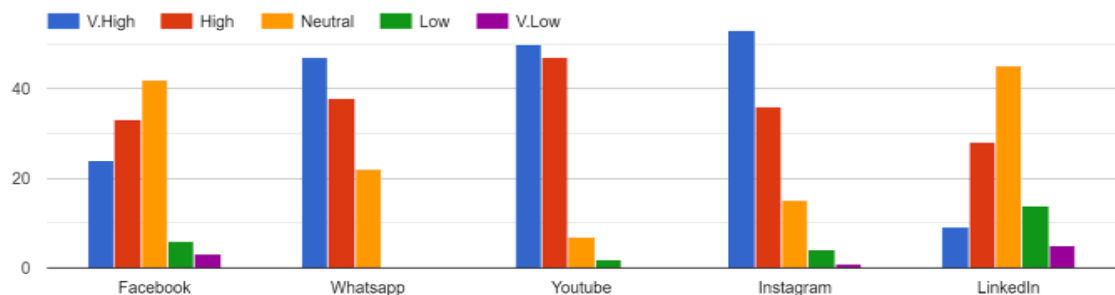
Which social media helps me to search the information about a prouduct?

113 responses



The next question in our questionnaire was that, which social media app helps them to search the information about a product? The majority of the individuals say that, Youtube helps them to search the information about a product. 61.1% population prefers youtube to look over a product. While 17.7% population finds Instagram helpful for searching the information about a product. While 8%,7.1% and 6.1% people prefer Whatsapp, Facebook and LinkedIn respectively.

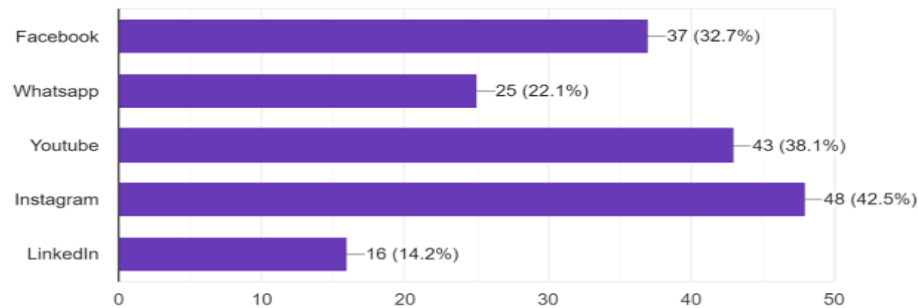
Rate following social media sites on the basis of uses as per your knowledge



In our survey, we also asked people to rate the social media sites like Facebook, WhatsApp, YouTube, Instagram, LinkedIn as per their knowledge. For Facebook and LinkedIn majority of the people voted 'neutral'. While WhatsApp, YouTube, Instagram has been rated 'very high' by the population.

Select the ideal social media for the business promotion

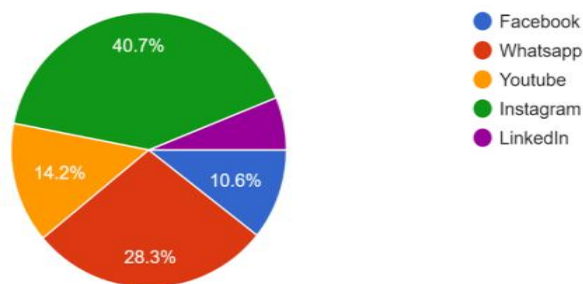
113 responses



At the end of the survey, we asked people to select the ideal social networking platform for business promotion, according to their view. Majority of the population thinks that Instagram is the ideal social networking platform for business promotion. In all, Instagram has got 42.5% of rating. While the second most ideal platform according to the people is YouTube, which has got 38.1% rating. Then comes the Facebook, Whatsapp and LinkedIn with 32.7%, 22.1% and 14.2% ratings respectively. So from the survey conducted by our team we can evidently state that, Instagram is the ideal social networking platform for business promotion.

Which of the following media tool used by you very effectively?

113 responses



As, in the previous question we saw that most of the people think Social media marketing is the best way for business marketing, so in this question we asked people, which social media app do you use more frequently? To this question majority of the people answered Instagram. So, we can clearly state that in today's world, people utilize Instagram more frequently. The rating of Instagram is 40.7%. The second most used app by the population is WhatsApp, which has got 28.3% rating. Then comes the YouTube, Facebook and lastly LinkedIn with 14.2%, 10.6% and 6.2% respectively.

Conclusion:

The development has introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. From our survey we saw that most of the people think that social media marketing is best way to advertise a product, instead of traditional marketing. Social media marketing or in short SMM is one of the most popular, fast growing and trending practice in the area of marketing. 92% of marketers have claimed that social media marketing has given them more exposure to their brand or business and 80% of marketers have mentioned a huge increase in traffic to their website through social media marketing according to HubSpot report.

Our team conducted a survey on Ideal social networking platform for business promotion, in which we found that Instagram has the highest number of ratings for business marketing. Owned by Facebook, Instagram is a popular channel that promises to be one of the best social media platforms for business in 2018. Instagram has more than 700 million active users who log onto the app to enjoy photos and video posts from their friends, family, and yes even brands. As per our survey, Instagram's audience skews a little younger than some of the other social media platforms with 41.2% of people ages 18 to 28 on Instagram. This makes Instagram a great channel for businesses that are aiming to reach an audience that's 30 or younger. There are also high number of female users, making this a great channel for brands that are targeting female consumers.

Instagram's unique social media platform can provide some powerful benefits for your business. One of the best benefits of Instagram is that it allows businessmen to tell their brand's story with unique and engaging visual content. Unlike other social media platforms, Instagram is focused on visuals, both images and video. No matter what

industry your company is in, you can use Instagram to showcase your products and tell your brand story in a way that's visually appealing.

One interesting feature that can be useful in social media marketing in 2019 is Instagram Stories. With Instagram stories, you can take live video and share it with all your followers. With this feature, you can easily provide behind the scenes footage of your business and share important news and updates about a particular product.

Instagram also allows you to message users directly. This can be a great tool for customer service. For instance, if a consumer finds you on Instagram and has a question about your products or services, they no longer have to navigate to your website or pick up the phone to ask. Instead, they can direct message you through Instagram, which allows you to answer questions and address concerns instantly. If this excites you, Instagram may be your best social media platform for business promotion.

In our questionnaire we lastly asked people to answer the ideal social networking platform for business promotion. So, we got, Instagram as the answer from majority of the consumers. Also, it was found that Instagram was more commonly used in today's era by the people of all age groups. So we finally conclude that, Instagram is the Ideal Social Networking Platform for Business Promotion.

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IMPACT OF BLUE OCEAN STRATEGY

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Abstract:

Blue ocean strategy is referred to market for a product there is no competition or very less competition this strategy revolves around searching for a business in which very few firms operate and where there is no pricing pressure. Strategy created by W. Chan Kim and Renee Mauborgne. For example: Apple Technology company which is founded by Steve Jobs, Ronald Wayne, and Steve Wozniak. Which are founded 42 years ago Dated 1 April 1976 and till there is concrete competition. There are many products of Apple technology which having unique criteria e.g. Apple phone named as iPhone in build by ios system MacBook featuring software Unix/Linux which are unique in technology, some examples of blue ocean strategy; Ford's model T B) iTunes C) Polo Ralph Lauren D) Novo Nordisk (pharmaceutical) Four principles of blue ocean strategy: (1) How to create uncontested market spaces by reconstructing market boundaries. (2) Focusing in the big picture. (3) Reaching beyond existing demand and supply in new market spaces and Getting the strategic sequence right. In the current research paper, the researcher is going to do a study of blue ocean strategy and its impact on the business.

Keywords: Marketing, Strategy, Product, Promotion and Market etc.

INTRODUCTION:

During the past decades some famous strategy frameworks for the creation of new business models have been published. Next to the well-known publications of Porter (1991) rather a new model has been introduced, The Blue Ocean Strategy (BOS) framework by Kim and Mauborgne 2004 which rapidly gained worldwide publicity and acceptance until now, no specific validation of the Blue Ocean Strategy has been done yet. This research answers to what amount the Blue Ocean Strategy be stated as valid, reliable and its impact.

BACKGROUND

The blue ocean strategy as a method for developing sustainable profitable framework implies the fundamental idea of developing new innovational markets with a majority of new customer which can be marketed through social media. The Blue Ocean Strategy seems to be a perfect solution for the various social medias to be sustainable successful but the at the same time question arises as to what extend The Blue Ocean Strategy has been tested academically. The real need for the research can be explained by fact by not giving practical user's a scientific verification of the credibility of The Blue Ocean Strategy.

LITERATURE REVIEW:

Alex NG (January 2011):This research tells as about the background and emerging theme in strategy. The strategy has become central focus in management literature and a business world past few decades. However, there is still no consensus and universal definition of strategy at this time. The scope of blue ocean strategy will tend to social media with its marketing. Josmael Roberto (2012): This research tells about critical analysis on the blue ocean strategy and an approach for its integration. This study discusses blue ocean strategy in the context of the strategic planning process and the product development process and explores the possibility of integrating the blue ocean strategy into product development process.

Meysam Jafari Eskandari ,Meysam Miri and Allahyar Allahyary(1 January 2015):This research thinking of blue ocean strategy beyond the competition throughout the history the competition had been the dominant strategy of a different businesses that base on, the companies were trying to gain greater share of the market it should be noted, however, that the fierce competition causing it to be oversupply.

RESEARCH METHODOLOGY

This research consist of the interpretation of general principals of blue ocean strategy gathering on general observation as well as personal experience the notable part of our study on a social media the correlation of blue ocean strategy and social media has been dictated in a research The interpretation of impact of blue ocean strategy and its impact on social network noted in research in various research paper.

Principles of Blue Ocean Strategy:

Principles of Blue Ocean Strategy are the six main principles that guide companies through the formulation and execution of their Blue Ocean Strategy in a systematic risk minimizing and opportunity maximizing manner. The first four principles address Blue Ocean Strategy formulation:

Reconstruct market boundaries. This principle identifies the paths by which managers can systematically create uncontested market space across diverse industry domains, hence attenuating search risk. It teaches companies how to make the competition irrelevant by looking across the six conventional boundaries of competition to open up commercially important blue oceans. The six paths focus on looking across alternative industries, across strategic groups, across buyer groups, across complementary product and service offerings, across the functional-emotional orientation of an industry, and even across time.

Focus on the big picture, not the numbers. Illustrates how to design a company's strategic planning process to go beyond incremental improvements to create value innovations. It presents an alternative to the existing strategic planning process, which is often criticized as a number-crunching exercise that keeps companies locked into making incremental improvements. This principle tackles planning risk. And Using a visualizing approach that drives managers to focus on the big picture rather than to be submerged in numbers and jargon, this principle proposes a four-step planning process whereby you can build a strategy that creates and captures blue ocean opportunities.

Reach beyond existing demand. To create the greatest market of new demand, managers must challenge the conventional practice of aiming for finer segmentation to better meet existing customer preferences. This practice often results in increasingly small target markets. Instead, for this principle shows how to aggregate demand, not by focusing on the differences that separate customers but by building on the powerful commonalities across noncustomers to maximize the size of the blue ocean being created and new demand being unlocked, hence minimizing scalar risk.

Get the strategic sequence right. This principle describes a sequence which companies should follow to ensure that the business model they build will be able to produce and



maintain profitable growth. When companies meet the sequence of utility, price, cost and adoption requirements, then they address the business model risk and the blue ocean idea they created will be a commercially viable one. The remaining two principles address the execution risks of Blue Ocean Strategy. Overcome key organizational hurdles. Tipping point leadership shows managers how to mobilize an organization to overcome the key organizational hurdles that block the implementation of a blue ocean strategy. This principle deals with organizational risk. It lays out how leaders and managers alike can surmount the cognitive, resource, motivational, and political hurdles in spite of limited time and resources in executing blue ocean strategy.

Build execution into strategy. By integrating execution into strategy making, people are motivated to act on and execute a blue ocean strategy in a sustained way deep in an organization. This principle introduces, what Kim & Mauborgne call, fair process. Because a blue ocean strategy performance represents a departure from the status quo, fair process is required to facilitate both strategy making and execution by mobilizing people for the voluntary cooperation needed to execute blue ocean strategy. And it deals with management risk associated with people's attitudes and behaviors.

Examples of Blue Ocean Strategy:

1. Novo Nordisk

Novo Nordisk, the Danish insulin producer, created a blue ocean in the insulin industry by challenging the industry's conventional wisdom about The Danish insulin producer, created a blue ocean in the insulin industry by challenging the industry's conventional wisdom and about which buyer group to target. By looking across buyer groups, it gained new insights into how to unlock a leap in value for a previously overlooked set of buyers. Insulin is used by diabetics to regulate the level of sugar in their blood. Historically, the insulin industry, like most of the pharmaceutical industry, focused its attention on the key

influencers: doctors. The importance of doctors in affecting the insulin purchasing decision of diabetics made doctors the target buyer group of the industry. Accordingly, the industry geared its attention and efforts to produce purer insulin in response to doctors' quest for better medication. The issue was that innovations in purification technology had improved dramatically by the early 1980s. Novo itself had already created insulin that was a chemically exact copy of human insulin. As long as the purity of insulin was the major parameter upon which companies competed, little progress could be made further in that direction and competitive convergence was rapidly occurring.

Novo Nordisk, however, saw that it could break away from the competition and create a blue ocean by shifting the industry's longstanding focus on doctors to the users – patients themselves. In focusing on patients, Novo Nordisk found that insulin, which was supplied to diabetes patients in vials, presented significant challenges in administering. This led Novo Nordisk to the blue ocean opportunity of Novo Pen, the first user-friendly insulin delivery solution that was designed to remove the hassle and embarrassment of administering insulin. Patients could take the pen with them and inject insulin with ease and convenience without the complexity and social embarrassment of syringes and needles.

To dominate the blue ocean it had unlocked, Novo Nordisk followed up by introducing Novo Let, a pre-filled disposable insulin injection pen with a dosing system that provided users with even greater convenience and ease of use. And it later brought out the Innova, an integrated electronic memory and cartridge based delivery system.

Novo Nordisk's blue ocean strategy shifted the industry landscape and transformed the company from an insulin producer to a diabetes care company. Novo Pen and the later delivery systems swept over the insulin market. Sales of insulin in pre-filled devices or pens now account for the dominant share in Europe, Asia and Scandinavia, where patients are advised to take frequent injections of insulin every day. Today, almost thirty years since its initial blue ocean strategic move, Novo Nordisk remains the global leader in diabetes care, with some 70 percent of its total turnover coming

from this offering, which originated largely in the company's thinking in terms of users rather than influencers.

The Novo Nordisk case study illustrates how market boundaries can be reconstructed by looking across the chain of buyers, path three in blue ocean strategy's six paths framework.

2 . T H E F O R D M O D E L T



Ford's Model T, introduced in 1908, is a classic example of a market-creating blue ocean strategic move that challenged the conventions of the automotive industry in the United States. It made the automobile accessible to the mass of the market.

Until that time, America's five hundred automakers built custom-made novelty automobiles. Despite the number of automakers, the industry was small and unattractive with cars unreliable and expensive, costing around \$1,500, twice the average annual family income. But Ford changed all of that with the Model T.

He called it the car 'for the great multitude, constructed of the best materials.' Although it only came in one color (black) and one model, the Model T was reliable, durable, and easy to fix. And it was priced so that the majority of Americans could afford one. In 1908 the first Model T cost \$850, half the price of existing automobiles. In 1909 it dropped to \$609, by 1924 it was down to \$240. A 1909 sales brochure proclaimed, 'Watch the Ford Go By, High Priced Quality in a Low-Priced Car.' Ford's success was underpinned by a profitable business model. By keeping the cars highly standardized and offering limited options and interchangeable parts, Ford's revolutionary assembly line replaced skilled craftsmen with ordinary unskilled laborers who worked one small task faster and more

efficiently, cutting the labor hours by 60 percent. With lower costs, Ford was able to charge a price that was accessible to the mass market. Sales of the Model T exploded. Ford's market share surged from 9 percent in 1908 to 61 percent in 1921. So great was the blue ocean Ford created that the Model T replaced the horse-drawn carriage as the primary means of transport in the United States. This automotive industry case study highlights the common pattern underlying successful blue ocean strategic moves: Value Innovation. It's the simultaneous pursuit of differentiation and low cost that allows companies to unlock new demand and create blue oceans of uncontested market space.

3. iTunes

With the launch of iTunes, Apple unlocked a blue ocean of new market space in digital music that it has now dominated for more than a decade.

Apple observed the flood of illegal music file sharing that began in the late 1990s, enabled by file sharing programs such as Napster, Kazaa, and LimeWire. By 2003 more than two billion illegal music files were being traded every month. While the recording industry fought to stop the cannibalization of physical CDs, illegal digital music downloading continued to grow.

With the technology out there for anyone to digitally download music free, the trend toward digital music was clear. This trend was underscored by the fast-growing demand for MP3 players that played mobile digital music, such as Apple's hit iPod. Apple capitalized on this decisive trend with a clear trajectory with the creation of iTunes in 2003.

In agreement with five major music companies BMG, EMI Group, Sony, Universal Music Group, and Warner Brothers Records iTunes offered legal, easy-to-use, and flexible à la carte song downloads. And by allowing people to buy individual songs and strategically pricing them far more reasonably, iTunes broke a key customer annoyance factor: the need to purchase an entire CD when they wanted only one or two songs on it. iTunes also provided a leap in value beyond free downloading

services via sound quality as well as intuitive navigation, search and browsing functions.

The unprecedented value iTunes offered triggered customers the world over to flock to iTunes with recording companies and artists also winning. Under iTunes they receive some 70 percent of the purchase price of digitally downloaded songs, at last financially benefiting from the digital downloading craze. In addition, for Apple further protected recording companies by devising copyright protection that would not inconvenience users—who had grown accustomed to the freedom of digital music in the post-Napster world—but would satisfy the music industry.

Today iTunes offers more than 37 million songs as well as movies, TV shows, books and podcasts. It has now sold more than 25 billion songs, with users downloading on average fifteen thousand songs per minute. iTunes is estimated to account for more than 60 percent of the global digital music download market. While Apple has dominated this blue ocean for more than a decade, as other online stores zoom in on the this market, the challenge for Apple will be to keep its sights on the evolving mass market and not to fall into competitive benchmarking or high end nichemarketing.

Like Apple iTunes, could you unlock unprecedented value for buyers by looking across path six of blue ocean strategy's six paths framework? Blue Ocean Strategy audiobook is also available on iTunes. Intuit created a blue ocean with its Quicken financial software package by looking across substitute industries and reconstructing boundaries across them.

To sort out their personal finances people can buy and install a financial software package, hire a CPA, or simply use pencil and paper. The software, the CPA, and the pencil are largely substituting for each other. They have very different forms but serve the same function: helping people manage their financial affairs.

Instead of benchmarking the competition, and Intuit created a blue ocean by looking to the pencil as the chief alternative to personal financial software to develop Quicken

software. Intuit focused on bringing out both the decisive advantages that financial software had over the pencil – speed and accuracy.

With Quicken's user-friendly interface resembling the familiar checkbook, it was faster and more accurate than the pencil, yet almost as simple to use. The program eliminated the accounting jargon and the sophisticated features traditional financial software offered and offering only the few basic functions that most customers use.

The product was so simple, easy to use, fun and productive that buyers fell in love with it. Moreover, simplifying the software cut costs. Neither the pencil nor other software packages could compete.

Today, more than thirty years on, quickenstill remains the number-one-selling personal financial software. Microsoft tried for years to dislodge Intuit's value innovation, but after nearly thirty years of efforts and investment, it finally threw in the towel and ceased operations of its contender, Microsoft Money, in 2009.

General observations:

Blue ocean strategy is based on the view that market boundaries and industry structure is not given and can be reconstructed by the actions and beliefs of industry players. This is what the authors call the deconstructionist view.

The market boundaries are only imaginations of manager's mind and it is their imaginations only which opens up the Blue oceans for companies. Innovative idea of Novo pen eliminated entirely the competition as no one else company thought of a better delivery system. By introducing a car model targeting a whole new segment consumer opened an entire ocean for ford to sail freely and so the same for other companied like Apple, Phillips, etc.

CONCLUSION:

W. Kim Chan &Reene Mauborgne consider blue ocean strategy as better option than traditional competition-based strategies (RED ocean strategy) because the traditional ways are necessary for business to run but they have no relevance when the

sustainability of high performance of business is concerned.

Blue ocean strategy is market tested phenomenon and growth of those businesses which followed it are better evidences for its practicability and not the scientific verifications as asked by many traditional business analysts. Blue ocean strategy can be more useful for new entrepreneurs as their vision will always have greater scope in the strategy and they will have more flexibility to alter their business boundaries and push further the limits, And also they will never be at any disadvantage than the established players as they will target the entirely new segment of the market which will provide equal playing ground for all. And hence blue ocean strategy can be considered as more ethical, just, and liberal where one the innovativeness will rule.

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OPPORTUNITIES AND CHALLENGES IN AGRICULTURAL EXPORT**Chordiya Sakshi Chandrakant****Guide: Sandeep Rathod Asst. Prof.****MES Garware College of Commerce, Pune****INTRODUCTION**

Agriculture is an old business activity in India. Agriculture means cultivation and breeding of animals, plants for food, fiber, medicinal plants, and other products use to sustain and enhance human life. Now human labours are replaced by machineries/mechanization because of modern technology. Agriculture have huge scope in future but because of some challenges we are lacking somewhere. Our purpose of study is to decrease challenges and increase production as well as export from India.

STATEMENT OF PROBLEM

International competition for the substitute product. Production of export product is not high.

OBJECTIVES OF THE STUDY

1. To study and understand opportunities and challenges in Indian agricultural sectors.
2. To study challenges faced by Indian farmers and exporters to export the agricultural related products.
3. To find out measures to increase overall Productivity and Export of agricultural goods.

The main objective of this research is to understand the opportunities in agriculture export and what problems are face by Indian people in export of agriculture export.

Which problems mainly face by Indian farmers like political, Whether, like that many problems face by farmers so the main objective of the researcher is to find problems and get solution on that is the objective of researcher.

To find out measures like many policies are only on the paper farmers are not aware about that so find measure on problems and increase production which will help to fulfil the domestic needs as well as which we can export too.

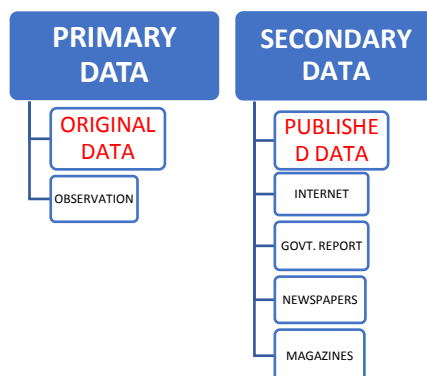
HYPOTHESIS OF THE STUDY

H1 Awareness of Indian farmers regarding new technology and procedure of export and import will help to increase overall productivity and export of agricultural goods.

H0 Awareness of Indian farmers regarding new technology and procedure of export and import will not help to increase overall productivity and export of agricultural goods.

JUSTIFICATION OF HYPOTHESIS

Researcher is finding out that new technologies are coming and like tractors, harvesting machineries, irrigation system like that many new technologies farmers are using for high production. But this technology are really helping to farmers or not? (www.agriinfo.in)



REVIEW OF LITERATURE

There are many technological and institutional innovations which can enable marginal and small farmers to raise agricultural productivity and increase incomes through diversification and high value agriculture.

Before going to technological innovations, we discuss below the policy issues under research and extension in agriculture. These are applicable to small and marginal farmers. 3.4.1. Research and Extension the yield growth for many crops has declined in the 1990s. Technology plays an important role in improving the yields.

Progress in post-harvest technology is essential to promote value addition through the growth of agro-processing industry. Private sector participation in agricultural

research, extension and marketing is becoming increasingly important especially with the advent of biotechnology and More on research and extension, see Rao (2005) 4 See Swaminathan (2007) on research and technology Protection being given to intellectual property. However, private sector participation tends to be limited to profitable crops and enterprises undertaken by resource rich farmers in well-endowed regions. Moreover, private sector is not interested in research for better techniques of soil and water management, rainfed agriculture, cropping systems, environmental impact and long-term sustainability. Therefore, the public sector research has to increasingly address the problems facing the resource-poor farmers in the less endowed regions. The new agricultural technologies in the horizon are largely biotechnologies. Effective research is needed to have biotechnologies suitable to different locations in India.

Regarding extension, the existing Training and Visit (T and V) system of extension is top-down in its approach and there is little participation by the farmers. There is a need to take corrective steps to deal with the near collapse of the extension system in most states. In the absence of public provision of such services, the resource poor and gullible farmers are becoming the victims of exploitation by the unscrupulous traders and money lenders interested in selling inputs such as seeds, fertilizers and pesticides. There is, therefore, an immediate need for reforming and revitalizing the existing agricultural extension system in the country.

The main ingredient of reforms should be :

- (a) Active involvement of farmers through user groups/associations;
- (b) Participation by the private sector and the NGOs;
- (c) increasing use of media and information technology including cyber kiosks to disseminate the knowledge on new agricultural practices and the information on output and input prices; and
- (d) Building gender concerns into the system, for example, by manning the extension services predominantly by women.

The returns to investment on research and extension will be much higher on agricultural growth as compared to other investments.

Technological Innovations

It may be noted that agricultural technologies are 'scale neutral' but not 'resource neutral' (Singh et al, 2002). Small holder-oriented research and extension should give

importance to cost reduction without reduction in yields. Therefore, new technological innovations are needed. “These include low external input and sustainable agriculture approaches based on ecological principles but without the use of artificial chemical fertilizers, pesticides or agro-ecological principles but without the use of artificial chemical fertilizers, pesticides, or genetically modified organisms; and biotechnology” (Thapa and Gaiha, 2011).

The need for adopting the methods of an evergreen revolution has become very urgent now. As Swaminathan (2010) mentions, among other things, there are two major pathways to fostering an evergreen revolution. The first is organic farming. Productive organic farming needs considerable research support, particularly in the areas of soil fertility replenishment and plant protection. The other pathway to an evergreen revolution is green agriculture. In this context, ecologically sound practices like conservation farming, integrated pest management, integrated nutrient supply and natural resources conservation are promoted. Green agriculture techniques could also include the cultivation of crop varieties bred through use of recombinant DNA technology if they are good in resisting to biotic and abiotic stresses or have other attributes like improving nutritive quality (Swaminathan, 2010). See

Rao (2005)

Rural women play a significant role in animal husbandry and are directly involved in major operations like feeding, breeding, management and health care. As the ownership of livestock is more evenly distributed with landless labourers, and marginal farmers, the progress in this sector will result in a more balanced development of the rural economy, particularly in the reduction of poverty and malnutrition. As Singh et al (2002) mention, priorities for live-stock technology development is animal health, nutrition, and reproduction.

Bio-technology:

The term biotechnology covers a wide range of scientific techniques and products that can be used in numerous ways to boost and sustain the productivity of crops, livestock, fisheries and forests. Though agricultural biotechnology is used synonymously with genetic modification by general public, there are many techniques in biotechnology apart from genetic modification. The other techniques are –genomics and bioinformatics, marketed-assisted selection, diagnostic procedures, micro propagation, tissue culture, cloning, artificial insemination, embryo transfer and other technologies (Rao and Dev, 2010). Recently India had two

revolutions in technology. One is BT cotton and the other is hybrid maize. Studies on but cotton showed that small farmers benefited from the introduction of this technology. A study on four districts of Andhra Pradesh (Warangal, Nalgonda, Guntur, Kurnool) examined, among other things, whether the benefits of BT Cotton technology are shared by all groups of farmers across social categories and size groups (Rao and Dev, 2010). The green revolution technologies have been utilized by upper strata of farmers and later gradually spread to other strata. But in the case of biotechnological application, the small farmers and SC and ST farmers also made use of the technology well since the beginning. The small farmers growing but cotton have significantly improved their position compared to the non-BT growing small farmers. The net income improved by 69 per cent and farm business income improved by 108 per cent. This clearly shows that the small farmers are better off with BT cotton than without BT cotton. Same is the case with Scheduled Castes (SCs). BT cotton led to improving the net income by 59 per cent. The farm business income is higher by three times than non-Bt farmers from SCs. Therefore, it is very clear that the farmers from SCs, who are also generally small farmers, got benefited from adopting this technology.

Institutional Innovations agriculture faces many challenges. But, a number of innovative institutional models are emerging and there are many opportunities for small and marginal farmers in India. Institutions relating to (a) land and water management, (b) group or cooperative approach for inputs and marketing and, (c) value chains and supermarkets can enhance productivity, sustainability and incomes of small holding agriculture.

Challenges in Agriculture:-

There are many issues and challenges for small holding agriculture in India. NSS Farmers' survey of 2003 brought out many issues relating to small and marginal farmers. Based on this Survey, NCEUS (2008) says that "some of the general issues that confront marginal-small farmers as agriculturalists are: imperfect markets for inputs/product leading to smaller value On returns to farming, see Sarthak and Mishra (2011)

Role of women:

The importance of women in agriculture has been increasing. The share of rural females in agriculture was around 83 per cent in 2004-05 as compared to 67% among rural men, showing the importance of women in agriculture in rural areas. Percentage

of women among marginal farmers (38.7%) is higher than that for large farmers (34.5%) in 2004-05. These proportions have increased over time. Agriculture is becoming increasingly feminized as men are migrating to rural non-farm sector. They work in “land preparation, seed selection and seed production, sowing, in applying manure, fertilizer and pesticides, weeding, transplanting, threshing, winnowing and harvesting etc. as well as in animal husbandry and dairying, fish processing, collection of non-timber forest produces (NTFPs), back yard poultry, and collection of fuel wood, fodder and other products for family needs” (GOI, 2007).

Impact of climate:

Climate change is a major challenge for agriculture, food security and rural livelihoods for millions of people including the poor in India. Adverse impact will be more on small holding farmers. Climate change is expected to have adverse impact on the living conditions of farmers, fishers and forest-dependent people who are already vulnerable and food insecure.

Water problems:

Water is the leading input in agriculture. Development of irrigation and water management are crucial for raising levels of living in rural areas. Agriculture has to compete for water with urbanization, drinking water and industrialization.

Diversification:

There has been diversification of Indian diets away from food grains to high value products like milk and meat products and vegetables and fruits. The increasing middleclass due to rapid urbanization, increasing per-capita income, increased participation of women in urban jobs and impact of globalization has been largely responsible for the diet diversification in India. Hi-value products have caught the fancy of the expanding middle class and the result is visible in the growing demand for hi-value processed products. There is growing demand for non-foodgrain items in India.

Risk and vulnerability:

There is enough evidence to suggest that poor and poorest of the poor households are vulnerable to a range of risks affecting individuals, households or whole communities which can have a devastating affect on their livelihoods and wellbeing. They have higher exposure to a variety of risks at individual or household level.

Some of them are –

(a) Health shocks: illness, injury, accidents, disability;

(b) Labour market risk: many work in informal sector and have high risk of unemployment and underemployment;

(c) Harvest risks, life cycle risks, social risk and special risks for vulnerable groups.

In addition, they have community risks such as droughts, floods, cyclones, structural adjustment policies etc. Small and marginal farmers are vulnerable to all these risks. Most of the coping mechanisms followed by households are: borrowing, sale of assets, spending from savings, assistance from relatives and govt., expanded labour supply, child labour, bonded labour, reducing consumption, migration etc. Comprehensive social protection programmes are required to address the negative effects due risks and vulnerabilities. India has many social protection programmes.

Roles, Challenges and Opportunities For Small Holding Agriculture In India:

In This Section, we examine the role, challenges, policies and opportunities for small holding agriculture in India. India is a big country with 1.2 billion population. One state's population is closer to that of Europe. Therefore, there is also a need to look at regional level to bring out the variations.

Role of Small Holding Agriculture

Structure of land holdings: India is a land of small farmers. According to Agricultural Census 2000-01, there were an estimated 98 million small and marginal holdings out of around 120 million

Access to Irrigation:

The access to irrigation has increased for all categories of farmers. It is the highest for marginal farmers followed by small farmers. Table 5 indicates that the percentage of area under irrigation for small farmers increased from 40 in 1980-81 to 51 in 2000-01. On the other hand, for large farmers it rose from 16 to 31% during the same period. It may, however, be noted that large farmers capitalize on cheaper sources like canals while small farmers have to rent water.

Access to Fertilizers and Area under HYV:

The fertilizer per hectare is inversely related to farm size for both irrigated and unirrigated areas (Table 6). It increased from marginal farmers in irrigated areas from 100 kgs. In 1980-81 to 252 kgs. In 2001-02. In fact, the per hectare consumption for all farm sizes was similar on irrigated areas in 1981-82 but it rose faster for marginal farmers and small farmers in 2001-02. This is true in the case of unirrigated areas also.

Cropping Patterns:

Do small and marginal farmers grow high value crops? Table 9 shows cropping patterns by size of farms.

Birthal et al (2011) provide four conclusions from these cropping patterns:

- (a) Small and marginal farmers allocate larger proportion of their cultivated land to high value crops like fruits, and vegetables;
- (b) Small and marginal farmers seem to have comparative advantage in growing vegetables than fruits because of quick returns in the former;
- (c) Small and marginal farmers allocate larger proportion of rice and wheat than other farmers;
- (d) Small and marginal farmers allocate lower proportion of land to pulses and oilseeds.

Issues and Challenges for Small Holders

There are many issues and challenges for small holding agriculture in India. NSS Farmers' survey of 2003 brought out many issues relating to small and marginal farmers.

Credit and Indebtedness:

Small holdings need credit for both consumption and investment purposes. Increasing indebtedness is one of the reasons for indebtedness among these farmers in recent years. Table 16 shows that overall indebtedness is not higher for small and marginal farmers compared to large farmers. However, the indebtedness for the small & marginal farmers from formal institutional sources is lower than large farmers and the reverse is true in the case of informal sources. The dependence on money lenders is the highest for sub-marginal and marginal farmers (Table 17). Table 18 shows that the share of formal source increases with the size of land. At all India level, the share of formal source varies from 22.6% to 58% for small and marginal farmers while it varies from 65 to 68% for medium to large farmers. Dependence of small and marginal farmers on informal sources is high even in states like Andhra Pradesh, Punjab and Tamil Nadu. For example, small and marginal farmers of Andhra Pradesh have to depend on 73% to 83% of their loans on informal sources. This indicates very low financial inclusion for Andhra Pradesh. The NSS data also shows that across social groups, the indebtedness through formal sources is lower for STs as compared

to others. Globalization challenges: Increasing globalization has added to the problems faced by the small holding agriculture. The policies of huge subsidies and protection policies by developed countries have negative effects on small holding farmers in developing countries. If support is not given to small farms, globalization may become advantageous for large farms. There has been adverse impact of trade liberalization on the agricultural economy of the region's growing crops such as plantation, cotton and oil seeds in which foreign trade is important.

Which machineries are replaced to human or Animals?

Tractor and power

Tractor / Two-wheel tractor

Tracked tractor / Caterpillar (cnbc.com)

Soil cultivation: -

Cultivator (of two main variations)

Dragged teeth (also called shanks) that pierce the soil.

What is the Scope of agriculture?

- Proverbially, India is known as “Land of Villages”. Near about 67% of India's population live in villages. The occupation of villagers is agriculture. Agriculture is the dominant sector of our economy & contributes in various ways such as:
- **National Economy:**

In 1990 – 91, agriculture contributed 31.6% of the National Income of India, while manufacturing sector contributed 17.6%. It is substantial than other countries for example in 1982 it was 34.9% in India against 2% in UK, 3% in USA, 4 % in the Canada. It indicated that the more the more the advanced stage of development the smaller is the share of agriculture in National Income.
- **Total Employment:**

Around 65% population is working & depends on agriculture and allied activities. Nearly 70% of the rural population earns its livelihood from agriculture and other occupation allied to agriculture.
- **Industrial Inputs:**

Most of the industries depend on the raw material produced by agriculture, so agriculture is the principal source of raw material to the industries. The industries like cotton textile, jute, paper, sugar depends totally on agriculture for the supply of raw material.

- **Food Supply:**

During this year targeted food production was 198 million tons & which is to be increased 225 million tons by the end of this century to feed the growing population of India i.e. 35 corers in 1951 and 100 corers at the end of this century. India, thus, can meet almost all the need of its population with regards to food by develop intensive program for increasing food production.

- **State Revenue:**

The agriculture is contributing the revenue by agriculture taxation includes direct tax and indirect tax. Direct tax includes land revenue, cesses and surcharge on land revenue, cesses on crops & agril income tax. Indirect tax induces sales tax, custom duty and local octri, etc. which farmer pay on purchase of agriculture inputs.

- **Trade:**

Agriculture plays and important role in foreign trade attracting valuable foreign exchange, necessary for our economic development. The product from agriculture-based industries such as jute, cloth, tinned food, etc. contributed to 20% of our export. Around 50 % of total exports are contributed by agril sector. Indian agriculture plays and important role in roads, rails & waterways outside the countries.

Why too much wastage in agriculture?

In India lack of storage capacity or lack of warehouses this main problem leads to high wastage in agriculture.

In agriculture Fruits, Vegetables and many food items are perishable they need cold storage, but it is very expensive, so it is not affordable to all farmers or farmers who have small holdings in agriculture.

Rates are very cheaper means for production farmer invest high cost in fertilizers or in seeds but in return they are not able to reach to expenses and if they want to sale in large market again packaging charges transportation charges are high that time many farmers prefer to waste or through it in dustbin. (fao.org)

Techniques of cultivation?

There are two methods of cultivation adopted by farmers for increasing production on land. They are:

1. Extensive cultivation:

When more and more land is brought under cultivation to increase production, it is called extensive cultivation.

2. Intensive cultivation:

When more and more units of labour and capital are applied on the same land to increase production, it is called intensive cultivation. This method of cultivation is adopted in those countries where land is scarce, and its area is limited. This method of cultivation is used in old countries of Europe like England, Germany, France, etc.

Ways to, Increase Exports: -

- Countries often increase exports by increasing trade protectionism. They raise taxes on imports, making them more expensive.
- The subsidy lowers business costs so they can reduce prices.
- Countries boost exports is through trade agreements.
- Most countries increase exports by lowering their currency value. It lowers the prices of goods.

How farmers can increase the production capacity?

The following points highlight the top eleven suggestions to increase agricultural productivity.

1. Transport facilities:

To facilitate the farmers to produce new farm inputs and enable them to sell their product in markets, villages should be linked with mandies.

It would help to raise their income which in turn stimulates the farmer's interest to adopt better farm technology with sufficient income.

Thus, the cultivator can invest more for the improvement of land.

2. Irrigation facilities:

Crop productivity depends not only on the quality of input but also on the irrigation facilities. Therefore, canals, tube wells should be constructed to provide better irrigation facilities for the security of crops. Extensive flood control measures should be adopted to prevent the devastation caused by floods.

3. Institutional credit:

To save the farmers from the clutches of moneylenders, adequate credit facilities should be made available at reasonable cheap rates in rural areas. The land mortgage banks, and co-operative credit societies should be strengthened to provide loans to the cultivators. Moreover, integrated scheme of rural credit must be implemented.

4. Proper marketing facilities:

Marketing infrastructure should be widened and strengthened to help the farmers to sell their products at better prices. There should be proper arrangements for unloading of the produce in the markets. Besides, price support policy must be adopted and minimum prices should be guaranteed to the peasants.

5. Supply of quality inputs:

The farmer in the country should be supplied with quality inputs at proper times and at controlled prices. To protect the farmer's exploitation, effective steps are needed to be taken to check the sale of adulterated fertilizers.

6. Consolidation of holdings:

In various states consolidation of holdings is not satisfactory. Therefore, efforts should be made towards completing the consolidation work in the specific period of time. Big areas of land which are lying waste, can be reclaimed and made fit for cultivation.

7. Agricultural education:

In a bid to guide and advise the farmers regarding the adoption of new technology arrangements should be made for agricultural education and extension services. It would assist the farmers to take proper crop-care leading to increase in crop productivity.

8. Reduction of population on land:

As we know, that in our country, majority of population depends on agriculture to earn their both ends meet. This increases the pressure of population on land which leads to subdivision and fragmentation of land holdings.

Therefore, proper climate should be generated to encourage the farm people to start employment in subsidiary occupations. It will help to reduce the population pressure on land. Surplus labor should be withdrawn from agriculture sector and be absorbed in non-agricultural sector.

9. Provision of better manure seeds:

The farmers should be made familiar with the advantage of chemical fertilizer through exhibitions and these inputs should be made easily available through co-operative societies and panchayats. Liberal supplies of insecticides and pesticides should be distributed at the cheap rates all over the countryside.

10. Land reforms:

It is also suggested that efforts should be made to plug the loopholes in the existing land legislations so that the surplus land may be distributed among the small and marginal farmers. The administrative set-up should be streamlined and corrupt elements should also be punished. It will help to implement the law properly.

11. Co-operative farming:

To check the sub-division and fragmentation of holding, the movement of co-operative farming should be launched. Co-operative farming would result in the adoption of modern technology on so-called big farms. In this way, agriculture will become profitable occupation through economies of large-scale farming.

12. Development of cottage in addition small scale industries:

In rural areas, more emphasis should be made to set up cottage and small scale industries. This will raise the income of the peasants and keep them busy during the off season. (economicsdiscussion.net)

How to find international buyers?

Five tips to find export buyers for your products.

Foreign Agencies

Many foreign countries have state-sponsored or state-controlled companies or agencies sometimes called a trading company, which import products, usually in bulk orders. **Buying Agents**

Some foreign agencies are proactive and have buying agents in the U.S. actively looking for suppliers such as yourself.

Foreign Wholesalers

Just as there are wholesale distributors in the U.S., there are wholesalers in other countries. **Commission Agents**

Similar to foreign agencies having their own agents looking for your products, foreign wholesalers do as well.

Your Own Salesperson

Don't believe you have to do all the work yourself. Just like foreign wholesalers commission buyers to find imports on their behalf, you can commission a sales representative to find individuals and firms for your exports.

India's Export of Agricultural products between Jan 2016- Jan 2017: -



FINDINGS: -

India's agricultural export in Jan 2016 was 177,2683 billion INR and in Jan 2017 is 187,9117 billion INR.

The growth rate is not so high.

With comparing to December 2016 it is very low in Jan 2017 the difference is near about 20 billion INR. Which affect the GDP of country.

TESTING OF HYPOTHESIS:

H1 Awareness of Indian farmers regarding new technology and procedure of export and import will help to increase overall productivity and export of agricultural goods.

H0 Awareness of Indian farmers regarding new technology and procedure of export and import will not help to increase overall productivity and export of agricultural goods.

As per the data analysis done by the researcher, H1 (Alternative hypothesis) **Stands Proved**, hence H1, Awareness of Indian farmers regarding new technology and procedure of export and import will help to increase overall productivity and export of agricultural goods **be accepted**.

SUGGESTIONS:-

- ❖ Need Help centres which will help freely to needy ones and to them who are intrested in this field.

- ❖ Researcher would like to suggest that people who enter in service industry if they will try to enter in business field they can create employment which will help to solve the problems of unemployment.
- ❖ When people enter into Export field it will be the good start of earning foreign currency.
- ❖ Researcher would like to suggest farmers that try to use new technology which will help to decrease ur work load and will increase production.
- ❖ New technology increase production and it will give more earnings so buying and spending capacity of farmers will also increase.
- ❖ India is 40% based on agriculture sector and climate of India is suitable for all type of crops so it is positive point for us and it is change given by nature to country to increase agriculture export and grow high.
- ❖ In export field challenges face like lack of knowledge about the documentation, finance and procedure but now a days government working on it so many organisations are ready to help
- ❖ EXIM bank arrange finance provide facilities like letter of credit and all
- ❖ MCCIA help to create trade and help to stand in foreign market.
- ❖ DGFT gives IMPORT EXPORT CODE so export will be legal.
- ❖ Like that many organisations help to exporters . Exporters just need to take interest and need to show ability to stand in export market.

CONCLUSION:-

In this research researcher would like to conclude that there is many schemes available in India for agricultural export and farmers and exporters are taking benefit of it.

And it is going to help in increase in agricultural export of India.

There are many problems Face by India agriculture exporters but many institutions like MCCIA, Export Promotion Council, Chamber of Commerce are giving correct directions, motivating exporters, and helping them in increasing an agricultural export.

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ABSTRACT:

Marketing is the study and management of exchange relationships. Marketing is one of the Premium components of business. Rapid and constantly growing technological advancement is resulting in new trends in marketing. There are various digital marketing trends and strategies are evolving in current high-tech internet connected era. Some of them are Artificial Intelligence, Programmatic Advertising, Chabots, Influencer Marketing, Virtual Stores and Visual Searches, etc. These are some recent trends and strategies used by an organization to promote their product. Statistical data is showing that there is tremendous amount of increase influencer marketing in recent years. The evolution of big data and advance analytic have made it possible for marketers to build the clear picture of target audience also the common surveys which are conducted are showing that customer is more influenced by digital marketing methods. Digital marketing is growing filed and has various advantages overtraditional marketing techniques. In the current research paper, the researcher is going to study the emerging digital trends in marketing and its impact on business performance.

Keywords: *Marketing, Digital marketing, Business Intelligence and Impact etc.*

INTRODUCTION:

It has become appealingly obvious that our technology has exceeded our humanity. While quoting this Albert Einstein might have not thought that one day technological advancement will be on verge of overtaking the entire humanity however today technology is booming marked full of exciting and innovative products with the products there comes the responsibility of making it a success by sales of more unit of product. Marketing is one of the techniques to promote the product for more sales. With the rapidly growing technological environment everything is going digital and marketing is not an exception to it. With so much digitalization companies are jumping online to market their business.

According to January 2019 de 24% of 5700 global markets accept that social media has evolved as important part of their marketing in last five years. With the ever-growing competition market must be one step ahead to achieve great success however digital marketing techniques are acting as a Trump card for markets to attract more consumers and increase sales. Over the years marketing field has witnessed a dramatic shift. There may have been a time when you could have dismiss artificial intelligence or visual Searches as gimmicks from latest blockbuster science fictional film but that time is long gone and digital marketing techniques have come a long and digital marketing techniques have come a long way since then. With the unpredictable nature of business there emerges a new trend in digital marketing which acts as backbone to promote any business.

Components of Digital Marketing:

1) Artificial Intelligence

Artificial intelligence has come a long way since its inception and is only continuing to intensify taking over many industries. AI is more accurate and user friendly which gives it an upper hand over other methods. AI is constantly learning and improving and so as our markets ability to develop highly insightful campaigns. Over the years AI has covered a lot of progress as even smaller business are moving towards AI for product promotions.

- 2) Chabot's: Bots is recently evolved concept and Bot-powered commerce is our modern-day manifest destiny. Chabot is nothing but a computer program which can mimic a human conversation in form of text or speech. Chabot's are initiative, low key and engaging so marketers instantly booked on to idea of catboats. According to research 57% customers prefer live chat to get queries answered. Chabot's help I improve service experience by reducing customer wait time and giving 24*7 service which helps marketers to attract more consumers.

3) Social Media

Today social media marketing is one of the most important digital marketing channels. It is computer-based tool which allow people to create, exchange ideas information or picture about companies' products or service. Due to more and more peoples now days moving towards the social media platform, it makes so easy for marketers to influence the peoples and attract more sales.

4) Search Engine Optimization (SEO)

SEO is simply the technique to attract more traffic to your website. SEO is collection of tools and the best practices which helps your website rank higher in search engine results, thereby driving more traffic to your site, Nowadays SEO is the time job for small business and gain proper market for it.

- 5) **Influencer marketing** Influence marketing is mainly focused on certain influential peoples than whole social media. Influencer marketing offers brand the potential to unify their marketing, PR, sales, products, digital marketing and social media through powerful and relevant relationship based communication. Both the ROI and marketing potentials to influencer marketing are immense. Certainly, the value of influence over customer is not a novel concept in marketing but a customer conversation continue to evolve influences are playing vital role in breaking online cluster.

6) Pay per click

Pay per click marketing is a way of using search engine advertising to generate clicks to your website rather than earning these clicks organically pay per click is good for searchers and advertisers. It is better way for companies' ads since it brings low cost and greater engagement with product and service.

7) Virtual Reality

Virtual reality or simply a VR may have started in gaming world but now it has step foot in marketing industry too. VR is fascinating memorable and fresh which helps it stand out among video marketing trends. The graphics explains that consumers feels positive sentiments towards brands and invests in VR experience becomes memorizing which attracts a consumer towards product and helps marketers gain sales. IKEA and Alibaba are the prime examples for marketing with help of VR.

The use of digital channels to strengthen customer loyalty has received surprisingly little attention, despite the obvious opportunities for using these channels to keep in touch and serve customers cost-effectively. It seems like the concept of "digital marketing" has been used more operationally, while the theoretical understanding and comprehensive models of how and why to use different digital channels are still developing.

Review of Literature:

Afrina Yasmin (2015) in this research paper researcher has given a brief information about effectiveness of digital marketing in current technologically advanced era. The

research states that digital marketing has become an essential component of strategies of many companies. Further she also adds that even small scale companies are favouring digital marketing Trends to occupy more market and build an established business. She also stated that companies should be more proactive in their approach towards developing more efficient ways of digital marketing and should create innovative customer experience.

PreetiJeeven (2015) in this research paper researcher explains that digital marketing Trends are evolving in India. Indian businesses are starting to consider digital marketing as a serious option to attract consumers. However, internet is still pretty much small and in coming future it will surely goes under lot of expansion. With respect to current scenario large number of populations still fancy themselves to spend offline therefore researcher considers more customer friendly approach in digital marketing will surely help in gaining more consumers

Johanna Narkiniemi(2013) the researcher in this research paper has commented on the evolution of traditional marketing techniques to modern techniques and how digital marketing has change the approach of marketers. Researcher has also stated that traditional marketing channels such as TV, Radio etc. are overtaken by social media platforms which help in targeting audiences in more efficient way. With the evolution of the marketing techniques and more technical advancements companies are earning more revenue which has increasing their wealth.

P. Sathya(2016) in her in depth analysis researcher has stated that digital marketing is turning out to be a crucial approach for many companies. Inexpensive and easy to operate digital marketing techniques are helping small scale businesses to gain more success. Organizations' are considering the digital marketing as their peak priority. Digital marketing is having a positive influence on people's and good relationship with customers is helping marketers to promote and increase sales of their products

Research Methodology

Primary Data: Research is done through collection of data by conducting a small survey focusing on how people are aware about Digital Marketing

Secondary data: Secondary data is collected from books, newspapers, magazines and blogs to develop theory

Objective: To identify and obtain people's reactions on digital marketing Trends

Universe/Population: Opinion of about 80 people is taken

Background: All the peoples are students or graduate working professionals

Sample size: expected: 80. Actual responses: 74. Incorrect: 9. Correct: 65

Data Interpretation:

Table1: Prefer online shopping or not

Particulars	No. Of responses	Percentage
Shops online	56	86.15%
Do not shop online	9	13.85%

Table 2: Awareness about Digital Marketing

Particulars	No. Of responses	Percentage
Having knowledge about Digital marketing	53	81.53%
Not having knowledge about digital marketing	12	18.47%

Table3: Thinks digital marketing is better

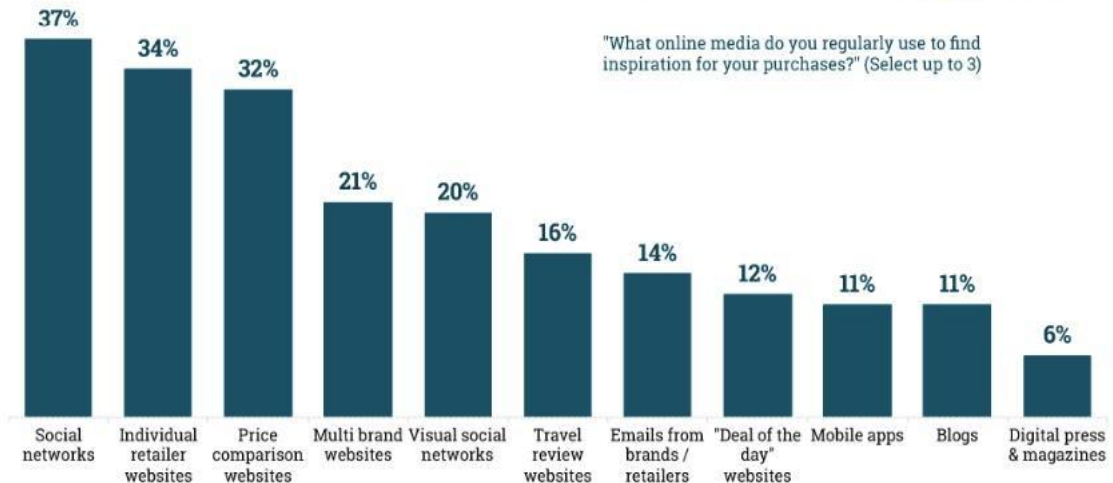
Particulars	Responses	Percentage
Digital marketing is better	60	92.30
Traditional marketing is better	5	07.80

Over the years digital marketing has changed whole course of the game and emerged as a new way of marketing a product in very reasonable and efficient way. Over one third of online shoppers use social media and 37% of online shoppers report using social media for inspiration when they're ready to make a purchase. Which makes it leading digital marketing tactic, if return on investment is major concern for a marketer then digital marketing is a very good answer to it statistical data has proved that for every 1\$ spent on a Google Ads. Business makes average of \$2 in revenue

However worldwide digital ad spend is predicted to reach staggering \$375 billion by the 2021 which just proves that digital marketing is going to become the most popular

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Online Media Used for Purchase Inspiration



Published on MarketingCharts.com in March 2018 | Data Source: PwC

Based on a survey of 22,000 consumers in 27 territories around the world.

marketing strategy to attract audience, As far as the influencer marketing is concerned Instagram is leading the way for being best platform. Stats shows that about 70% teens trust influencers more than traditional celebrities while 49% consumers depend on influencers recommendation.

Digital Advertising Revenues

US Market 2013-18 (in billions)

By 2018 mobile should account for 29.2% of online ad revenues. That translates to a projected spending of \$19.2 billion on mobile advertising in 2018, compared to \$7.1 billion last year.



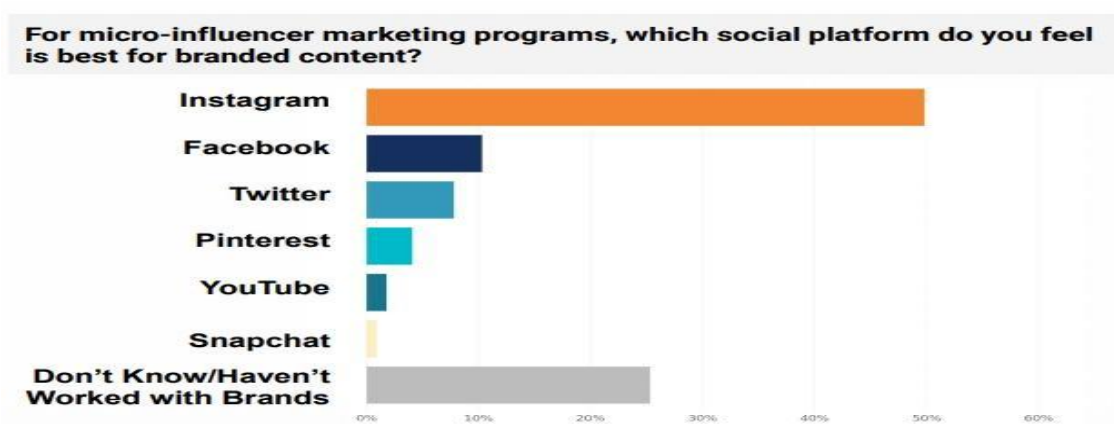
Source: <http://www.marketingcharts.com>

Findings

- Most of the peoples are aware about online shopping and knows about digital marketing.
- Over 92% peoples thinks that digital marketing is actually a better way to promote products then conventional ways
- Digital advertisements are providing companies with twice a revenue

- Social media marketing is leading the way in digital marketing with over 37% people's actually get influenced by social media advertising
- Instagram is considered as the best micro influencer marketing program followed by the Facebook, Twitter and Pinterest
- Digital marketing has expected to grow a lot in future and will keep on benefitting the marketers
- Digital marketing is helping companies more revenue that is why companies are more focusing on it.

Case studies Case 1 : Domino's



We all know about Domino's and their sheer marketing brilliance after a turnaround in 2009-2010. One of their recent campaign named Domino's anywhere has also named them in some top publications like Forbes's, wired as well the goal of the campaign is so simple and that was to make their pizza as easy to order as possible from any of social media platform

It started with Twitter and further it goes on adding Facebookmessenger, Amazon, Alexa, Slack as well. A brilliant Ad. Campaign saw an exciting turn around and results in gaining more customers. It made buying a pizza extremely convenient.

It shows that digital marketing is not restricted to content marketing, email marketing or advertising but you need to consider the communication channels as well changing how your product is ordered is another aspect of creative digital marketing.

Case 2: Tesla Tesla is relatively very new and a young brand in automotive industry as it is founded in 2003 by Martin Eberhard and Elon Musk however in very short period of time tesla has come a long way. Their accurate marketing strategies have made them achieve lot of success in very short period of time

Tesla's success on social media is really impressive despite being a very younger brand as compared to automobile industry giants BMW, Audi and Chevrolet they rank third in most mentioned brands on Twitter surpassing top most automobile manufacturers like Volkswagen, Mercedes Benz and Chevrolet this is an implacable statistic for a company which has been founded as early as 2003

The amazing fact about Tesla's Twitter dominance is that despite twitting only 4 or 5 times a month it has gain this much popularity and credit goes to the incredible marketing team tesla has in their ranks

The major element behind Tesla's success is their live events. Their live events grab tons of attention and hype which helps tesla in marketing on social media platforms. Over the year's tesla has achieved tremendous amount of success just because of their live events and twitter activity.

This shows Tesla's social media marketing helps them in overtaking topmost manufacturers in short amount of time and proves digital marketing is playing vital role in empowering businesses

Conclusion:

We are changing the world with technology and the science of today is technology of tomorrow. When technology and marketing go hand in hand with each other this results in creating wonder's in business. Last decade has saw lot of changes in business world and has given significant importance to digital marketing. Nowadays a successful businessman always prefers optimization of digital resources to market their products and earn income. Customers approach towards digital marketing has changed a lot with respect to time. Marketers have undertaken some serious steps to ensure that their product is influencing the target audience. Statistical analysis is showing that digital marketing strategies are punching above their weight and generating more revenue for an organization. Peoples are also aware about digital marketing which is making it easy for marketers and digital marketing methods are helping in maintaining a fluent buyer – seller relationship. Due its ease and effectiveness marketers are also keen on giving full service to the consumers. Digital marketing increases brand loyalty and give a global reach to even a small-scale business. Due to tremendous amount of accuracy it makes really easy to reach target audience. Technology also helps in keeping accurate records and statistical data for the study and forecasting of market conditions. Digital marketing

has become really crucial aspect in modern day marketing and may achieve something more if it considers consumer desires as a peak priority.

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MODERN-DAY SOURCES OF E-FINANCE: CASE STUDIES ON ANGEL FINANCE, CROWDFUNDING AND BOOTSTRAPPING IN INDIA

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ABSTRACT:

In a digital economy, E-business is a trending form of business and so is E-finance a fast-sought-after option. E-commerce has emerged to be one encouraging factor making it easier and simple for businesses to get started and tackle the initial start-up issues and concerns of business. Over the years, many new forms of e-finance have emerged, evolved and evoked attention. The research paper makes an attempt to review a few of the modern-day sources of e-finance. The paper presents a brief on three modern day sources of e-finance- Angel Finance, Crowd Funding and Financial Bootstrapping, their emergence in India and the legal framework for these sources. Three case studies presented as to how these modern-day sources have been used by business, evolving over the years as e-businesses: “how it works”, “transformation in all these years” and their successful as well as their failure stories.

Key words: E-finance, Financial Bootstrapping, Angel Finance, Crowdfunding, E-Business

INTRODUCTION

In a digital economy, businesses are transformed as E-business and finance has transformed into E-finance. E-commerce has emerged to be one encouraging factor making it easier and simple for businesses to get started and tackle the initial hitches, issues and concerns of business. Over the years, many new forms of e-finance have emerged, evolved and evoked attention. In more recent times, India's E-commerce is growing at a rapid rate with government initiatives such as Skill India, Startup India and Make in India contributing further to the growth of E-commerce. The emergence and development of the digital economy has led to sources of finance to also evolve as sources of E-finance. There are many sources of e-business finance available such as venture capital, business incubators, angel finance, lease finance, crowdfunding, and many more. The paper makes an attempt to review the modern-day sources of e-finance, namely- Angel Finance, Crowd Funding and Financial Bootstrapping, their emergence in India and the legal framework for these sources. The paper concludes

with three case studies on how the modern-day sources have been used by business, to evolve as e-businesses and be successful. The study mainly focuses on how businesses have adopted and adapted to changing technology along with the changing perspective. It highlights the fact that small ideas can change and emerge over time with changing business patterns.

REVIEW OF LITERATURE

Title & Author	Publication	Findings
Angel investments in India. – Trends, prospects and issues in the current economic backdrop-background note by Sabarshanthan G.	IIMB Management Review April, 2019	Speaks about angel investments in India and the angel networks. And how the networks have popularized the websites. Highlights the fact that Angel networks are growing at a fast pace and should attract the attention of policy planners.
A study on crowdfunding and its implications in India Prinsha K.	PARIPEX Indian Journal of Research January, 2016	Focuses on how crowdfunding has to be targeted towards the right investor otherwise, it may be an opportunity lost.
The Indian Start-ups Ecosystems: Drivers, Challenges and Pillars of support.	ORF September, 2019	Presents the current state of start-ups, the challenges faced, opportunities recognized and identifies the pillars of strength to the start-ups in India.

OBJECTIVES

- To understand the modern-day sources of E-Finance.
- To review the growth and legal framework for these sources of E-finances.

The research paper makes an attempt to study the following sources– Angel Finance, Financial Bootstrapping and Crowdfunding.

METHODOLOGY OF RESEARCH

The research paper is descriptive in nature. The research paper is based on secondary data; an analysis of the modern-day sources of E-finance is present along with case studies of E-businesses that choose to E-finance their businesses. Data and information

are collected research papers and website of financial institutions and business organizations.

The three modern-day sources chosen for the study are Angel Finance, Crowd funding and Financial Bootstrapping. The sources are chosen based on the businesses that support and finance. The three case studies present are Josh Talks for Angel Finance, Rang De for Crowd funding and Quick Heal Technologies Ltd. and Fusion Charts for Financial Bootstrapping. These businesses gradually moved to become E-businesses for a larger reach and resorted to modern day sources of E-finance for financial support and strength.

Modern Day Sources of Finance

Angel Finance- The main purpose of angel finance is to ease the business constraints and obstacles for people wanting to create startups and on the other hand provide the investors willing, to invest in the early stage of the business. It has its origin in USA in the late eighties.

The angel investors are the people who hold a reputed position and they provide financial support along with advice, mentorship, and guidance to the young or new entrepreneurs who are in the initial stage of starting a company, on other words, a start-up. Angel investors invest only in those companies in which they have expertise knowledge. These angel investors not only concerned about their return on investments or capitalization but also relate to other factors such as exit strategy, target market size, growth, vision and so on.

It has been some time that Angel Finance came to India, to mention a few, the Indian Angel Network” in April 2006, “Lets Venture” in May 2013 and “Lead Angels” 2014. Some of the Angel Investors in India are –

1. Rajan Anandan, MD, Google India and South East Asian region, who invested in start-ups like Unacademy, Travel Khana, EasyGov, Instamojo, Mobilewala. The main area of investment are in digital technology such as mobile, internet and SaaS
2. Ritesh Malik, Founder, Innov8 (The co working space) invested in start-ups like Techno labs, Nismo Robotics, Fins Robotics, Josh Talks with the main areas of investment as healthcare, hardware, robotics
3. Kunal Bahl, CEO, Snapdeal invested in start-ups like OLA, Unicommerce, Jugnoo, Bewakoof.com with areas such as E-commerce, artificial intelligence. Etc.

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4. Kris Gopalkrishnan, Co-Founder, Infosys invested in start-ups like Lookup, First Cry, Hunger Box, ACKO Insurance with areas of interest such as IT firms, B2B tech firms.

Regulation The network part of the angel finance is governed by the Governance Committee of the investor's level. Besides, there is also a regulatory committee of SEBI that looks into the functioning of angel's funds in order to avoid cases of money laundering. Various guidelines referred by SEBI as Alternative Investment Guidelines have been established for both entrepreneurs and investors regarding lock in period, minimum and maximum amount of investments and so on.

Case Study: Josh Talks

Josh talks was co-founded by two college students ShobhitBanga and Supriya Paul in the year January 2015, headquartered in Gurugram (Haryana). The idea behind the *Josh Talks* was to widen the scope of the younger generation and provide them with various opportunities. *Josh Talks* invites people successful in their fields to share their life experiences. At the initial stage, the co-founders did faced financial crunch; they had to work at sponsors for funds. The Angel investors Ritesh Malik and SumitRanka hand-held *Josh talks* in the seed round stage.

The growth of the *Josh Talks* has been phenomenal; with as little as 30 talks in 2015, more than 1080 talk shows were conducted in 2018. *Josh Talks* is now available in nine regional languages (English, Gujarati, Hindi, Marathi, Malayalam, Tamil, Bangla, Telugu, and Punjabi). They have more than 3 million YouTube Subscribers and more than 1.5lakh attendees for their talk shows. *Josh Talks* has extended its profile from merely sharing stories from educational prospects to share stories from the achievers from other fields such as technology, science, conversion, sports, arts, life lessons and so on.

Crowdfunding- Crowdfunding mainly focuses on setting up a project for social cause by raising money from individuals in the form of funding for a common goal. It is a practice where the large group of people support and fund voluntarily businesses that they believe in, mostly through the social media platform. It covers two aspects crowd sourcing and micro financing wherein; money is raised in small sums from large groups of people by companies or entrepreneurs to finance business ventures and all through a network or a social media platform.

Crowdfunding is mainly used to fund entrepreneurial ventures (artistic and creative projects) community-oriented project (social entrepreneurship). Crowdfunding

platforms bring together businesses or entrepreneurs to display ideas, innovation or social cause to groups of people who contribute to the innovation or the cause.

Regulation Crowdfunding is being monitored by SEBI without restricting its growth. Investors with a special status are allowed to participate or invest in crowdfunding. The benefit of crowdfunding is that it helps form a community of supporters and followers spread the world over. A feedback facility help to know the popularity as well as improvisations needed for the product or service or cause and always keep the business on track. Some of the major threats are trust deficit, credibility of brand, target and deadlines to be realistic, 'idea' predators, and so on.

Case Study: RangDe

RangDe founded by MrsSmita Ramakrishna along with her husband Ramakrishna began operation in 2008. It is a Bangalore-based NGO that provides micro credit to households at low rate of interest. It is the lender who chooses the borrower, anyone from student to a farmer and lends in multiple of 100. *RangDe* believes that philanthropic capital could be leveraged to lower the cost of microcredit for those who require the most.

Initially *RangDe* never had the advantage of an internet and realized there was not enough capital to start the business that's when the founders of rang de company came with the idea of crowd funding to make micro loans cheaper. A website was launched in 2013 to show presence on all media platforms. *RangDe* has over 12700+ investors it provides educational support and provides loans to women as well as students. It has around 43 active field partners all over India. An initiative 'Swabhimaan' was launched in the year 2016 to provide financial literacy in an attempt to help make more informed financial choices. *RangDe* has made efforts to develop more user-friendly Starting from 846 lakh social investors in 2014 on the launch of the website, *RangDe* has around 3226 lakh social investors in 2017; a 26 percent rise in social investors with the support of the crowdfunding platform. A 96 percent rise was noted in social investors over a period of two years 2015-2016 and 2016-17.

Financial Bootstrapping- When an individual becomes an entrepreneur to venture into his own start-up on the strength of his own personal finance assets instead of relying on others it is referred to as Financial Bootstrapping. Many entrepreneurs have stepped out to financially bootstrap themselves on their own personal savings and assets. It is rather interesting to note that young budding entrepreneurs are not feeling

handicapped by the lack of sources of finance rather feel much in control of their businesses even in difficult times. It can give a great amount of profits but at the same time it's one of the risk taking factors, as one can't predict the ups and downs of a business anytime.

Case Study: Quick Heal Technologies

The man behind *Quick Heal Technologies*, Kailash Katarak a self-taught and self-made entrepreneur and it shows. Initially, Sanjay Katarak, a normal college graduate sold the very first version of Quick Heal for Rs.500. It was his brother Kailash Katarak, a computer science graduate bootstrapped him in every possible way. Quick Heal Technologies, renamed so in 2007, started way back in 1995 as Cat Computer Services. Quick Heal Technologies has spread far and wide across India as well as in countries from Japan to Africa as well as the US. It became a public limited company with an IPO in the year 2016.

FusionCharts is a company that provide aesthetically designed web and mobile dash boards for everyone. Started in 2002, PallavNadhai financially bootstrapped himself at an early age of 17 to become an entrepreneur to set up FushionCharts to provide data visualization products. The company first began with 20 employees from Bengaluru and expanded operations to Kolkata with a total staff of 50 employees. FusionCharts served more than 118 countries with its products. It was one Indian start-up that gained attention from the US President Barak Obama and his administration.

CONCLUSION

To conclude, e-business or e-finance have evolved and developed over the years providing for the much-needed support to entrepreneurs and at the same time the much need self-sufficiency and self-rule in the business ventures. The modern-day sources of E-finance have come to stay in India and are on their way to popularity and choice. Angel Financing has expanded far and wide with many individuals with high net worth emerging as angel financiers. The social media platforms have added the much-needed seriousness to the very nature of finance; large groups of people reach out to entrepreneurial ideas and ventures, probably even without moving from their desks. Entrepreneurship is seeing a new high with young budding entrepreneurs aiming at success at their ventures not just at their own risk but also with their personal financial assets. Legal framework and Regulation also is falling in place with the developments seen in these modern-day sources of finance. The digital economy has given a new lease of life to business and finance.

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DIGITAL TRANSFORMATION: TAKES THE EDUCATIONAL SECTOR BY STORM.

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ABSTRACT:

Digital Market has been so unstable and evolving because of the ever-changing demands of the customers. Digital transformation is a foundational change in how an organization deliver value to its customers and this change becomes more crucial when the target market is students and the service to be delivered is education. As the educational sector becomes more competitive, digital transformation is now becoming a necessary means of survival as this new digital world requires educators to adapt and adopt digital technologies, methodologies and mindsets. This paper gives an insight into how the digital world has changed the entire education system and what are the positive and negative effects of digitalizing education sector.

Key words: Education, Digital Transformation, EdTech

INTRODUCTION:

Digital transformation is the integration of technology into all areas of business, fundamentally changing how you operate and deliver values to its customer. To be real “Digital transformation” it must use digital process, tools or services to do something that genuinely transforms the organization. For every industry, digitalization sounds different. It can be defined as a process wherein an organization tries to bring in continuous change, challenging its existing policies, analysing the drawbacks, accepting the failures and getting comfortable with the status of contingency.

Digitalization is not an easy task. To implement new technology, one must understand that he/ she might have to face so many barriers or hurdles as every organization comes with a tag of resistance to change. Despite its role in preparing young people to move society and technology forward, the education industry has remained ironically resistant to change. Until recently, most educational processes have remained virtually unchanged for decades or longer. However, the digital revolution hasn’t forgotten education – schools and colleges have finally started introducing drastic changes, and in the course of the next decade, we are likely to see the industry completely transform.

Gone are the days when students used to sit in the classroom and learn solely by listening to lectures. Today, education must be collaborative and interactive. Teachers are making drastic changes to the way they approach instruction, with technology in the classroom playing a major role. Digital transformation positively impacts student learning by opening a world of endless possibilities and collaboration.

Digital transformation is a physical and philosophical change designed to meet the ever-growing demands of your students, faculty and campus to create a learning environment where everything connects. This is an ecosystem that combines technology, services and security to bridge the digital gap to create collaborative, interactive and personalized learning experiences. Digital transformation is creating a world of difference by rethinking the digital tools that are used in the classroom. Digital tools are driving new levels of collaboration and innovation to create an environment of endless learning possibilities.

OBJECTIVES:

The objectives of this study are as follows:

- 1) To study the impact of digitalization of educational sector
- 2) To analyse the pros and cons of the transformation
- 3) To identify EdTechs and its uses and disadvantages.

LITERATURE REVIEW:

Digitalization could be termed as one of the innovations in the sector of education as it highlights various activities that lead to the modernization of business model or regarding education sector. The application of digitalization in the educational sector leads to learning environment in the 21st Century. It shows all about the replacement of ‘old school system’ with ‘new digital system’ that boosted digital education. Digitalization does not mean just bringing “a smart school” but to have the development of an efficient learning-oriented lectures to be given in the technical manner so as to match the present scenario. (Raghuwansh, 2018)

The Internet has transformed many facets of knowledge production and distribution, from journalism to the music industry. Education is also in the early stages of a fundamental reconfiguration.(Balkin, 2015)The digitally networked environment frees education from its traditional spatial and temporal limitations.

The digitization is prompting education, particularly higher education at a very fast pace. Higher education institutions (HEIs) are in imperative need to implement modern

technologies to stay digitally relevant and differentiate them as a digital leader. Though many universities have specific digital plans and strategies, yet implementation of these up to the highest standards is something many institutions lacking. (Jamshed Khalid, 2018)

In the modern era, academia has been faced with unprecedented and ubiquitous change, largely driven by technological developments like the personal computer and the internet. Changing technologies have been accompanied by changes in research habits, scholarly communications patterns, campus roles, and more. These changes offer exciting new opportunities, but also pose significant challenges for those who serve the higher education community. (Ross Housewright, August 18, 2008).

Digitalization of education' is not just completely depending on the technology and its applications. Rather it's about using the available technology for the better enlightenment of the next peers. "But before we implement any such sort of notions, it is the responsibility of all of us to think about the consequences of it because it's not just the way of teaching we are changing - it is the way we want our future generations to be'. (Ahmed, 2015).

RESEARCH GAP:

The prevailing literature mostly talks about the importance of the digital technology in the educational sector. This paper points out why digitalization is important in this 21st century. It also discusses about the micro factors and new trends that has influenced the educational sector.

Why digitalization?

Unlike any other industry, education sector does not face any kind of competition. However, the educational institutions have the great responsibility to teach the next generation, make them well equipped with latest technology and prepare them for the competitive market onto which they will step out after their studies.

Today's generation, who are techno savvy, have different styles of learning. Thanks to the blessing of technology that they are exposed to from birth. In the educational setting, technology can be a useful tool in helping bridge the gap between the student and the subject matter, through alternative ways of presenting information or activities that help promote understanding. Technology has many benefits in the classroom, from promoting a feeling of independence and empowerment to fostering socialization and enabling creativity, not to mention problem-solving and perseverance. And, as

technology becomes increasingly critical in the job market, students who understand and embrace technology will be well-equipped to succeed down the road.

EdTech:

Short form for education technology, EdTech refers to a branch of technology that is used to enhance the classroom teaching. From digital whiteboards to online curriculum management systems and specialized tablets, EdTech covers the gamut of products and philosophies to bring education practices into the 21st century. This is where the digital transformation of the education sector comes into play. The EdTech revolution isn't simply the purchase of a few products on the part of a single teacher, but rather a large investment, both in size and scope, made by a school or school district.

Case in point, think back to your own education. Chances are that chalkboards, overhead projectors, and bulky books were all present. Conversely, thanks to the overall digital transformation of the education sector, the chalkboards have been replaced with digital whiteboards, the overhead projectors with interactive front-of-classroom displays, and the bulky books with digital tablet-based versions. EdTech enables the faculty to cover a wide area of studies and helps them to keep updated and ready with the material on the go.

Uses of EdTech:

As is the case with any sector-level transformation, whether it be industrial, political, or academic, there are opinions. Everyone has one, and they are usually binary between 'good' and 'bad'. EdTech is very useful in all aspects. It can be described as follows:

1. Feedbacks and Experiments:

EdTech undergoes constant change according to the needs of the students and faculty. EdTech developers obtain feedbacks and opinions of the students and faculty to bring in changes so as to meet the expectations of the above said group. This in a way helps to keep up with the pace of the ever-changing needs and wants of the target market.

2. Plenty of Resources:

When it comes to resources or materials, teachers and students need not worry about the limitation of resources. With technology changing rapidly, every information is one click away. Even the e-boards are connected to the net, resources are practically infinite. You may have access to different videos, news, articles, research papers, the only challenge being the teacher's creativity and technological knowledge.

3. Automation and efficiency:

The teacher's job is filled with annoying but necessary side work which distracts them from the main goal of education imparting. This includes grading, attendance, communicating with students and all other busy works of education. Now, teachers can delegate those administrative distractions to their newly-acquired EdTech tools. As a result, those properly using EdTech devices may find that their day-to-day teaching experiences are much more efficient.

4. Accessible 24*7

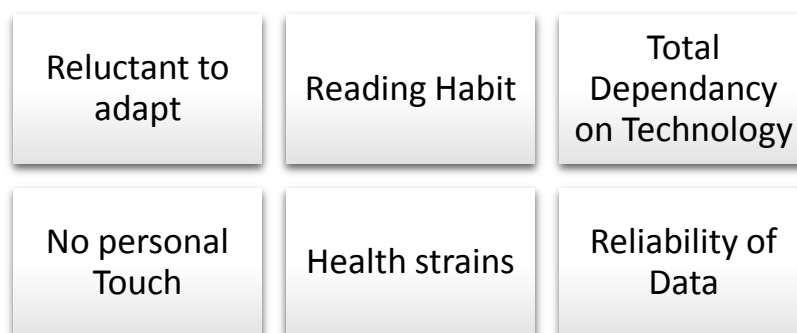
With the introduction of EdTechs, the resources or data can be accessed anytime and from anywhere. A student need not worry about the timings of library. They can have access to data whenever they need it. Even if the faculty is not physically present, a class can be conducted using different communication mediums like skype and video chat.

5. Reduces Workload:

The use of EdTech has reduced the workloads of the students as well as the Teachers. Teachers need not keep a physical copy of the material; they can share it with the students with a click. With the introduction of EdTech, the administration work has been delegated to these EdTechs, which has in turn reduced the workload of the faculty. Students also need not carry any heavy books; they can have access to the study material online anytime.

6. Life Skill Development:

No matter how you feel about technology's presence in our modern world, it's here to stay. Whether you're looking for a job or trying to communicate with a friend on the other side of the world, the use of technology has gone from a quirky hobby to a necessity in a matter of years. That's where EdTech and the education sector's digital transformation play a large role. By exposing students, especially the younger ones, to this technology, they will be set for life.

Disadvantages of EdTechs:**1. Reluctant to adapt:**

Whenever a new technology is adopted, an organization faces so many challenges. One among them is resistance to change from the employees. Education sector is no different. It takes a long time for the faculty to learn the technology installed. If a person is not well versed with the features of the EdTechs, he/she won't be able to exhibit his full potential. This may affect his/her teaching ability.

2. Reading Habit:

When students are exposed to different EdTech their reading habit goes for a toss. Surfing online consumes their most of the time and they get carried away by different social chats and videos; which is very much evident from the current generation. They might be technological advanced, but the quality of their knowledge is very less.

3. Total dependency on Technology:

Technology has made human slaves. Machines can never be trusted. It faces frequent crashes and breakdowns. If proper backups are not made, the entire data goes lost. This is one of the major challenges of the technology.

4. No personal Touch:

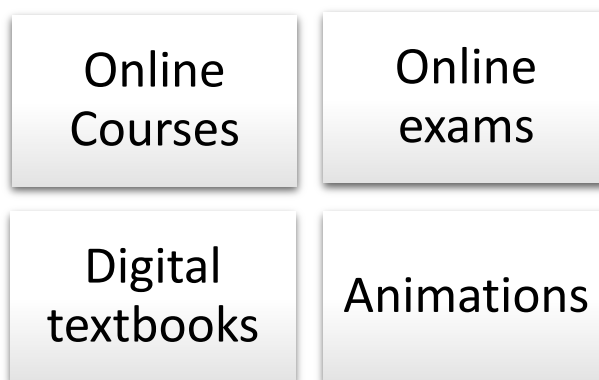
When using a book, it gives you a personal touch. You can write notes, underline the important points. This personal touch gets lost in the technologically updated gadgets. Even though it enables you to highlight the points and mark pages, but it cannot provide you with the same feel that a book gives you.

5. Health strains:

EdTech devices emit harmful radiations which adversely affect the health of a person. The bright screen causes strain to the eyes and the radiations which it emits are even responsible for various types of cancer.

6. Reliability of the Data:

The data available online is not at all reliable. The data is accessible to anyone and everyone. Anyone can easily edit the resources easily. Many cases of data theft are registered everyday worldwide, in such a case, the data available cannot be trusted.

Phases of Digitalization:**1. Online courses:**

Want to learn a new language or maybe to get trained in some specific course, but have no time to cover the distance? Online courses are developed by experts who have unmatched proficiency in their specific field and can give you the experience of real-time learning by designing their own online course.

2. Online exams:

Digitization gave way to the online exam, making the examination process convenient for both teachers and students. Online exams even save lakhs of papers which are used for various exams.

3. Digital textbooks:

Also prevalent with other names like e-textbooks and e-texts, digital textbooks provide an interactive interface in which the students have access to multimedia content such as videos, interactive presentations, and hyperlinks.

4. Animation:

This is a captivating approach in which students learn in a better manner. By offering a visual representation of the topic, students grasp the concept in a more understandable

manner. Even the toughest topics can be presented in a simplified way with the help of animation.

CONCLUSION:

Digitization has no doubt changed our education system, but we cannot say that it has diminished the value of our old-time classroom learning. Neither do we want something so priceless to turn into dust. The best part about the digitization of education in the 21st century is that it is combined with the aspects of both; classroom learning and online learning methods. Walking hand in hand both act as a support system to each other, which gives a stronghold to our modern students. Digitization in education has also proved to be the right method for saving resources. Online examination platforms have restricted the frivolous usage of paper, directly confining the cutting down of trees. This way the digitization of education industry in the 21st century proves to be a boon to our society. Although digital networks seem to remove limitations on access to education, new limitations on access to education emerge in the digital age, while other limitations, which already existed, become increasingly salient. One among them is Internet access, a special case of the problem of the digital divide. Limited Internet access affects both the number of people who can gain access to digital education and the media that can be used. Cell phone use may be widespread, even in rural areas, but in many places broadband access is both rare and comparatively expensive. To the extent that digital education relies on bandwidth-intensive video and multimedia programming, many students around the world may not have effective access; if they have only low-bandwidth access, they must rely primarily on text-based systems.

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REPURCUSSION OF ARTICLE 370 IN PRESENT POLITICAL SCENARIO

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INTRODUCTION

The Constitution of India is a supreme law of India. Article 370 under part XXI of the Indian Constitution dealing with "temporary , transitional and special provisions" has given special status of autonomy to the state of Jammu and Kashmir like citizenship and property rights.. The provisions of article 238 shall not apply in relation to the state of Jammu and Kashmir. The Muslims of Jammu and Kashmir set up Islamic fundamentalist in state bureaucracy. The Hindu women were reprieved of citizenship and property rights if they married some other man. The Kashmiri Hindu were denied these rights as Jammu and Kashmir was increasingly becoming a Talibanized state. No business and trade were allowed by the rest of India, no disclosure of the money flow was done. National corruption law did not apply. Article 370 conditions negotiated exclusively with Kashmiri Muslims. The then ruler Hari Singh made a prompt decision which caused a serious political blunder.

KEYWORDS: Constitution, Article 370, Repealment

OBJECTIVES:

1. To understand the nuances of **Article 370** of the constitution of India.
2. To examine the consequences of repealment of **Article 370**
3. To identify the views expressed by various stakeholders regarding repealment.

RESEARCH METHODOLOGY

Research methodology is a way to find out the result of a given problem on a specific matter. It is a system of models, techniques, procedure to find the information on research problem and investigate and deal with the problem in the manner in which the data is collected.

DATA COLLECTION:

It is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. There are two methods of data collection that is primary and secondary.

The researcher's limitation was regarding time for collection of the data, which forced her to collect data from secondary sources and hence the data for the present research paper has been collected from journal, research paper and newspaper article. Further, the researcher aspires to use survey method for collecting common man's views on repealment of article 370 in her next research project.

REVIEW OF LITERATURE

In the opinion of **Nimisha Sharma(2015)**, the then ruler Hari Singh was not able to handle the abnormal conditions of the state of Jammu and Kashmir at the time of independence as there were frequent cease of fire from the Pakistan. As a result of which there was introduction of an agreement on 26th October 1947 for the purpose of giving protection to the people. In November 1957, the people of Jammu and Kashmir gave their consent through their constituent assembly and **Article 370** was introduced in the **constitution**. **Jai Shankar** opines that 565 were Indian native states Jammu and Kashmir was one amongst them which was left with 3 picks namely to be independent or to comply with either India or Pakistan. Maharaja Hari Singh took a prompt decision of noncompliance with the two which eventually proved to be a political blundered. **Pradeep Kulshrestha(2016)** talks about the status of autonomy granted to Jammu and Kashmir at the time of independence. Being a Muslim majority state with a Hindu ruler there was a lot of dispute. The British approval for partition did not mean that the hindu states will go to India and the Muslim states to Pakistan. **Article 370** being a sensitive provision as its is the only link between India and Jammu and Kashmir. **Professor K.L. Bhatia** said that **Article 370** displays a temporary and an interim measure for Jammu and Kashmir which does not give any special or unique status within the framework of the **constitution** of India. There is no bridge between India and Pakistan as they are not separate entity. **Article 370** is not a bye product of agreement conceived under the government of India act 1935 and independence act 1947. In **Shivam Goel** opinion the **constitution** of India 1950, article I states that India is a union of states and sec 3 of **constitution** of Jammu and Kashmir 1956, implies that it is an integral part of union of India. Matters relating to national importance are retained with the union of India as

well as state of Jammu and Kashmir. The review of literature highlights the issue due to which **Article 370** had been incorporated within the **constitution** of India. Further, researchers agreed to the fact that Jammu and Kashmir were an integral part of **Republic of India** and that **Article 370** was just a temporary status given by the then ruler Hari Singh.

DISCUSSION

The abrogation of **Article 370** had come as a ray of hope for nearly 21000 families. The BJP government's move to repeal **Article 370** in Jammu and Kashmir has evoked mixed response in the state. Our union home minister Amit Shah has proposed a resolution in the upper house to repeal **Article 370** from Jammu and Kashmir which gives them a special status.

Press insight:

Finance minister Nirmala Sitharaman voiced her opinion saying it was a fatal legal error. There was a lot of distress amongst people regarding the present hour violence. The autonomy being lost, the political leaders and the beneficiary authority of Jammu and Kashmir were unwillingly to accept such a change as they did not want to share their powers.



Image 1: Source: HINDUSTAN TIMES

J&K loses its special status, divided into two UTs

- Home Minister Amit Shah announces the Centre's decision in the Rajya Sabha
- RS adopts the J&K Reorganisation Bill, with 275 votes in favour and 57 against
- The two new Union Territories will be Jammu & Kashmir and Ladakh
- Ladakh will not have a legislature while Jammu & Kashmir will have one

The new order
 Union Home Minister Amit Shah introduced two reorganisation bills in Parliament today, one for Jammu & Kashmir and another for Ladakh. The bills will reorganise the state of J&K into two Union Territories. The new order will be implemented from October 1, 2019.

SHARING OF POWER
 The Centre will transfer 60 per cent of the state's revenue to the new UTs. The remaining 40 per cent will be shared between the Centre and the UTs. The new UTs will have their own legislatures. The UT of Jammu & Kashmir will have a legislature, while the UT of Ladakh will not have one.

Kashmiris fear fresh bout of violence
 The people of Kashmir are worried about the new order. They fear that the new order will lead to a fresh bout of violence. They also fear that the new order will lead to the loss of their special status.

India briefs envoys on J&K move
 India has briefed its envoys in Jammu & Kashmir about the new order. The envoys have been told that the new order is a necessary step to bring peace and stability to the region.

A fatal legal error, says P. Chidambaram
 P. Chidambaram has criticised the new order. He says that the new order is a fatal legal error. He says that the new order will lead to the loss of the state's special status.

Image 2: Source:THEHINDU

JAMMU & KASHMIR LOSES SPECIAL STATUS, STATE TO BE UNION TERRITORY

History, in one stroke



J&K UNION TERRITORY TO HAVE LEGISLATURE, LADAKH TO BE SEPARATE UT WITH NO ASSEMBLY

J&K will truly be integral part of India... I want to tell Valley nothing negative will happen: Shah

Two-thirds of those present in Rajya Sabha pass Bill to bury Article 370 and redraw map of J&K

Betrayal, say NC and PDP; powder keg lit, warns Orgp, will have

Image 3: Source: THE INDIAN EXPRESS

NDA govt 'redraws' history, revokes special status to J&K, makes it a Union Territory

Article 370

WHY MODI BIT THE BULLET ON KASHMIR

- THE STATE STANDS BIFURCATED INTO TWO UNION TERRITORIES — JAMMU & KASHMIR WITH A LEGISLATURE & LADAKH WITHOUT ONE.
- J&K WILL NO LONGER HAVE ITS SEPARATE CONSTITUTION AND FLAG. ALL CENTRAL LAWS & LEGISLATIONS WILL APPLY TO IT NOW.
- PEOPLE FROM OUTSIDE J&K WILL BE ABLE TO BUY PROPERTY & SETTLE THERE PERMANENTLY UNDER THE NEW LAWS.
- NO RESTRICTIONS ON JOBS & SETTING UP OF INDUSTRIES. WOMEN MARRIAGE. OUTSIDERS WON'T LOSE PROPERTY RIGHTS.



Under the umbrella of Article 370, three families looted J&K for years. Leader of Opposition said Article 370 connected J&K to India. It's a trust. Maharaja Hari Singh signed J&K Instrument of Accession in 1947. Article 370 came in 1954.

— AMIT SHAR, UNION DEPUTY MINISTER

Image 4: Source:THE HINDUSTAN TIMES

2/3rd of the Rajya Sabha agreed to bury **Article 370** and redraw the map of Jammu and Kashmir. They will no longer have their separate **constitution** and there will be no inequality and discrimination as they become union territory of India. People from outside Jammu and Kashmir will be able to buy property and settle there. There will not be any restriction on trade and business.

- **Government officials**: president of Jammu and Kashmir high court bar advocate Abhinav Sharma said that repealment of **Article 370** is definitely in the interest of the people and their development. Congress chief minister opined that it would be better had the decision been left on the people as this abrupt decision is choking throats . Advocate Sheikh Shakeel expressed his opinion saying that it has disturbed and shattered the oneness amongst people calling it as an unconstitutional act. The unique synergized configuration of Jammu leaders said that **Article 370** has been counterproductive and harmful for people. The Kashmiri committee has explained that this demand must be abandoned as it serves no significant Indian interest and causes unnecessary suspicion to many in Kashmir.
- **Citizens groups**: members of the Valmiki community were elated by the decision as it assured them the citizenship rights which were denied earlier. Earlier at the time of autonomy the girls were not considered for any government jobs except sanitation also if a women married some other men her husband and children were denied citizenship rights. The west Pakistan refugees fled Sialkot in Pakistan during partition and settled in Jammu ,while samba and Kathua were denied right to vote in the assembly elections. People were barred from government jobs, admission in colleges and scholarship , welfare scheme, right to own land , they have been living stateless for more than 70 years. The plea from public provided power to the president to cease the operation of **Article 370**. The two pandits and the various association formed by the community have moved the supreme court in support of government's decision. The all India Kashmiri Samaj said, that **Article 370** was a temporary provision inserted for peace , law , security else they have always had the intention of being completely integrated with republic India. The plea bought to the notice that Jammu and Kashmir were consistently threatened by infiltration from Pakistan and china with cross border radicalism and terrorism. After the 370 move Jammu and Kashmir set for first ever block development councils(BDC)polls amid boycott by congress, national conference(NC) and peoples democratic party(PDP). There was an end to a long drawn struggle. **Article 370** instead of bringing peace and development it was vice versa.

Separatist and few political families were gainers of this draconian concept. Kashmir is an integral part of India and now the way the government is planning is going to open its doors for economic development and will transform it completely. Kashmir is bread butter for Pakistan politician and army. There Is a big disparity of 10% rich Hindu and 90% rich Pakistani. Political leaders and army the real power nexus play with the emotions of common people. Economic scenario in Indian subcontinent will take a different shape in coming times. It will lead to economic growth and prosperity.

CONCLUSION:

Article 370 in the Indian constitution did no good to the people of Jammu and Kashmir. Maharaja Hari singh's opinion of granting citizenship and property rights and remaining independent for his people was all devastating as it just made their conditions worse. The people being differentiated on the grounds of religion, sex was depriving them of the basic human rights granted to all by birth. The repealment of **Article 370** raised hopes amongst people of getting acquainted with an identity which they did not possess past 73 years. The true fruit bearer of **Article 370** were the politicians, government authorities as they were not in the purview of democratic accountability.

SUGGESTION:

Taking into consideration the above opinions of various government leaders and also the common man's view the researcher thinks Jammu and Kashmir has always been a part of India. **Article 370** itself is under part XXI which deals with temporary provisions. India being a democratic country needs to have equality but **Article 370** prohibits from achieving the same. A hasty decision taken by the then ruler proved to be a disaster for not only Kashmir but the whole of India as the basic human rights were ignored and so repealment of **Article 370** was a must for fulfilling the above conditions. Repealment of **Article 370** is going to definitely have a good impact on the lives of the people of Jammu and Kashmir.

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**A STUDY ON IMPLICATIONS OF E-BUSINESS ON DIFFERENT PAYMENT
MODES****Ms. Srishti Yadav****Gaide -Dr. Arwah Madan, Associate Professor,****Department of Business Economics, St. Mira's College for Girls****ABSTRACT:**

Now a day's people are getting attracted to electronic modes and are using new technologies to make their work easy. The e-payment system is an internal part of e-commerce. The e-payment takes place through the internet directly to the transferee's account without involving the third party and extra cost. The study has been carried out to know the modes of payment in e-business and how people react to the different modes of payment and their preferences. The study reveals that payment modes are not difficult to use however there is not preferred mode. Some e-payment systems are quite similar and differ only in some minor details. Amongst all the factors the most important aspect which can affect the usage of the e-payment system is the success of the e-payment system; besides it depends on consumer preferences, ease of use, cost, industry agreement, authorization, security, authentication, accessibility, and reliability.

Keywords: Paytm, Google Pay, Amazon Pay, Phone Pe**INTRODUCTION:**

A business that conducts its business through the internet is known as **e-business**. It is similar to e-commerce, but it goes beyond buying and selling goods and services online. These e-business processes include buying and selling goods and services, along with providing technical and customer support through the internet. E-business grows rapidly and provides an opportunity for companies to increase sales over the internet. Nowadays, every individual and company familiar with e-business uses e-payments for sales and purchase of products and services. The arrival of e-business has created new financial needs that are not effective in many cases that in the case of traditional payment systems.

The electronic payment system is slowly replacing the cash payment system. Sales of goods and services increased significantly with the adoption of the use of e-payment systems so that electronic payments became an increasingly important part of the payment system.

These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) or consumer-to-business (C2B).

The growth of e-business in recent decades has given rise to new business requirements to make a business stand in the market. In today's world of liberalization and globalization, the customer's needs and expectations are also increasing and they want the organization to offer self-service options for conducting a transaction, they want personalized experiences and they want speedy, secure services. On the regulatory front, new laws and best practices for keeping electronic data secure have been installed. As the e-payment is used by people in a good ratio the e-business companies have adopted stringent security protocols and tools like encryption, to protect against hackers, frauds, and theft.

The **e-payment** system is a kind of payment that does not involve paper money. It includes all financial operations using electronic devices like computers, smartphones or tablets. The e-payment system has become increasingly popular due to the widespread use of shopping and banking. Despite the widespread use of the e-payment system, there are many people who are still depended on cash payments.

Modes of payment in e-business

E-business sites use electronic payment, where electronic payment refers to paperless monetary transactions. Electronic payment has changed business processing by reducing the paperwork, transaction costs, and labor cost. E-payment system is very convenient to the users and less time-consuming than manual processing so that it helps the business organizations to expand their market reach/expansion.

Examples of e-wallet-Some of the modes of electronic payments are listed below – Paytm, Google Pay, Amazon Pay, Phone Pe

Comparison

When it comes to making a payment, typically we have several different options to consider. While some prefer the simple method of paying cash, others prefer to use e- payment systems to make their payments. Both methods have some advantages to consider and some disadvantages.

Comparison between E-payment and Cash payment -

Heads	E-Payment	Cash payment
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Delivery	When one uses an e-payment method, the money can be transferred through the online portal or through some other network without getting access to physical cash.	When one pays with cash, the delivery of the payment can be a little more complicated. One has to figure out how to physically get the cash to the business or other party.
Safety	When one make an electronic payment, such as with a card or any other way, the payment can be stopped or reversed. If the card is lost or stolen, you can simply cancel it and get another one.	When one works with cash, there is very little safety involved. One has to have cash in hand. Cash can be stolen or lost.
Electronic tracking	When one makes electronic payment, there is a record of it which can be tracked in electronic payment system receipt automatically gets recorded.	If one uses cash to make a payment, no receipt is automatically produced. When one uses cash to make a payment, one can request a receipt from the merchant, but it is not automatically generated
Convenience	When one uses an e-payment system, one can make their payment on a regular schedule without worrying about getting access to cash.	When paying cash, one has to deal with getting access to the cash on a regular basis.

II. RESEARCH OBJECTIVE

1. The study is practical in nature in which an attempt is made to analyze the preference factors of the consumers to choose between different modes of payment.
2. To analyze public opinion and their present level of participation in E-business.

III. REVIEW OF LITERATURE

Author	Period	Subject
Pradeep, Danish Ather	2016	E-cash payment system
Karamjeet Kaur,	2005	E-Payment system on E-commerce in India

AshutoshPathak		
Chaudbury, A and Kuiler, J	2002	E-Business and E-Commerce infrastructure
Dr. V Josephine Lourdes De Rose	2017	Consumer preference towards e-payment

IV. RESEARCH METHODOLOGY

This studied have been done on four different E-Payment systems. Data used in this study collected basically from the primary sources. Primary data has been collected through personal interviews and Google forms. It is conducted with those people who are supposed to know about the topic. Some previous research paper has also been considered to get out with some conclusion.

1.) Survey Instrument

The Questionnaire was sent to the persons concerned with a request to answer the questions and return or submit the questionnaire. The questionnaire was sent to those respondents from whom it was expected that would read and understand the questions and write down their answers in the space meant for the purpose in the questionnaire itself. A questionnaire consists of several questions typed in a definite order on a form. Objective type questions have been designed in the survey to make it concise and definite. The responses have been collected from people like school and college students. The results of the survey shown in the graphs. The survey Questionnaire is enclosed at the end.

2.) Data Analysis

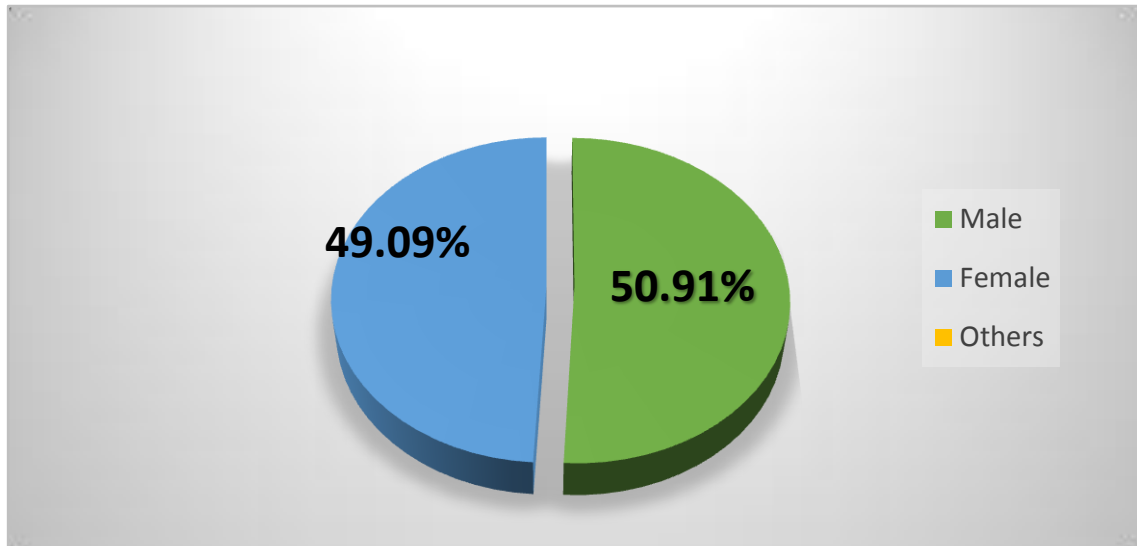
The data collected were analyzed for the entire sample.

3.) Result

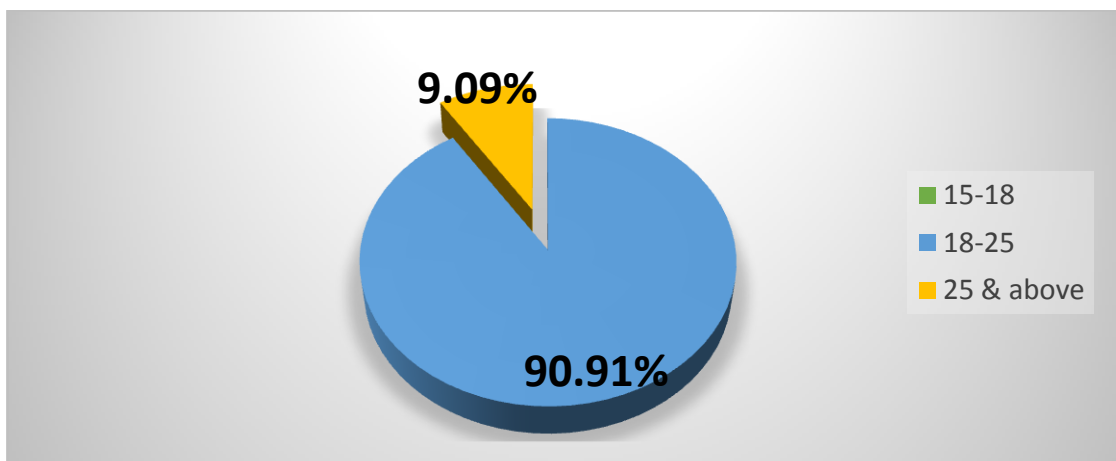
This research is primarily a descriptive work seeking to provide detail about the e-payment system in the present period. The relevant data was collected based on the e-payment system and which e-payment type is of most suitable to them.

V. DATA INTERPRETATION

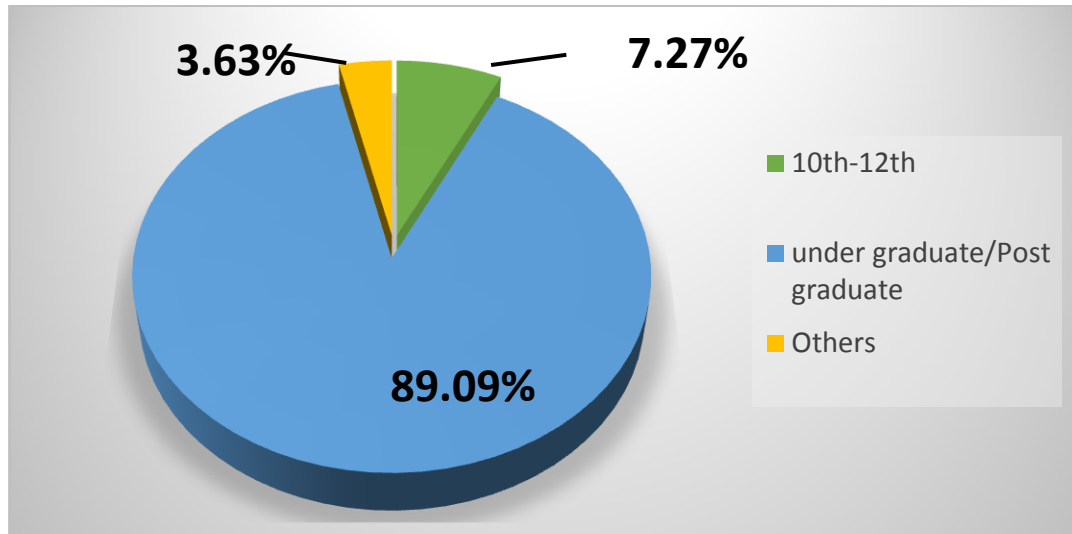
Survey has been carried out on E-payment modes used by students and the results have been obtained.

Overall Analysis of E-Payment System on the basis of Survey conducted**VI. Observations and Findings****Chart 1: Gender****Observation:**

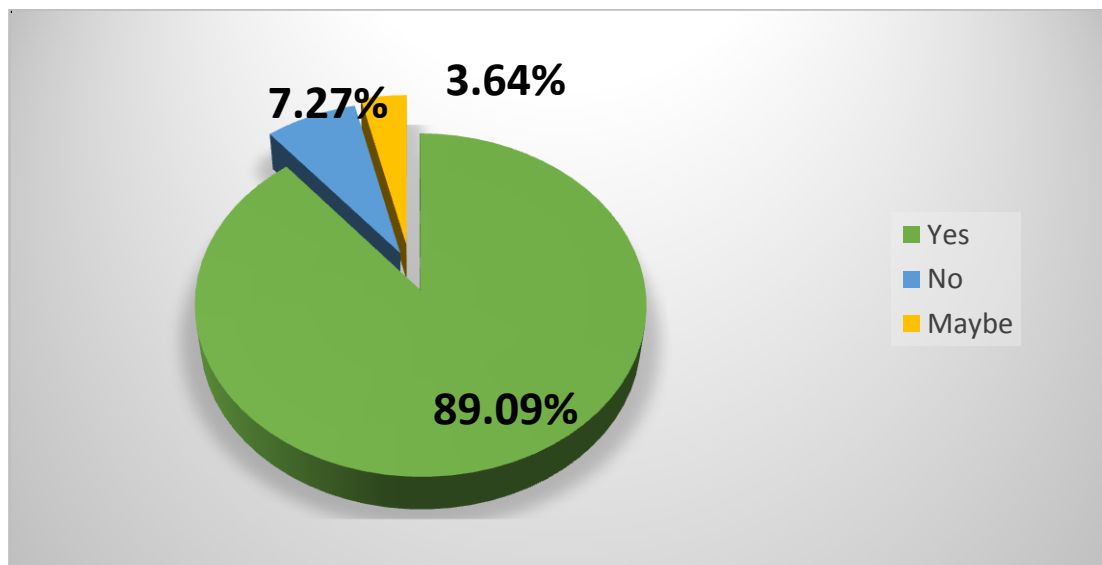
The given pie chart gives detail about the survey conducted with a total of 55(100%) people to know their preference in choosing the e-payment mode. Out of 55 people in the survey, 28(50.91%) are male and 27(49.09%) are female.

Chart 2: Age group**Observation:**

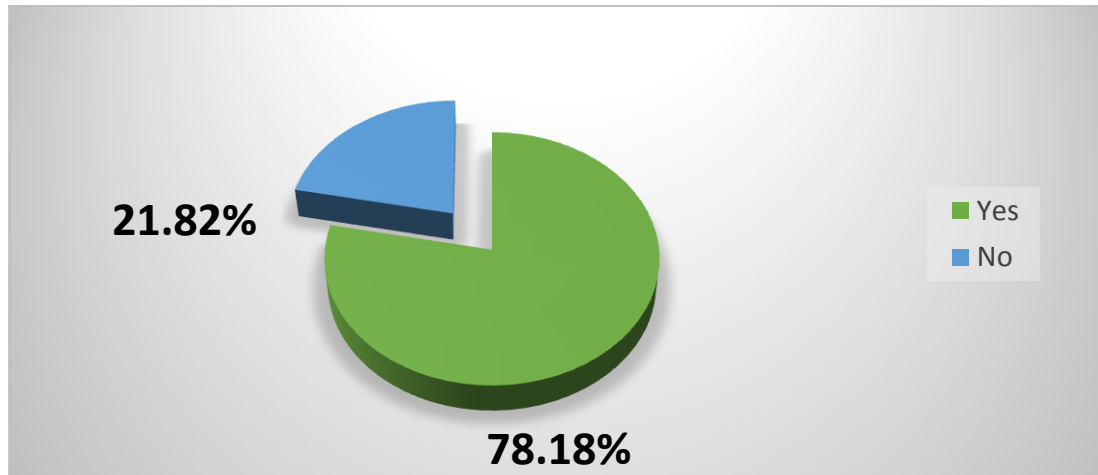
The above pie chart shows the age group of people surveyed. Out of 55(100%) people, 0% were from 15-18 age group, 50(90.91%) were from 18-25 age group, and 5(9.09%) were from age group 25 & above.

Chart 3: Occupation**Observation:**

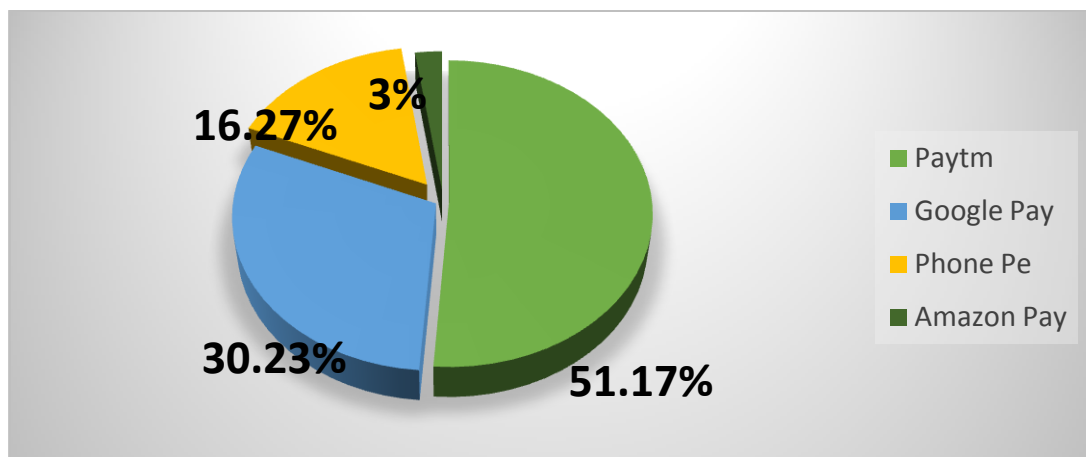
The above pie chart shows the occupation of people surveyed. Out of 55(100%) people, 4(7.27%) were from 10th-12th, 49(89.09%) were from undergraduate/postgraduate and 2(3.63%) were from others. The people surveyed are mostly undergraduates/postgraduates' students; they use the e-payment system the most.

Chart 4: Awareness of E-payment system**Observation:**

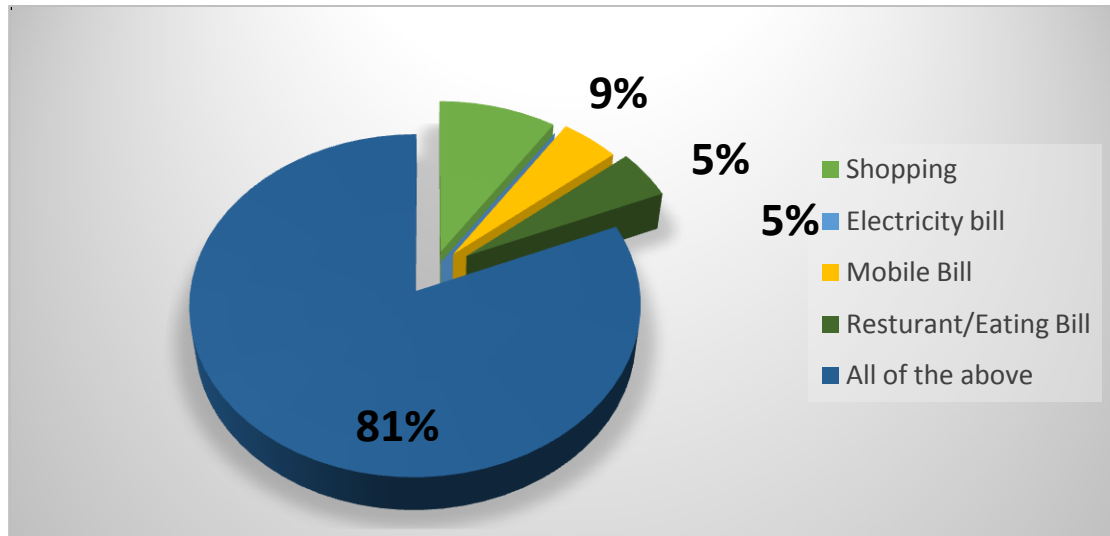
The above pie chart shows the awareness of the e-payment system in the people surveyed. Out of total respondents, 49(89.09%) are aware of the e-payment system, 4(7.27%) are not aware of e-payment system, and 2(3.64%) are not fully aware of the e-payment system; they have a little knowledge about e-payment system.

Chart 5: Use of E-payment system**Observation:**

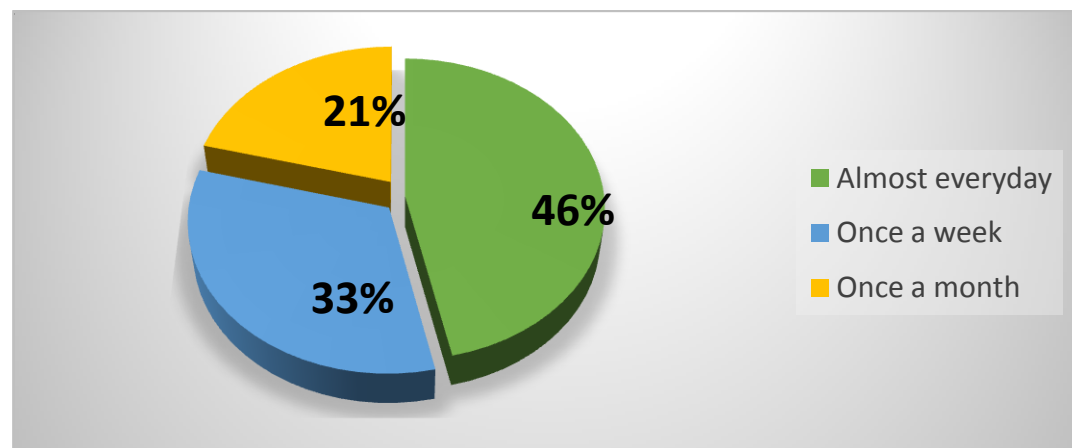
The above pie chart shows the use of the e-payment system by the people surveyed. Out of 55(100%) people, 43(78.18%) people use the e-payment system and 12(21.82%) people do not use e-payment system. So we can observe that the maximum people use the e-payment system to make their transaction i.e. 78.18% of people.

Chart 6: Users of different payment mode**Observation:**

The above pie chart shows the users of different payment modes, on which the survey has been conducted are – Paytm, Google Pay, Phone Pe, and Amazon Pay. Out of total people who use e-payment system i.e. 43(100%) people, 22(51.17%) people use Paytm, 13(30.23%) people uses Google Pay, 07(16.27%) people use Phone Pe, 01(3%) people uses Amazon Pay. So we can observe that the maximum people uses Paytm mode and Amazon Pay is used by least no of people.

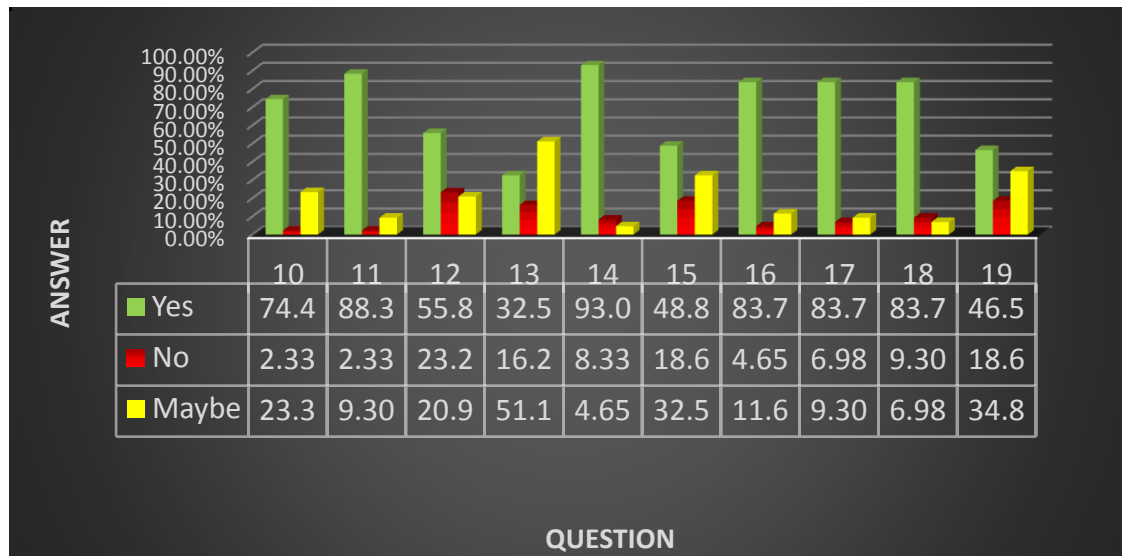
Chart 7: The purpose for use of E-payment**Observation:**

The above pie chart shows the purpose for use of the e-payment system of the surveyed people. Out of 43(100%) people surveyed, 4(9%) people use the e-payment for the purpose for shopping, 0% people use e-payment for only electricity bill, 2(5%) people use the e-payment for mobile bill, 2(5%) people use the e-payment for restaurant/eating bill, 35(81%) people uses e-payment for all of the above. So we can observe that maximum people use the e-payment for all the above purposes.

Chart 8: Period for use of the mode of payment**Observation:**

The above pie chart shows the period for use of the mode of payment by the people. Out of 43(100%) people, 20(46%) people use it almost every day, 14(33%) people use it once a week, and 9(21%) people use it once a month. So, we can observe that maximum people use it almost every day.

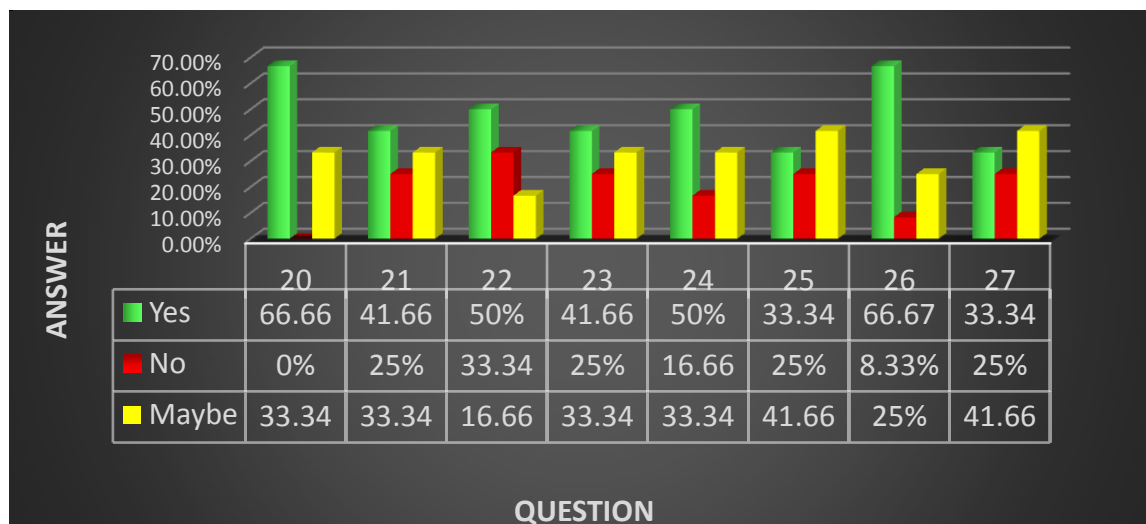
Chart 9: Question 10-19

**Observation:**

The above bar graphs the people who are aware of the e-payment system has given their answers from question 10-19.

- YES - maximum no. of people agree on Q no.14 i.e. E-payment gives a complete record of transaction and least on Q no.13 i.e. this payment mode is most trusted out of all other modes.
- NO – maximum no. of people does not agree on Q no.12 i.e. have faced many problems when using an e-payment mode and least disagreement on Q no.10 i.e. do you think it is a reliable service.
- MAYBE – maximum no. of people is neutral on Q no.13 i.e. this payment mode is trusted out of all other modes and least neutral on Q no.14 i.e. E-payment gives a complete record of your transactions.

Chart 10: Question 20-27



Observation:

In the above bar graph, the people who are not aware of the e-payment system have given their answers from question 20-27.

- YES - maximum no. of people agree on Q no.20 & 26 i.e. do you prefer cash over E-payment mode & prefer cash because of habit of dealing in cash, respectively and least agreed on Q no.25 & 27 i.e. someone else has access to your e-payment account & never preferred cash because of habit of dealing in cash respectively.
- NO – maximum no. of people disagreed on Q no.22 i.e. e-payment is accepted at someplace only and least disagreement on Q no.20 i.e.do you prefer cash over e-payment.
- MAYBE – maximum no. of people are neutral on Q no.25 & 27 i.e. someone else has access to your e-payment account & never preferred cash because the habit of dealing in cash respectively and least neutral on Q no.22 i.e. E-payment is accepted at someplace only.

CONCLUSION

- Technology has arguably made our lives easier. One of the technological innovations in banking fiancé and commerce is the electronic payments. The e-payment system is improving day by day and the changes like comfort, reliability, easy to access, etc. is helping in making the customer feel secure epically the youth.
- Electronic Payments in general are the key element for the development of business-to-business electronic commerce. E-payment Systems are found to be more efficient, which leads to have lower prices and lower transaction costs. Anybody can use it and does not require special authorization. It enhances efficiency in Transactions.
- E-payment has some drawbacks like problem of transferring, internet connections, etc. Having all these drawbacks known by the youth, e-payment is very much trusted because of discounts or cash backs they get, convenience, quality customer service, greater reach, time saving, simple and transparent information, 24*7 accessibility, no need to carry cash, less paper work, etc.
- Some people still believes in traditional payment modes i.e. cash payments because of some factors like habits, lack of trust on internet, takes less time to make the payment, fear of cybercrimes he risk of identity thefts, market euphoria, and privacy issues, etc.

- Now, the youth is getting more digital with the awareness of frauds taking place in e-payment modes and environment sustainability.
- Electronic transfer funds have been around for many years and the economy has greatly benefited from this technological advance.
- The study is based on survey. The respondent have to answer the questions on their own. Some respondents agree while some disagree. This study proves that e-payment gives greater reach to the users.

VIII. REFERENCE

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FINTECH AND BLOCKCHAIN: THE FUTURE**Nidhi Puri****Guide: Dr. Vinita Shrivastava****Indira College of Commerce and Science****A) ABSTRACT**

The term FinTech sounds so new but has been an integral part of our lives since 1950s! Surprising, isn't it? Yet listening of the term makes us scratch our heads! The below citation demystifies the major concepts of FinTech and blockchain specifically that are a major part of our lives but highly intricate! The research paper also covers how FinTech is a game changer and capable of solving problems of people who live at the bottom of the pyramid. FinTech obviously can't be discussed without the much controversial blockchain technology. The paper endeavors to comprehend the application, importance, evolution of blockchain and FinTech. The depth of Blockchain as to it being beyond bitcoin has been demystified. The concept of trusting math and logic over people in suits has been applied!

Key-words: FinTech, financial technology, blockchain, triple bottom line, evolution of FinTech, bottom of the pyramid

B) INTRODUCTION AND BACKGROUND

When finance and technology collaborate with each other, better products and efficient processes are the out-turn. FinTech is nothing but the portmanteau of two words namely: Finance and Technology. FinTech is evolving within its scope and has extended itself from banking to other activities like insurance, mutual funds and personal finance management. The internet came into our lives to solve the following problems:

- 1) Trust
- 2) Intermediary

But has failed to!

For booking a cab: OLA or UBER is what pops into our head! But, ola and uber are nothing but intermediaries! Blockchain solves this problem. The internet is full of fake information. What to trust and what not to depend on the user solely but everyone has the power to put everything! Blockchain removes intermediaries.

C) RELEVANCE OF THE STUDY:

Blockchain and FinTech are of huge noteworthiness and are often taken to be as careers for people in the science background only. Hoax check one: it is a line of career both for commerce and science! The mainstream unawareness about blockchain and how it is understood to be is same as bitcoin has to be unlearned because blockchain has much more potential in the future than just this cryptocurrency. Here's how a conversation went when I asked my friend about Blockchain:

Me: Hey! Do you know what blockchain is?

Friend: No Me: Okay, do you know what bitcoin is?

Friend: yeah, kind of

Me: It is the technology behind bitcoin!

- 1) The current study will highlight the under-researched areas of blockchain.
- 2) The applications of blockchain technology apart from Bitcoin have also been mentioned.
- 3) The evolution of FinTech has also been demystified.

D) OBJECTIVES OF THE PAPER

- 1) To fulfill the goal of providing information in the yet evolving of FinTech and blockchain literature.
- 2) To provide an alternative approach in understanding how the different ecosystems and layers of business have catalyzed the appearance of innovation focused FinTech companies.
- 3) To explain the scope of blockchain being beyond bitcoin.
- 4) To explain how blockchain serves to solve the problems of the people at the bottom of the pyramid.

E) HYPOTHESIS

- 1) Blockchain is not just bitcoin or a cryptocurrency. It has many other applications.
- 2) Blockchain has the potential to solve the problems of people at the bottom of the pyramid.
- 3) There is a lot of unawareness about Blockchain and FinTech.
- 4) Blockchain is a critical part of the organizations.

F) RESEARCH METHODOLOGY

The research methodology for this citation is quantitative. Secondary data has been used to draw out inferences for blockchain and FinTech. The researcher has mostly collected data from government sites and other online sources. Forbes website, coindesk, upwork, investopedia, HSBC surveys have been taken into consideration.

G) RESEARCH GAP

The studies by Yli-Huumo J, Ko D, Choi S, Park S, Smolander K (2016) Where Is Current Research on Blockchain Technology? —A Systematic Review, A Blockchain Research Framework by Marten Risius Kai Spohrer have been done to explain details about blockchain and FinTech before but blockchain beyond bitcoin and evolution of fintech has been explained in the citation below.

H) EXPLANATIONS OF FINTECH AND BLOCKCHAIN

- 1) *The World Economic Forum* defines FinTech as: “new entrants that promised to rapidly reshape how financial products were structured, provisioned and consumed.”
- 2) *EY* adopts a more encompassing definition of FinTech as: “organizations combining innovative business models and technology to enable enhance and disrupt financial services”, emphasizing that FinTech is not only about early-stage start-ups and new entrants, but also scale-ups, maturing firms and even non-financial services firms.
- 3) In the same vein, *McKinsey & Company* characterizes FinTech company as: “start-ups and other companies that use technology to conduct the fundamental functions provided by financial services, impacting how consumers store, save, borrow, invest, move, pay, and protect money.”
- 4) *Accenture* states that FinTech is about using technological advances to improve financial services, emphasizing that: “the ‘tech’ in FinTech is the emergence of brand new technologies, such as AI, blockchain, analytics and big data.”

At its most basic level, blockchain is literally just a chain of blocks, but not in the traditional sense of those words. When we say the words “block” and “chain” in this context, we are actually talking about digital information (the “block”) stored in a public database (the “chain”). A blockchain is a digital record of transactions. The name comes from its structure, in which individual records, called blocks, are linked together in single list, called a chain. Blockchains are used for recording transactions

made with cryptocurrencies, such as Bitcoin, and have many other applications. Each transaction added to a blockchain is validated by multiple computers on the Internet. These systems, which are configured to monitor specific types of blockchain transactions, form a peer-to-peer network. They work together to ensure each transaction is valid before it is added to the blockchain. This decentralized network of computers ensures a single system cannot add invalid blocks to the chain.

- **EVOLUTION OF FINTECH**

A timeline that makes everything clear and sorted:

1918: The US Federal reserve Banks developed the Fedwire funds service.

1934: Frederick Lincoln Fuller created the IBM bank proof cash machine.

1967: A Barkleys bank branch in Enfield, London opened the world's first ATM.

1971: NASDAQ invented electronic trading and the IPO.

1981: Michael Bloomberg created innovative market solutions.

1993: Financial Services Technologies Consortium (FinTech) was a project initiated by Citicorp.

1995: Wells Fargo became the first bank to offer an online checking account

1997: The first mobile payment was realized via text message buying a coca-cola from a vending machine.

1998: PayPal was founded

2009: Bitcoin v0.1 was released

2011: Google introduced Google wallet 2014: Apple launched Apple Pay

2016: The first FinTech bachelors program was created: Frankfurt school of finance and management

2017: Cryptominacoinbase entered the club at a 1.6-billion-dollar valuation.

2018: This year marks the global investment in FinTech hitting 59.5 billion across 875 deals.

- **ADVANTAGES OF BLOCKCHAIN:**

- Security purposes

The digital world is filled with hackers looking to breach information or steal data from sources. With blockchain technology, the information stored has robust security making it impossible for one to hack.

- Transparency

Since everything is displayed on the network, there are very fewer chances that there would be any kind of discrepancy that can be created.

- inexpensiveness

Most of the traditional financial models that are available in the market are expensive, however, with blockchain it is inexpensive.

- Less transaction time

An individual can send, receive money and financial documents within a couple of minutes, this reduces the burden of waiting for hours together.

- Financial efficiency is increased

Decentralized blockchain allows one to make transactions from individual to individual without the involvement of the third party. This help saves a lot of money while making transactions, unlike traditional banks.

- **APPLICATIONS OF BLOCKCHAIN**

Many are even until now subdued by the fact that blockchain is only bitcoin. After having a look at the broad scope presented below, everything makes sense!



1) Unconventional money lenders/ hard money lending:

Smart contracts can revolutionize the traditional lending system. For instance, unconventional money lenders (e.g. hard money lenders) service borrowers who have poor credit with needed loans – while charging two to ten percent of the loan amount and claiming their property as collateral.

2) Your car/ smartphone

Primitive forms of smart property exist. Your car-key, for instance, may be outfitted with an immobilizer, where the car can only be activated once you tap the right protocol on the key. Your smartphone too will only function once you type in the right PIN code. Both work on cryptography to protect your ownership.

3) Blockchain Internet-of-Things (IoT)

Any material object is a ‘thing.’ It becomes an internet of things (IoT) when it has an on/ off switch that connects it to the internet and to each other. By being connected to a computer network, the object, such as a car, become more than just an object.

4) Passports

The first digital passport launched on Github in 2014 and could help owners identify themselves online and off. How does it work? You take a picture of yourself, stamp it with a public and private key, both of which are encoded to prove it is legitimate.

5) Birth, wedding, and death certificates

Few things are more important than documents showing you're born, married, died which open your rights to all sorts of privileges (such as voting, working, citizenship), yet mismanagement is rife. Up to a third of children under the age of five have not been issued a birth certificate, the UNICEF reported in 2013. The blockchain could make record-keeping more reliable by encrypting birth and death certification and empowering citizens to access this crucial information.

6) Personal Identification

We carry a range of identifications: Our driver's license, computer password, identity cards, keys, social security ID, and so forth. Blockchain ID is a digital form of ID that's engineered to replace all these forms of physical identification. In the future, FinTech scientists say you'll be able to use the one digital ID for signing up at any registrar. It is open source, secured by the blockchain, and protected by a ledger of transparent account.

7) Creating financial avenues for the world's most impoverished people

The same blockchain platform used to provide financial vouchers to refugees is also working to bridge a poverty gap around the world. As we've already seen, blockchain can act as a bank-like institution for people without bank accounts. As long as you have access to a smartphone, you'll have a way to conveniently access money. Additionally, blockchain is a decentralized system, which means you don't get charged to transfer money the way you would with typical financial institutions. This disrupts the international socio-economic landscape because remittance is costly, and as such can deter businesses from reaching certain regions of the world, severing opportunities for developing nations. It also creates a financial strain for people sending money to their family members overseas. Last year, the total amount it cost to send money to Sub-Saharan Africa was over \$30 billion, and according to the Bureau of Economic Analysis, the yearly remittance from international financial transfers out of the US is up to \$50 billion. BitPesa, a platform that sends and collects crypto payments between Africa and the rest of the world, is an excellent example of the positive effects and economic freedom blockchain technology can offer. This is exceptionally promising, considering Africa is currently the most costly continent to send money to. This technology tackles two huge variables of global poverty. First, it makes sending money

cheaper for migrants, immigrants, and refugees who need to send money back to their families, and second, it makes doing business with hard-to-reach countries more convenient. This alone has the potential to lessen extreme poverty.

7) Preventing voter fraud

Cybersecurity and voter fraud have been exceptionally concerning since the United State's 2016 election. Unfortunately, this isn't the first-time voter legitimacy has been question. Voter fraud is a critical imposition on the productive and accountable formation of democracy across the globe. Blockchain technology has the ability to provide an unbackable electronic vote-counting system. This system can secure an election during voter registration and can account for the voter's identification and insure votes cannot be tampered with at a later date. In the same way blockchain acts as a public ledger for crypto currencies, it can also create a permanent and public ledger for votes as tallied promising a future of equitable democratic elections around the world. There's a startup already working on this called Follow My Vote.

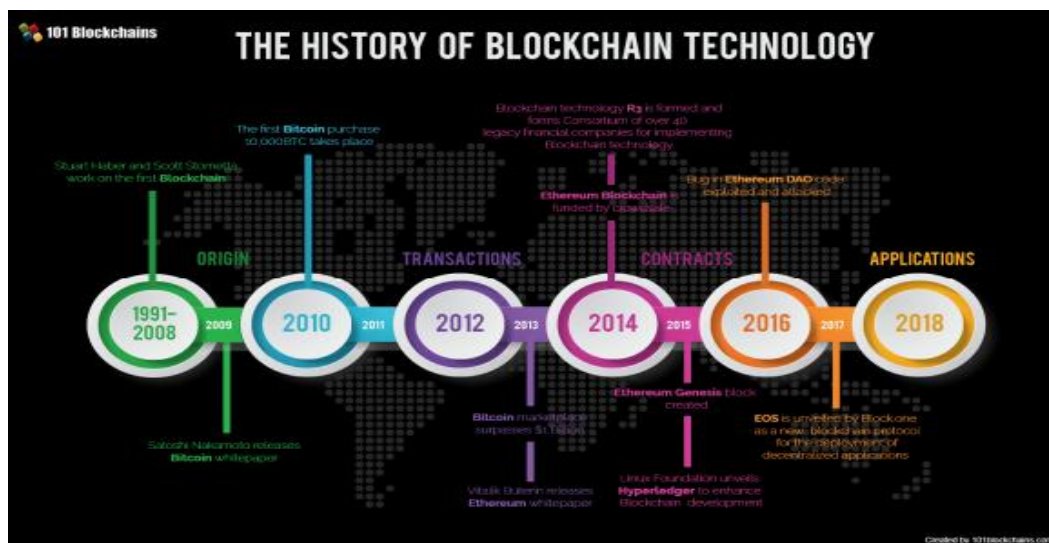
Blockchain vs. Bitcoin

The goal of blockchain is to allow digital information to be recorded and distributed, but not edited. That concept can be difficult to wrap our heads around without seeing the technology inaction, so let's take a look at how the earliest application of blockchain technology actually works. Blockchain technology was first outlined in 1991 by Stuart Haber and W. Scott Stornetta, two researchers who wanted to implement a system where document timestamps could not be tampered with. But it wasn't until almost two decades later, with the launch of Bitcoin in January 2009, that blockchain had its first real-world application. The Bitcoin protocol is built on the blockchain. In a research paper introducing the digital currency, Bitcoin's pseudonymous creator Satoshi Nakamoto referred to it as "a new electronic cash system that's fully peer-to-peer, with no trusted third party."

Evolution of Bitcoin/ Blockchain

Satoshi Nakamoto is accredited as the brains behind blockchain technology. Very little is known about Nakamoto as people believe he could be a person or a group of people that worked on Bitcoin, the first application of the digital ledger technology. Nakamoto conceptualized the first blockchain in 2008 from where the technology has evolved and

found its way into many applications beyond cryptocurrencies. Satoshi Nakamoto released the first whitepaper about the technology in 2009. In the whitepaper, he provided details of how the technology was well equipped to enhance digital trust given the decentralization aspect that meant nobody would ever be in control of anything. Ever since Satoshi Nakamoto exited the scene and handed over Bitcoin development to other core developers, the digital ledger technology has evolved resulting in new applications that make up the blockchain History. Bitcoin was basically evolved by the cyperpunk movement. It was built on the thought process of why one has to trust people in suits when they can trust math and logic!



I) ANALYSIS OF THE DATA

- 1) According to a study of *Deloitte*, 53% of the respondents say that blockchain technology has become a critical priority for their organizations in 2019, a 10-point increase over last year! (views of blockchain's relevance within organizations)

Views of blockchain's relevance within organizations (2019 vs. 2018)






Most respondents now see blockchain as a top-five strategic priority, a jump of 10 percentage points over 2018

Survey question: Which of the following best describes how you currently view the relevance of blockchain to your organization or project in the coming 24 months?



N=1,386 (2019 global enterprise); N=1,053 (2018 global enterprise)
 Note: Some percentages may not total 100 percent due to rounding.
 Source: Deloitte's Global Blockchain Survey, 2018 and 2019.

- 2) 59 percent of consumers across the world said they'd never heard of blockchain technology, according to an *HSBC survey*. The survey, which polled 2,000 people from the UK and 1,000 from Canada, China, France, Germany, Hong Kong, India, Mexico, Singapore, the UAE, and the US, also found that 80 percent of those who have heard of blockchain don't understand what it is.

1	Myth	Reality
	Blockchain is Bitcoin	<ul style="list-style-type: none"> Bitcoin is just one cryptocurrency application of blockchain Blockchain technology can be used and configured for many other applications
2	 Blockchain is better than traditional databases	<ul style="list-style-type: none"> Blockchain's advantages come with significant technical trade-offs that mean traditional databases often still perform better Blockchain is particularly valuable in low-trust environments where participants can't trade directly or lack an intermediary
3	 Blockchain is immutable or tamper-proof	<ul style="list-style-type: none"> Blockchain data structure is append only, so data can't be removed Blockchain could be tampered with if >50% of the network-computing power is controlled and all previous transactions are rewritten—which is largely impractical
4	 Blockchain is 100% secure	<ul style="list-style-type: none"> Blockchain uses immutable data structures, such as protected cryptography Overall blockchain system security depends on the adjacent applications—which have been attacked and breached
5	 Blockchain is a "truth machine"	<ul style="list-style-type: none"> Blockchain can verify all transactions and data entirely contained on and native to blockchain (eg, Bitcoin) Blockchain cannot assess whether an external input is accurate or "truthful"—this applies to all off-chain assets and data digitally represented on blockchain

McKinsey&Company

- 3) At the Singularity University's Exponential Finance Summit in Singapore this June, Ashish Gadnis, founder of blockchain-powered ID startup BanQu, says that economic identity is essential to breaking out of the poverty cycle. It is not just about transactions, but also longer-term economic inclusion. Economic identity, he says, is "the marriage of identity and commerce, resulting in a global, vetted, and manageable asset."

PROVING HYPOTHESIS:

- From the above analysis the researcher can say that there is a lot of significance of the blockchain technology. For more than half of the organizations that were interviewed by Deloitte believe blockchain to be a critical part of their operations.
- It is also proved from the above analysis that there is a lot of unawareness about blockchain and financial technology (HSBC Survey). A study by McKinsey and Company also shows us the myths about blockchain which primarily states that blockchain has much more potential than just bitcoin.
- The applications of bitcoin have also been proved in the researcher's study in (H) "Applications of Blockchain". Furthermore, blockchain having the potential to solve

the problems of people at the bottom of the pyramid has been duly proved by the study.

- This has also been stated in the “Singularity University’s Exponential Finance Summit” in Singapore.

J) CONCLUSION

Although the concept cryptocurrencies have been highly debated, we cannot say which cryptocurrency is going to be the future, or which cryptocurrency is going to rule the market, but it is definitely certain that the technology behind it: blockchain is definitely a success! In the future, blockchain-based projects can help people and governments in other ways, too. From the above citation it is also clear that blockchain has a wider scope than bitcoin and is a crucial part of the organization. The points of hypothesis that blockchain is far beyond bitcoin and it has the potential to solve the problems of people at the bottom of the the pyramid has also been duly proved.

K) LIMITATIONS OF THE STUDY

The study focuses on secondary data due to time constraints of the researcher.

L) REFERENCES

Websites

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- 1) <https://www.youtube.com/watch?v=8fbhI1qVj0c>
- 2) https://www.ted.com/talks/mike_schwartz_the_potential_of_blockchain

A STUDY ON CYBER-CRIME AND LAW**Ms. Jagruti Agarwal****Guide -Ms. Ratna More****Indira College of Commerce and Science,Pune****ABSTRACT**

As we all know that this is the era where most of the things are done usually over the internet starting from online dealing to the online transaction. Anyone can access the resources of the internet from anywhere and anytime for any purpose. The Internet Technology has been used for different purpose but few people use IT for criminal activities. This criminal activities or crime which is related to the internet is termed as

*“**Cyber Crime**”.In order to stop this cyber criminals or crime the term “**Cyber Law**” was introduced. Cyber Law can be defined as the part of the overall legal system that deals with the internal, cyberspace, and their respective legal issue.*

(1) INTRODUCTION

Now-a-days most of the financial and non-financial activities are done with computer and computer related services such as *Internet*. The increase in internet traffic has led to a higher proportion of legal issues worldwide.

This research paper is based on “Cyber Crime and Cyber Law”. It contains secondary as well as primary data. This paper contain detailed information related to the laws of cybercrime and different section of “**IT Act 2000**” and “**Indian Penal Code**”

It also contains the primary data analysis which is a survey on “**Study of cybercrime and cyber law**”.

(2) OBJECTIVE

- Detailed study on Cyber Crime.
- Detailed study on Cyber Law.
- Study on awareness of cybercrime and cyber law among people.

(3) HYPOTHESIS

- People are aware about Cyber Crime

- But they are not aware about cyber laws made against cybercrime

(4) RESEARCH METHODOLOGY

Secondary Data: The study is based on the secondary source of data collection with reference to various articles from websites, research papers and books etc.

Primary Data: The study is also based on primary data, which was collected through a survey

(5) CYBERLAW

To know about cyber law, it is necessary to understand what Cyber Law in India is and what it deals with.

By definition, cyberlaw states that it's a subset of law which specifically deals with the inter-network technology. Cyber law in India deals with the crimes done through a computer or any other digital device.

Role of law in the cyber world is related to the below:

- Cyber Crimes
- Electronic and Digital Signatures
- Intellectual Property
- Data Protection and Privacy

In cybercrime, the computer can either be a tool, target, or both. **Ref: [1]**

(5.1) IMPORTANCE OF CYBER LAW IN INDIA

Cyber laws in India or cybercrime law in India are important because of the prime reason that cybercrime act in India encompasses and covers all the aspects which occur on or with the internet-transactions, and activities which concern the internet and cyberspace.

*“The Cyber Laws in India has paved the way for electronic commerce and electronic governance in the country by ensuring maximum connectivity and minimum cybersecurity risks. Also, enhancing the scope and expanding the use of digital mediums,”*says Advocate Krishnamohan K Menon. **Ref: [1]**

(5.2) EVOLUTION OF CYBER LAW IN INDIA

With an increase in the dependency on the use of technology, the need for cyberlaw was necessary. Much like every coin has two sides, therefore, the dependency on technology has its pros and cons.

The rise of the 21st century marked the evolution of cyberlaw in India with the IT Act, 2000. The first-ever cybercrime was recorded in the year 1820.

The objective of Information Technology laws in India is as follow:

- To provide legal recognition for all e-transactions.
- To give legal recognition to digital signature as a valid signature to accept agreements online.
- To give legal recognition to keeping accounting books in electronic form by bankers as well as other organizations.
- Protection of online privacy and stopping cybercrimes. **Ref: [1]**

(5.3) THE NEED FOR CYBER LAWS

In the present world which is more tech-savvy, the words cyber law and cyber crimes have also become more sophisticated.

Internet and Technology were launched for research purposes and making the lives of humans easy but as the use and number of people on the internet increased, the need for cyber laws in India was felt. As the nature of the internet is anonymous it is easy to commit cybercrimes. Thereby many could misuse this aspect largely. **Ref: [1]**

(5.4) INFORMATION TECHNOLOGY ACT OF INDIA, 2000

The **Information Technology act, 2000** (also known as **ITA-2000**, or **IT Act**) is an Act of the *Indian Parliament* (No 21 of 2000) notified on **17 October 2000**. It is the primary law in India dealing with cybercrime and electronic commerce. It is based on the “**United Nations Model Law on Electronic Commerce**” (UNCITRAL) **Ref: [2]**

(5.5) CYBER LAW IN INDIA

Following are the sections under IT Act, 2000

I. Penalties, Compensation and Adjudication Sections

1. Section 43 - Penalty and Compensation for damage to computer, computer system.
2. Section 43A - Compensation for failure to protect data.

3. Section 44- Penalty for failure to furnish information or return, etc.
4. Section 45- Residuary Penalty.
5. Section 47- Factors to be taken into account by the adjudicating officer.

II. Offences Sections

1. Section 65- Tampering with Computer Source Documents.
2. Section 66- Computer related offences.
3. Section 66A- Punishment for sending offensive messages through communication services.
4. Section 66B- Punishment for dishonestly receiving stolen computer resource or communication device.
5. Section 66C- Punishment for identity theft.
6. Section 66D- Punishment for cheating by personation by using computer resource.
7. Section 66E- Punishment for violation of privacy.
8. Section 66F- Cyber Terrorism.
9. Section 67- Punishment for publishing or transmitting obscene material in electronic form.
10. Section 67A- Punishment for publishing or transmitting of material containing sexually explicit act, etc in electronic form
11. Section 67B- Punishment for publishing or transmitting of material depicting children in sexually explicit act, etc in electronic form
12. Section 69- Powers to issue directions for interception or monitoring or decryption of any information through any computer resource.
13. Section 69A- Powers to issue directions for public access of any information through any computer resource.

14. Section 69B- Power to authorize to monitor and collect traffic data or information through any computer resource for Cyber Security.
15. Section 71- Penalty for misrepresentation.
16. Section 72- Breach of confidentiality and privacy.
17. Section 72A- Punishment for Disclosure of information in breach of lawful contract.
18. Section 73- Penalty for publishing electronic Signature Certificate false in certain particulars.
19. Section 74- publication for fraudulent purpose.
20. Section 75- Act to apply for offence or contraventions committed outside India
21. Section 77A- Compounding of Offences.
22. Section 77B- Offences with three years imprisonment to be cognizable.
23. Section 78- Power to investigate offences. **Ref: [3]**

(III) Indian Penal Code 1860 Sections (IPC) The Indian Penal Code (IPC) is the principal criminal code of India that defines crimes and provides punishments for almost all kinds of criminal and actionable wrongs. **Ref: [4]**

IT Act 2000 has amended the sections dealing with records and documents in the IPC by inserting the word ‘electronic’ thereby treating the electronic records and documents on a par with physical records and documents. The Sections dealing with false entry in a record or false document etc (eg Sec 192,204,420,463,464,468,469, 470,471,474,476 etc)have since been amended as electronic record and electronic document thereby bringing within the ambit of IPC, all crimes to an electronic record and electronic documents just like physical acts of forgery or falsification of physical records.

In practice, however, the investigating agencies file the cases quoting the relevant sections from IPC in addition to those corresponding in ITA like offences under IPC 463,464,468 and 469 read with the ITA/ITAA Sections 43 and 66, to ensure the evidence or punishment stated at least in either of the legislation can be brought about easily. **Ref: [5]**

(5.5.1) Some Common Cyber Crime Scenarios which can attract Prosecution as per the Penalties and offences prescribed in the IT Act 2000 (amended via 2008) Act.

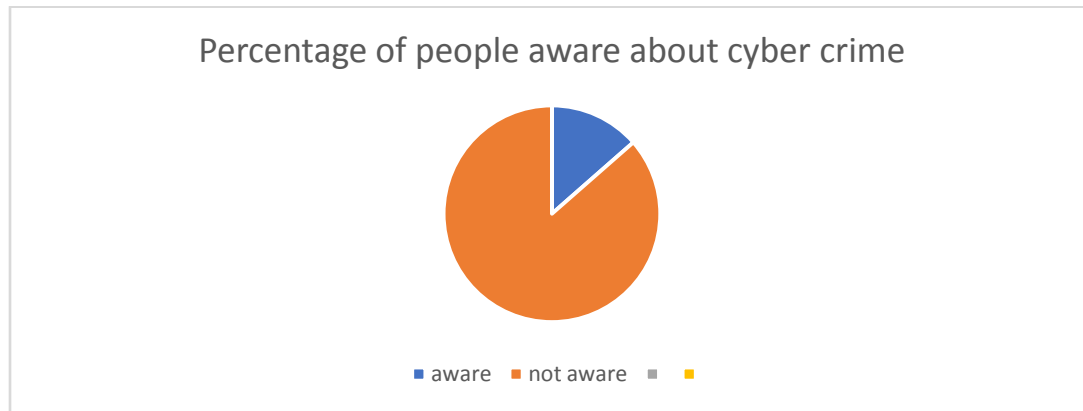
COMMON CYBER CRIMES SCENARIOS.	PROVISIONS APPLICABLE AS PER IT ACT 2000 (amended via 2008) ACT.
Harassment via fake public profile on social networking site.	Sec 66A, 67 of IT Act and Sec 509 of the Indian Penal Code (IPC).
Online hate community.	Sec 66A of IT Act and Sec 153A and 153B of the Indian Penal Code (IPC).
Email account hacking.	Sec 43, 66, 66A, 66C, 67, 67A and 67B of IT Act.
Credit card fraud.	Sec 43, 66, 66C, 66D of IT Act and Sec 420 of the Indian Penal Code (IPC).
Web defacement.	Sec 43 and 66 of IT Act and Sec 66F, 67 and 70 of IT Act also apply in some cases.
Introducing viruses, worms, backdoors, rootkits, trojans, bugs.	Sec 43, 66, 66A of IT Act and Sec 426 of the Indian Penal Code

	(IPC).
Cyber terrorism.	Conventional terrorism laws may apply along with Sec 69 of IT Act.
Online sale of illegal articles	Generally conventional laws apply in these cases.
Cyber pornography.	Sec 67, 67A and 67B of IT Act.
Phishing and email scams.	Sec 66, 66A, and 66D of IT Act and Sec 420 of the Indian Penal Code (IPC).
Theft of confidential information.	Sec 43, 66, 66B of IT Act and Sec 426 of the Indian Penal Code (IPC).
Source code theft.	Sec 43, 66, 66B of IT Act and Sec 63 of Copyright Act.
Tax evasion and money laundering.	Income Tax Act and Prevention of Money Laundering Act. IT Act may apply case-wise.
Online share trading fraud.	Sec 43, 66, 66C, 66D of IT Act and Sec 420 of the Indian Penal Code (IPC).

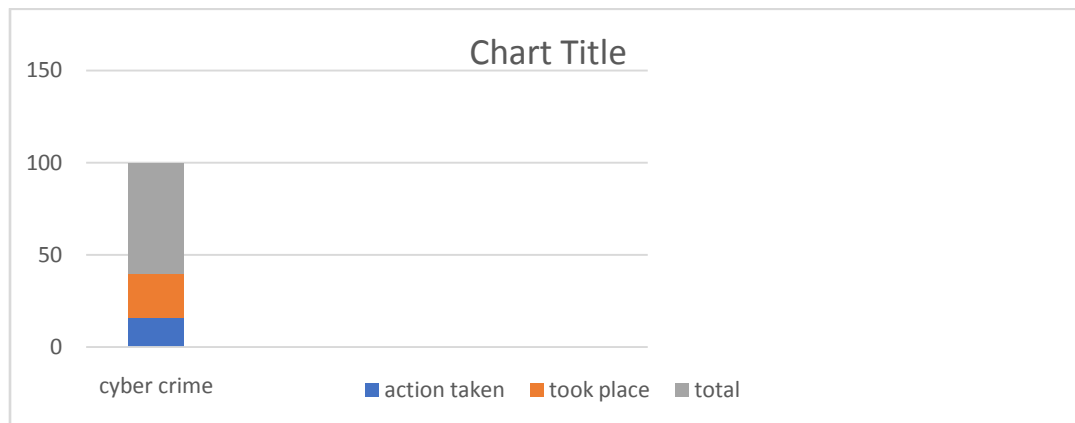
Ref: [6]

(6) DATA ANALYSIS

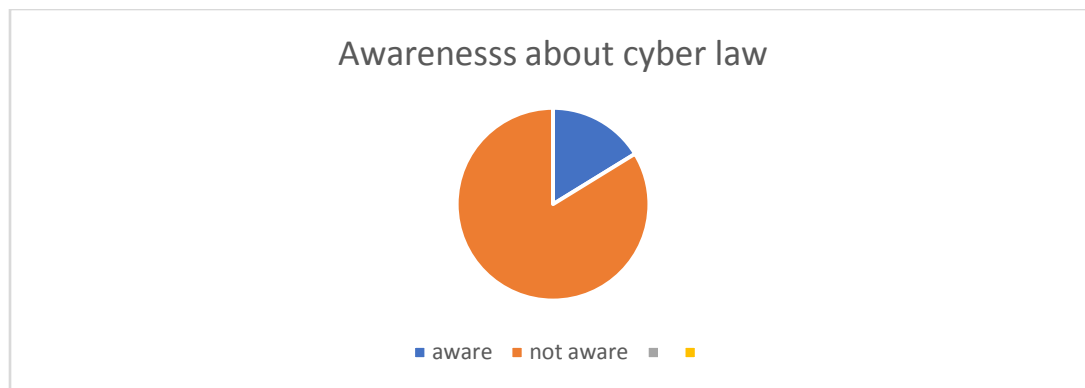
(6.2) OBSERVATION



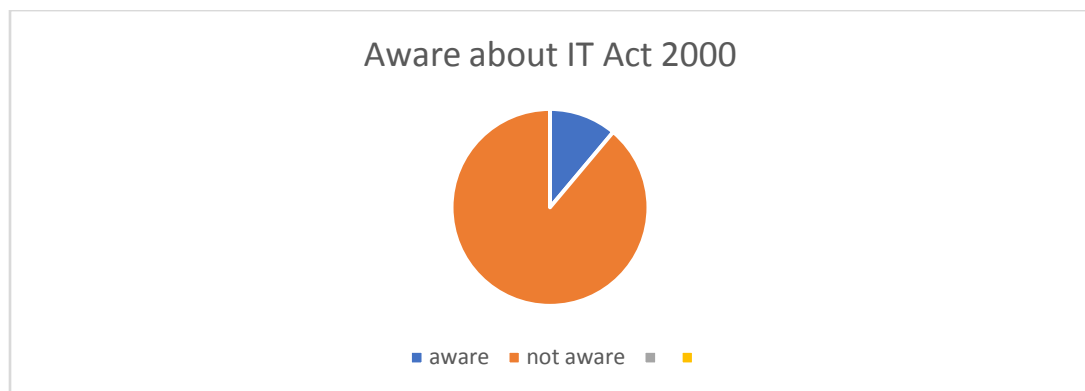
Out of 100 units, 6% people are not aware about cyber crime.



Out of 100%,40% of them have faced cyber crime and from that only 16% of them have taken action against crime and others were afraid to take action.

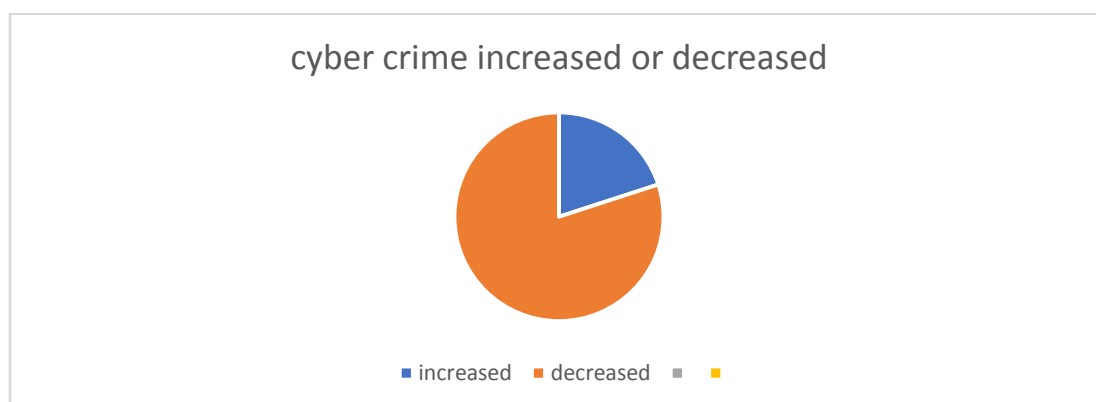


Out of 100% ,38% of people are not aware about cyber law



Out of 100%, 60% of people are not aware about the IT Act 2000 which is related to cyber law.

68% of people have never attended any awareness program of cyber-crime and cyber law. Everyone is ready to attend the program if conducted.



According to survey 20% of them thinks that cybercrime have decreased and 80% of them thinks that cybercrime have increased.

(5.3) SUGGESTIONS

1. We can conduct cybercrime and cyber law awareness program in different school and colleges.
2. we need to use strong password, antivirus and keep the software updates.
3. Keep your information private and confidential. Don't share it anyone.
4. Know what to do if you become a victim

(6) CONCLUSION

According to the above information, we can conclude that, most of the people are aware of cybercrime but they are not aware about the laws provided against this crime. So, many of them don't take action on it.

Secondly, there is lack of advertisement about the awareness of cybercrime and the law made to improve or finish the cybercrime.

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DIGITAL TRANSFORMATION**Ms. Haram Vasudha Sunil****Guide: Dr. Sanjay Argade****K. J. Somaiya College, Kopergaon**

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❖ Abstract:

‘Digital transformation’ is a wide concept and importance of this Concept will be creating in day to day cause of globalization. We accept the Globalization and digitalization in all sectors. So, explaining this service or concept is not limited for this. So, we need practical knowledge of internet, online market, market conditions and information technology accepted by all sectors like industry, education, health, entertainment, sports, banking, e-commerce and many more.

❖ Information:

Digital transformation is a wide concept and one aspect of digital transformation is the concept of ‘going paperless’. Now in a modern society, everyone wants to speed and quality in everything so now internet provides this facility and with the help of internet we went to digital. In this process internet banking, online shopping, reading and transformation of information and every service provide by Digital transformation includes. It is a Global Concept and now globalization is accepted by India and scope of digital transformation will be improve and increase.

❖ Definitions:

- 1) “Digital transformation is the process of using digital Technologies to create new or modify existing. Business processes, culture, and customer experience to meet changing business and market requirements”
- 2) “Digital transformation is the profound transformation of business and organizational activities processes and models to fully leverage the changes and opportunities of a

mix of digital Technologies and their accelerating impact across society in strategic and prioritized way, with present and future”

- 3)“Digital transformation is the changes associated with Digital Technology application and integration into all aspects of human life and Society. It is the move from physical to digital”

❖ **Key words:**

I.E- commerce:

‘E-Commerce means the business (includes all aspects) with the help of new technologies and internet’. Internet is the way or channel which will helped for business transactions and so, it is including in digital transformation.

II. Core banking or internet banking:

Internet banking means people transactions with bank with the help of internet and at anywhere and at any time they can done their work with the use of internet.

Core banking is centralized banking system which work with the help of Internet and a central branch co-ordinate with other branches with internet or digital system.

III. Digital finance:

In the E-Commerce or Digital business, we need to pay online means digital. So, Bank co-ordinate with digital system and this service makes digital Finance and it provides digital payment and more accuracy in the transaction.

IV. Social media:

Social media means a channel on media which is helpful to communicate with society and people of society. With the help of social media, we transferred information and share everything digitally.

V. Information transfer:

Digital transformation includes the word ‘transferred’ and ‘information’ so it is a channel or medium through to we communicate or transferred the things hopes ideas emotions and everything related to Information.

❖ DATA COLLECTION:

The main aim to express this concept is to express my views and search and get more knowledge about it. So, the data collection and classification are more important. Data collection is from primary resources like interviews and talking with directly people, asking them some questions and the answers were noted. So, researcher asked some questions to illiterate people like farmers and workers they don't know about it but they hear from another that what is digitalization the response from this people is negative answer and then I know that they want to get education about it and maturity about technology then it will be useful for them than other educated person gives positive response and say that 'digital transformation is very useful in daily life' they go online and done every work at one place and at one time. So, it more powerful and effective source.

Another secondary researcher watch some links which mention below and read books and get knowledge about digital transformation.

❖ Features of digital transformation:**1. People oriented:**

Digital information system is turn around the people and Society

because the information is needed from people and customer, so this system is people oriented.

2. Digital Maturity:

All the process includes in in goods sales at the contract done within the customer and seller, they have to know no about digitalization and about it, things happen in it.

3. Performance management:

Digital transformation is depending upon internet service and with the help and coordination; performance of trends and business can be managed and organized.

4. Digital globalization:

Globalization accept the India and now the second step is digitalization digital globalization will be improved the quality quantity and process of production and services at international level.

5. Worker enablement:

Now all over the country population is head on us and create headache with digital transformation it covers the big space and create empowerment and employments, so worker enable and improve economic condition of India.

6. Customers centric:

Information is needed from public government other organizations and service sector, so information provided by Digital transformation is customer centric and it capture more space in business organization, so it focusses on customers.

7. Process digitalization:

Digitalization means the all process or path complete by digital system and the transformation is also process which will done digitally.

8. Digital modified business:

Now business organizations improved and their capacity about all work is being effective and efficient is increased so now they convert into digitally process and digital business.

❖ Advantages of digital transformation:**1) Paperless survive:**

Digital transformation is depending upon digital Technologies and digitalization reduced or destroyed the paperwork and many problems which creates from paperwork can we stop, and paperless service is more effective and Powerful.

2) Faster and better:

Internet and Technology have a great speed, so the service gives faster rate and better facility other than services and more accuracy in the process.

3) Operational flexibility:

Faster speed and involvement of Technology it is possible to bring changes in any time. So, there is necessary we can change or more ability gives us opportunities.

4) Coordination between government, public sector and other organizations:

Business organisation deals with the organization peoples and other organizations and with the help of digital transformation it become easier and more flexible to communicate with this in various issues and on various steps it provides secrecy and faster rate.

5)Improvement of business:

With the help of Digital information, international market can be covered in globally and globalisation has become now digitally work effective, so it is opportunities to business to improve their business.

❖ Limitations of digital transformation:

Digital transformation has many features and advantages but some limitations in it as follows:

1)Disruption:

Disruption within Organisation in emotions, process, methods, workers policies and software can be made and it will be harmful to business because it causes the loss.

2)Software piracy:

Many times, secret documents are transferred on digital but software piracy can be made and hackers are active so they can misuse information at their level.

3) People don't want digital for everything:

Some people in our society are illiterate and can't aware about it and so they don't go digital for everything and awareness about it.

4)Duplications:

In digital transformation sometime people added same information on same topic and the scope of information is too large, so it is difficult to find useful and correct information.

5)Frauds and manipulation:

Shorts and manipulations are the big problems faced by digitalization people who are master in one specific area they make a network and manipulate the area and specific sector.

❖ Opportunities :

“Digital transformation is the novel use of digital technology to solve traditional problems this Digital solution enable other than efficiency via automation new types of innovation and creativity rather than simply in hands and support traditional methods”

Now a days all become digital and go online, in the education ,service, health and every sector of society went to digital they provide their services through digitally more faster than other methods not only this but entertainment and banking system is also good digital some movies , songs and audio and video are available many online magazines and new sites are published. social media is active method or channel to communicate at one time too many people and empowerment are employment through Digital information possible many people can done their work at home and provide services which one needed the customer many facilities and opportunities in Digital information.

Now it is a ‘Gateway of Information’ and provide facility regarding society, company, Government and other agencies. digital transformation provides service and opportunities in information transfer and marketing in all over the world because marketing is the base of business and scope of marketing in digital transformation is not only useful to industries but also for a common person in daily routine life, in daily life we want Many information , maps and things which are obstacle in the process of daily routine so ,solving this can use this .Digital information management will be changed and when digital all program and process manage are designed by using internet and digital programs. Transformation strategy of digital transformation is best and provide good services, which people needed and the convert the most of area in information sector. Trust of people and other things which are involved in it are main aim and go better.

❖CONCLUSION:

- Digital transformation is not only a technology but system and method which will helpful to us invent digital and global.
- In digital transformation use processes are includes and now a days those things are not included in this process the research can be made on this for digitalization.
- The main things interactions between customer and seller or buyer are made easy through internet and interactions is another type of communication and with Internet and digitalization communication will be easier and more effective.

- Technological evaluation is made in digital transformation because its Global system many products of many companies can be available many services and many information available at one time, one place. So, we compare it and get more effective and useful from it. So, valuation made easy and helpful to us to comparison.
- Many things in our society which have internal and external factors. now a days those factors comes together with the help of digitalization some issue and problems can easily solve by Digital way and method.
- Show one aspect of digital transformation is great and provide best service and being a 'gateway of Information' and used properly.
- Other things that win things made easy then problems and issues create easily so we take care about that in digital transformation.

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TO ANALYSE AND LAY THREADBARE ON GOOGLE'S STRATEGY OF USING SCRATCH CARDS TO POPULARISE GOOGLE PAY

Ms. Srushti More

Ms. Rutvi Deshmukh

Guide: Dr.Santosh Kulkarni
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ABSTRACT

Google has been aggressively pushing the adoption of Google Pay in India, a market where digital payment services have grown exponentially in recent years. The app, initially launched in India as [Google Tez in 2017](#), is the first service from Google to offer users actual money — in the form of cash back — to spur engagement. In less than a year of its launch Tez has clocked 50 million installs with a rating of 4.5. The reason being its creative incentive structure. Google pay offers scratch cards and fixed cashbacks to lure the customers.

I. INTRODUCTION:

Google pay's incentive structure is quite creative as it is

- **Simple to understand:** Unlike other digital wallets such as Paytm, which has a ton of cash backs and offers yet with strenuous terms and conditions, which are difficult to keep track of and remember. Google offers a simple digital scratch card for most of the transactions which can have any variable monetary value or none at all. And with the help of simple visual design and UI/UX (User Interface/User Experience) of the app, it is way more comfortable for the consumer to use the app and know about incentives.
- **Variable:** This is ingenious since there is "*No Percentage Play*" here, such as "*Get 25% cashback*" or a promise of guaranteed incentive. Here the scratch card may be guaranteed every time you make a financial transaction above a certain threshold but not any particular amount of money, and it is highly variable. This is quite clever as it has an element of surprise for every scratch card win, which keeps consumers hooked until he gets familiar with the app. But we all faced this, once a user is new to the app, he is bombarded with rewards and incentives only to get "Better Luck Next Time" scratch card almost every time, after a month or so.
-

II. LITERATURE REVIEW:

Scratch card mania, dated 2nd April, 2019, Venkateshrao Says that, Mobile and Apps are on a constant ever-changing environment. The mobile market is saturated with technological advancements of every kind. A recent stat indicates that there are over 2 million apps on the Google play store. App developers around the globe are on a constant rat race to bring their app to the hands of potentially every mobile user. We have witnessed different strategies to help them get to this place. From exciting offers, cashback, contests, lottery offers and many other creative ways, mobile apps have come a long way. However, very recently, we're seeing this trend of scratch cards. How does it work, well basically the system generated cards to users that will bring some sort of benefit? This benefit could be anything from monetary or other offers related to the app itself.

BGR.in/news/29th November 2019, Google is continuously working on introducing new promotional features in the Indian market. In the past, the company has introduced several offers to give users a chance to earn some extra money without much effort. Google recently launched its Diwali offer during the festive season. As part of the offer, the company asked Google Pay users to collect different stamps. These stamps were labeled with traditional Diwali-related items. These items include Diya, Rangoli, Jhumka, Flower, and Lanterns. The company provided users Rs 251 as a reward if they collected all these stamps. Users could only gather these stamps if they used the app to pay bills or other payments. The company has now launched a new promotional program to offer Google Pay scratch cards.

www.TMEIC.com, **11th December 2019 news:** The National Payments Corporation of India (NPCI) is reported to be considering a 33% market share cap on payment apps that use the Unified Payments Interface (UPI). The move comes in the wake of the looming dominance of Google Pay.

Google Pay and Walmart's PhonePe were the most downloaded fintech apps worldwide last year, according to mobile app tracker Sensor Tower. Industry reports indicate they account for over two-thirds of UPI transactions. Alibaba-backed Paytm is a distant third, after being the leader until late last year. The plethora of other UPI-based payment apps, including NPCI's BHIM, are seeing their share dwindle.

NPCI is an umbrella organization that was created by the Reserve Bank of India (RBI) to enable seamless mobile payments between multiple banks via UPI. Seeing the tepid uptake of bank apps, RBI made provisions to let Google use UPI to enter India's payments market two years ago. The government was keen to give a boost to digital transactions which can be tracked, broaden financial inclusion, and catalyse economic growth.

III. OBJECTIVES OF STUDY:

- To study the secret behind business of google's payment app.
- To understand the working of scratch cards and cashbacks offered by google pay.
- To understand the effects of scratch cards and cashbacks on the users.

IV. HYPOTHESIS:

1. H1 - Scratch cards and cashbacks offer by Google pay are beneficial to customers.
2. H1 – The offers and the schemes offered by Google pay is revolutionized the society.

V. RESEARCH METHODOLOGY:

Descriptive method was undertaken for this research. To attain information about the topic & its effectiveness Researcher underwent detailed study on the above topic to find out the reality.

Primary Data:

The source for primary data was through talks with Google Pay Users & questionnaire.

Secondary Data:

Secondary data was compiled from reference books, News Papers, Internet website.

Area of research: PUNE: 100 students and faculty members from Indira College of Commerce and Science.

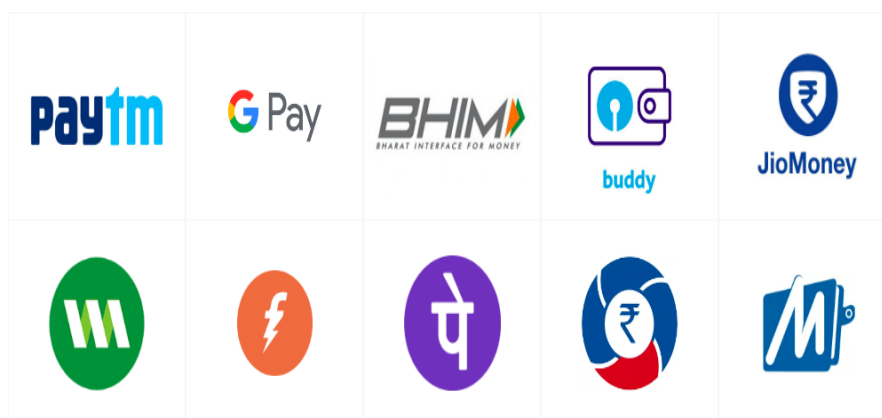
VI. ANALYSIS:

Google Pay (formerly Tez) was launched on September 18, 2017, in India, at which time its main competition was-

Paytm, one of the first successful in mobile wallet and payments business on which payment feature was introduced in 2014

- PhonePe, by Flipkart that was founded in 2015
- BHIM, the government's own payments app introduced in December 2016

While these were the leaders, many other apps were later made use of UPI feature and introduced to the market, such as Truecaller, Whatsapp, Mobikwik, Freecharge, Jio Money etc.



UPI Payment apps

In August 2017, the UPI transactions stood at 16M, and almost doubled in the next month: in September, it became 30M. This juggernaut then rolled onto 76M in October, more than double the previous. On November'18 it stays at a whopping 524.94M. So what do we make of this sudden spike in UPI usage? Well, when Google Pay first made an entrance into the payment's scene in India, the concept of UPI (unified payments interface) had already taken root with BHIM. But if we go by statistics it was Google's entry into payments in September 2017 that really helped the UPI pick up the pace and compete with other non-UPI mobile wallets. And what was the key to this rapid-fire adoption of UPI by consumers? The answer lies in the idea — scratch cards!

Figure 11: Number of UPI transactions are up ~8x in four months

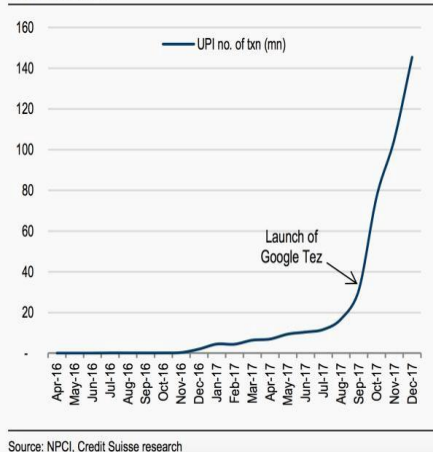
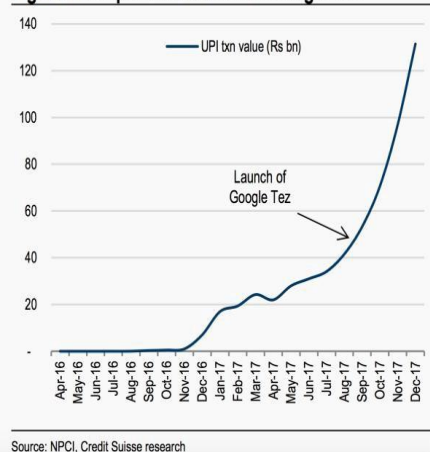


Figure 12: ...post the launch of Google Tez

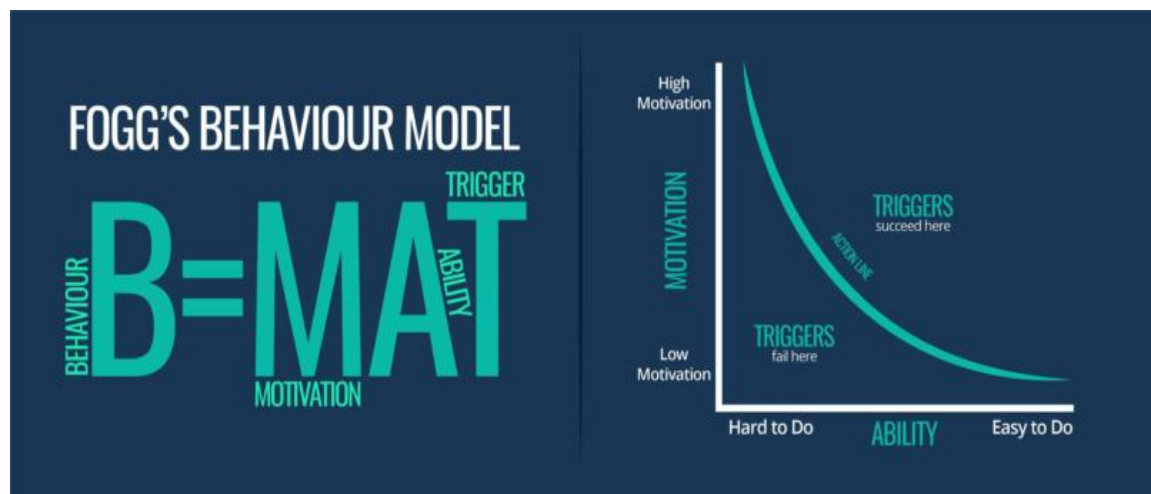


Rewards, obviously, are one of the most common tactics that one would employ to get other people to do stuff that they would not do in the normal course of events. As both producers and consumers, we use rewards and get rewarded on a daily basis. Common examples include-

- Winning a badge on achieving a certain level in a video game.
- Receiving gift cards on shopping beyond a certain amount on e-commerce sites.
- Recognition in terms of a monetary reward for having put in an exemplary shift in the last project at work.

Given our daily interactions with rewards, humans have explored the science of rewards and the reactions it evokes in humans. Using this knowledge, we have developed frameworks to make rewards more targeted and improve their efficacy.

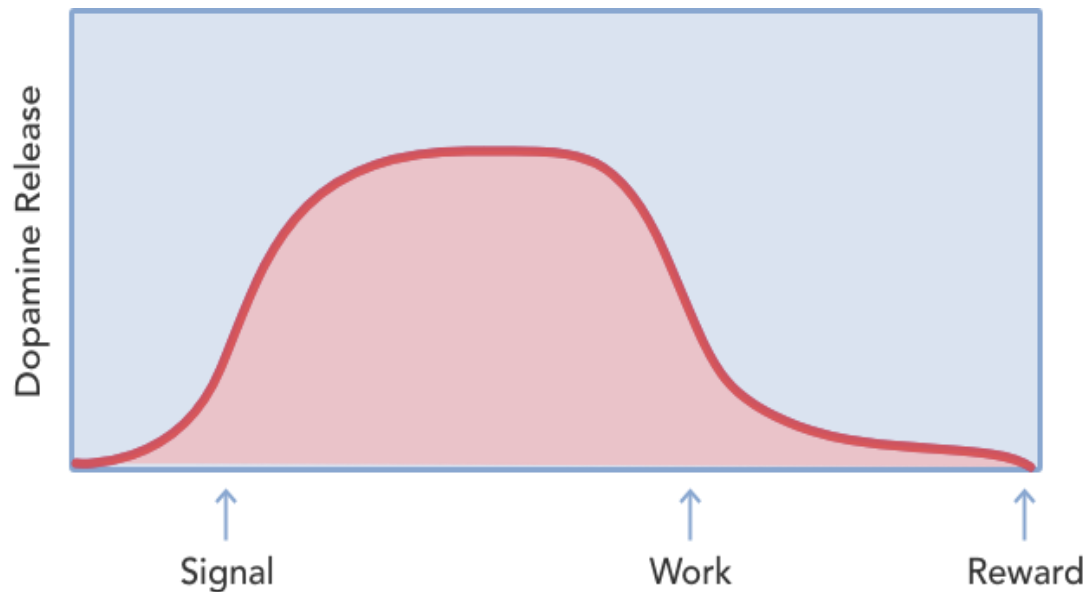
Designers are constantly trying to introduce new behaviours into users' lives. BJ Fogg's behaviour model shows that three elements must converge at the same moment for behaviour to occur: motivation, ability, and trigger (or prompt). I shall discuss these in detail a little later.



To understand the next study, we should have some knowledge of this chemical called Dopamine. It is like a chemical messenger in the brain, called neurotransmitter in technical parlance, and is responsible for sending signals from the central nervous system to the rest of the body. Dopamine causes you to want, desire, seek out and search. It's

involved in the mechanisms of reward, motivation, memory, attention and at times, the regulation of body movements. Check out these cool facts about the effects of Dopamine:

- When dopamine is released in large amounts, it creates feelings of pleasure and reward, which motivates you to repeat a specific behaviour.
- In contrast, low levels of dopamine are linked to reduced motivation and decreased enthusiasm for things that would excite most people in the normal course of events.



Dopamine is released more in the anticipation of a reward than on receiving the reward.

When we apply the Fogg Behavioural Model to Google Pay's use case, we can observe the following:

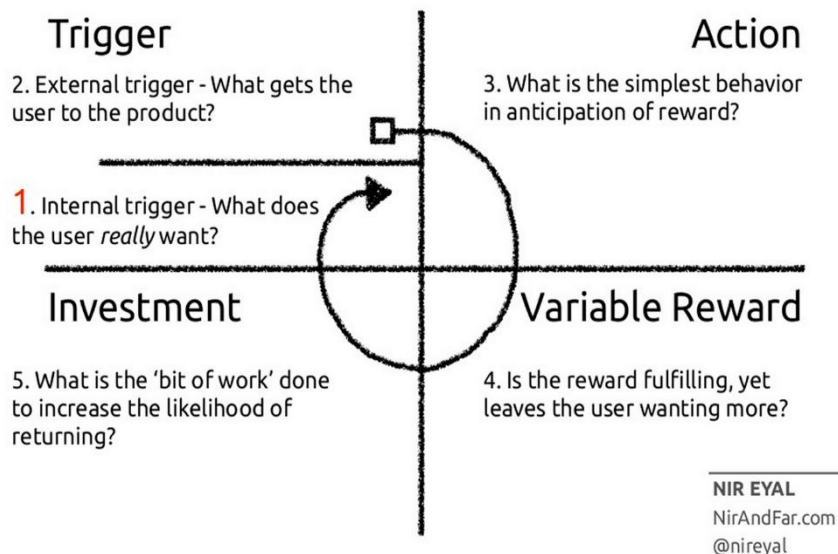
- **Motivation** — Anticipation of reward from the scratch cards (anywhere from INR 10 to INR 1,00,000!)
- **Ability** — a reduction in the time and effort required to transact
- **Trigger** — the actual transaction (buying or sending and receiving money)

At a really basic level, Google had managed to inject all three elements of Fogg's behaviour model into their product!

I also found a resemblance between the Pavolsky's Dopamine effect research and the concept of Google Pay scratch cards. This resemblance can be described in the following way:

- **100%** — If you are winning the money every time you receive a scratch card, the excitement in getting the scratch card and winning the amount will gradually fade. There's no difference between their expectations and reality. And also, obviously, it will be a loss to the business!
- **25%** — If the chance of winning money is very few times, the excitement, desire and in turn motivation will become less.
- **50%** — In this case, there is a high level of uncertainty which drives the motivation and excitement to perform the task. This forces us to rewire ourselves to carry out the specific action repeatedly. And as defined in Fogg's ability element, it reduces both time and effort

The hook canvas



In case of Tez, the trigger is a push notification which informs the user that a new scratch card has been unlocked. The action is the simple act of scratching the card. The variable reward is the chance to win upto 1000 Rs. Most of the time you end up winning nothing. But the main reward is the dopamine rush which comes with the anticipation of winning a big sum by using the scratch card.^{01\}

Money for nothing

, Google Pay has an initiative called [Project Cruiser](#) and has developed an in-app engagement and rewards programme to lure more users and merchants to its fold. At the heart of this programme, Google Pay is tying up its reward programmes with cashbacks — but with tactics that tempt users to ‘try their luck’. After a transaction, users are rewarded with a digital scratch card and upon “scratching” the coupon, a cashback is credited to the user’s bank account. The amounts that are given to users are randomised — some scratch cards allow users to earn in hundreds of rupees, while other users are rewarded with a message that actually says, “better luck next time.” Google Pay also nudges new users to make a one-rupee transaction when they join the ecosystem. All new users, too, are rewarded with a scratch card after s/he successfully joins in.

Privately, executives of digital payment companies have questioned Google Pay’s tactics. They say that although the number of UPI transactions have increased, the value of transactions has not kept pace, thanks largely to these small-value one-rupee transactions. However, such tactics have resulted in a “gamification” of cashback points to a luck-based lottery system. In fact, certain cashback programmes are not available to Google Pay users in Tamil Nadu as they violate state laws which ban lottery-based systems under the Tamil Nadu Prize Scheme (Prohibition) Act 1979.

There are parallels between Google Pay’s cashback systems and ‘loot box’ systems in video games — in-game purchase consisting of a virtual container that awards players with items and modifications based on chance. In the United States and the United Kingdom, there is growing concern that digital loot boxes are leading to harmful behaviour among users and should be regulated in the same vein as gambling.

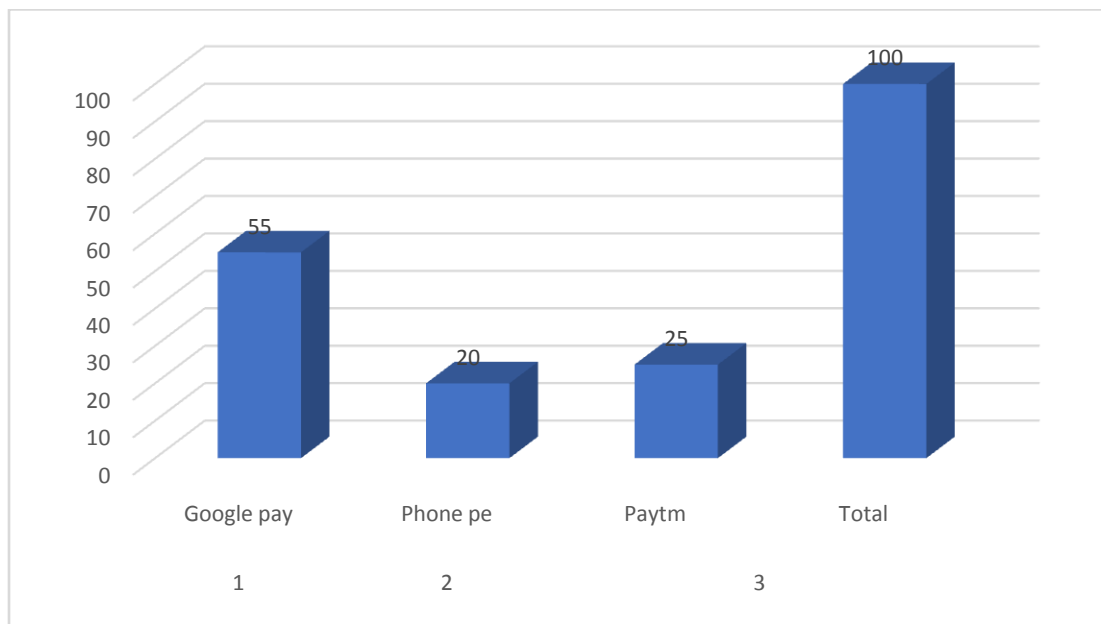
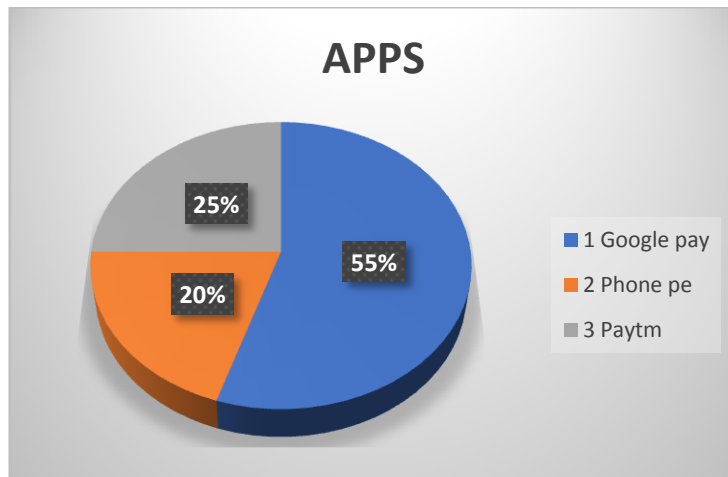
The platform, if incorporated by developers into their apps, will allow app developers to incentivize users to perform certain actions in their app in a “scalable” fashion. For

example, placing their first order, inviting friends or adding a payment method will all result in users earning a small sum of money. In a pitch, Google executives have described these actions as “north star” metrics — something that the company believes its current products do not currently offer.

Data Analysis & Interpretations:

1. Which online digital payment app do you prefer the most?

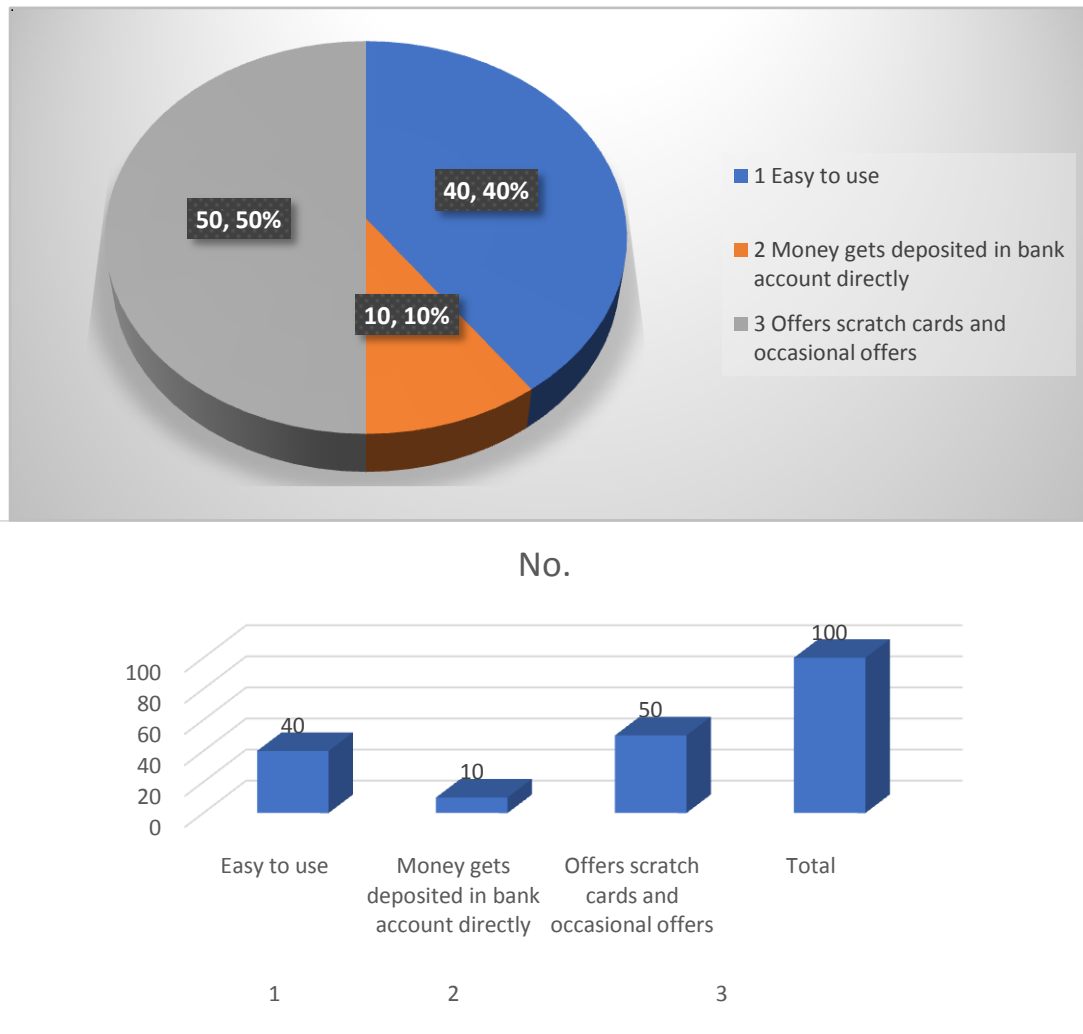
Sr. no	Apps	No.
1	Google pay	55
2	Phone pe	20
3	Paytm	25
	Total	100



INTERPRETATION- out of 100 students 20% use phone pe, 25% use paytm and 55% use google pay to carry out digital transaction. This clearly states that Google pay is preferred more.

2. Why do you prefer the above selected app for carrying out digital transaction?

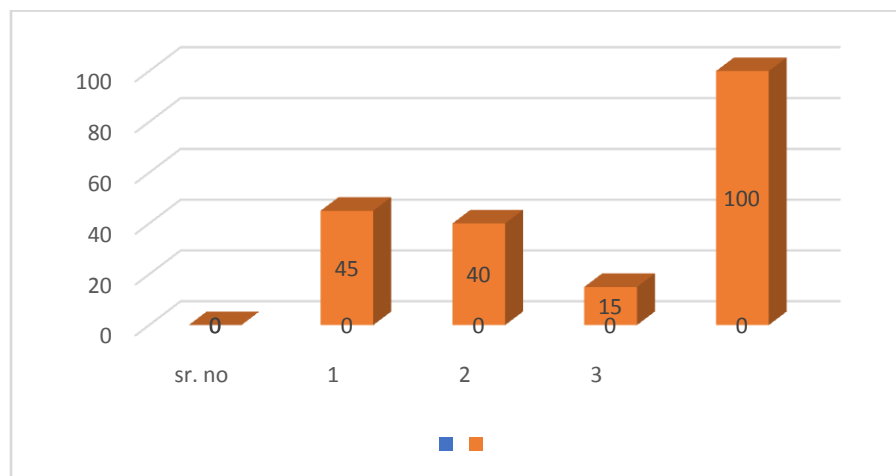
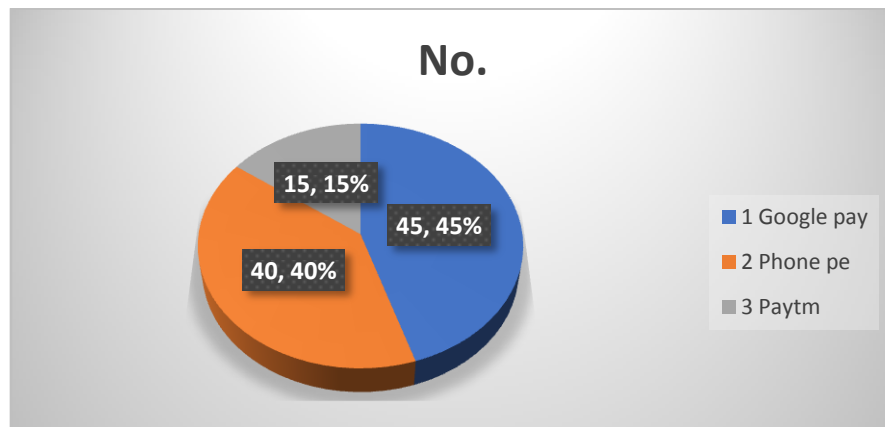
Sr. no	Apps	No.
1	Easy to use	40
2	Money gets deposited in bank account directly	10
3	Offers scratch cards and occasional offers	50
	Total	100



INTERPRETATION- Out of 100 students,40%students prefer the above selected app because it's easy to use,10% students prefer the above selected app as money gets deposited in the bank account directly,50% students prefer the above selected app because it offers scratch cards and occasional offers. It clearly states that apps which offer more scratch cards or offers is generally preferred.

3. Which app offers you scratch card or occasional offers frequently?

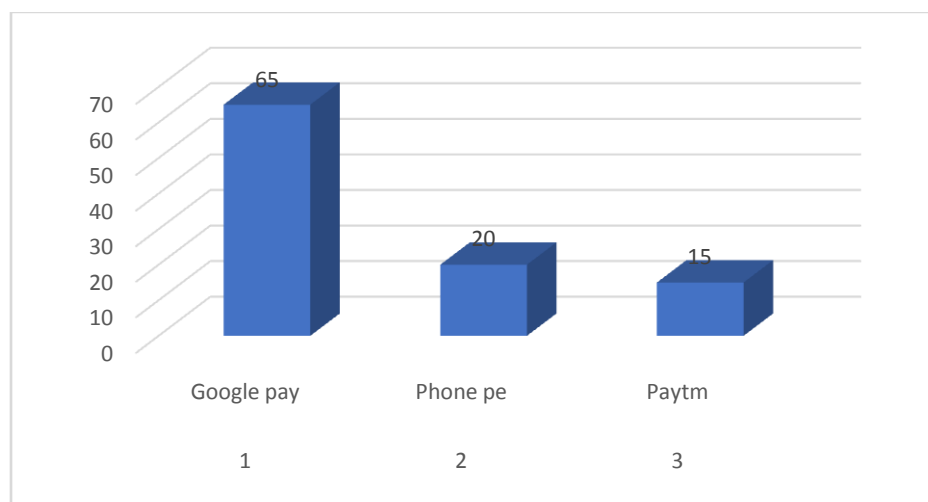
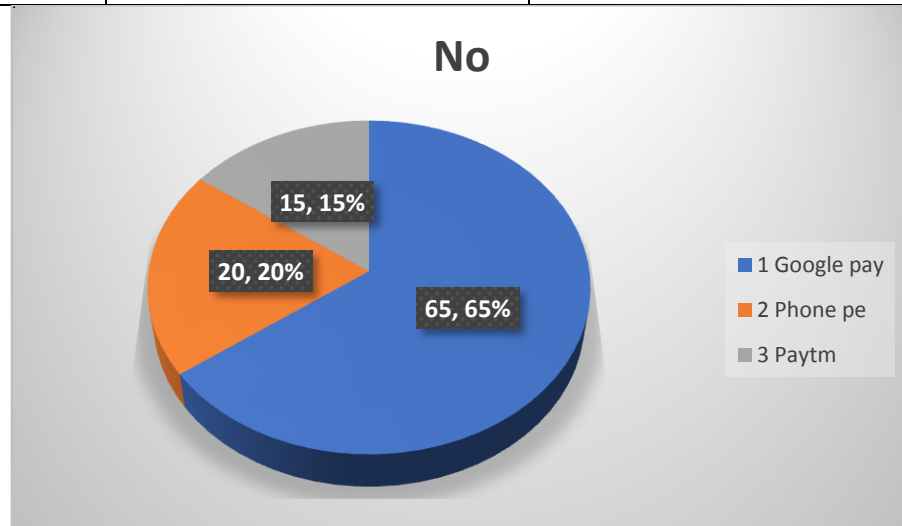
Sr. no	Apps	No.
1	Google pay	45
2	Phone pe	40
3	Paytm	15
	Total	100



INTERPRETATION: Out of 100 students, 45% students said that google pay offers more scratch cards, 40% students said that phonepe offers more scratch cards, 15% students said that Paytm offers more scratch cards. To conclude that google pay provides more of scratch cards on carrying out transactions.

4. How frequently do you get cashback on receiving a scratch card on the app you chose above?

Sr. no	Apps	No
1	Google pay	65
2	Phone pe	20
3	Paytm	15
	Total	100



INTERPRETATION: Out of 100 students, 65% students said google pay gives more cashback, 20% students said phonepe offers more cashback, 15% students said Paytm offers more cash back on receiving scratch cards. To conclude google pay users get the highest times of cashbacks when they receive a scratch card

VII) FINDINGS AND CONCLUSION:

1. Google Pay's reward mechanism for transactions through its addicting use of scratch cards has gamified routine transactions, where a huge payout may just be around the corner for our dopamine-addled brains
2. Google pay users are attracted to using and carrying out digital transactions as it offers number of scratch cards and gives cashbacks on it most of the time.
3. People tend to switch the apps depending on the cashbacks and offers provided, general trend is seen rising for the users shifting to google pay.

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DIGITAL DREAM TO REALITY...TOWARDS A NEW INDIA**Ms.Manali B Parmar****Ms. Harshada P Shinde****Guide -Dr. Vinita Shrivastava****Indira College of Commerce and Science, Pune****ABSTRACT**

Today's digital world is the result of various innovations, modernizations, and automations. Thus, better the digital infrastructure of the country better will be its development. Therefore, our government has taken an initiative to provide various schemes and services under the Digital India programme. Digital India is more for the poor and the underprivileged. It aims to bridge the gap between the privileged and underprivileged through the technology. This aim would be very difficult to achieve unless there is awareness amongst the people. Therefore, in this research paper we have tried to check the level of awareness about this campaign through our survey, findings, and suggestions.

KEY WORDS: Digital India, digital infrastructure, privileged, underprivileged, digital divide, schemes, services, key areas, pillars.

INTRODUCTION

Digital India drive came as a dream project of the Indian government to remodel India digitally. Currently the world has transformed from knowledge savvy to techno knowledge savvy. Even though the technology has become more economical and the internet access is ubiquitous, there is a breakdown between the under privileged and prosperous people of the nation. This breakdown is termed as DIGITAL DIVIDE. Digital Divide in India occurs due to the following aspect;

- Poor Education system
- Low literacy percentage
- Language barrier

To uproot the Digital Divide completely from the nation, our PM Narendra Modi launched a campaign named "Digital India" ON 1ST JULY 2015. This transformation will make into reality when every citizen of India will participate in this transformative impact. This initiative will ensure that all government services and information are available anywhere, anytime, on any device that are user friendly and secured.

DIGITAL INDIA Project focuses on:

IT (Indian Talent) + IT (Information Technology) =IT (India Tomorrow)

RELEVANCE OF STUDY

Digitalization is the core of social and economic development of a country. Digital India programme is a path through which India can achieve exceptional use of technology to connect and empower people in areas related to health, education, labour and employment, commerce, etc. Hence, we choose this as our topic of study to scrutinize the level of alertness among the people.

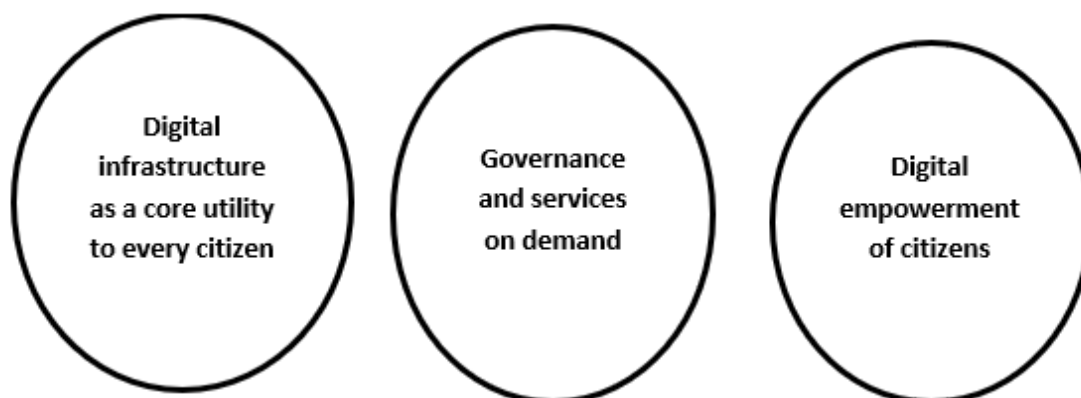
OBJECTIVES

To Study:

- A. What is DIGITAL INDIA Project?
- B. 3 KEYS AREAS/VISIONS of DIGITAL INDIA Project.
- C. 9 PILLARS of DIGITAL INDIA Project.
- D. SCHEMES AND SERVICES under DIGITAL INDIA Project.
- E. Impact on ECONOMY

A. What is DIGITAL INDIA Project?

DIGITAL INDIA is a movement undertaken by the government of India. The main purpose of this movement is to assure that all the government services are made available to the citizens all over India through electronic means of communication. These services are made available to the people with the help of ICT (Information Communication and Technology) such as mobile phones, laptops, televisions, radios, tablets, and internet. The project works on providing better internet accessibility to both rural and urban areas so that every person can avail the advantages of government in each corner of the country efficiently. It contains various beneficial schemes and services which are explained further. The initiative comprises of several projects which will focus on better governance, knowledge and universal phone connectivity across the country. It carries a motive of M-power i.e. mobile power to empower the society.

B. 3 KEY AREAS/ VISIONS


Digital infrastructure as a core utility to every citizen:

1. Availability of high-speed internet as a core utility for delivery of services to citizens.
2. Mobile phone and bank account enabling citizen participation in digital and financial space
3. Easy access to CSC (COMMON SERVICE CENTRE)
4. Safe and secure cyberspace.

GOVERNANCE AND SERVICES ON DEMAND:

1. Seamlessly integrated services across departments or jurisdictions.
2. Availability of services in real time from online and mobile platforms.
3. Digitally transformed services for improving ease of doing business.
4. Making financial transactions electronic and cashless.

DIGITAL EMPOWERMENT OF CITIZENS

1. Universal digital literacy.
2. Universally accessible digital resources.
3. Availability of digital resources/services in Indian languages.
4. Collaborative digital platforms for participative governance.
5. Citizens not required to physically submit government documents or certificates.

9 PILLARS OF DIGITAL INDIA

A well-connected nation is a prerequisite to a well-served nation. 9 pillars of DIGITAL INDIA plays a pivotal role in connecting the remotest villages digitally through broadband and high speed internet so that delivery of electronic government services to every citizen, targeted social benefits, and financial inclusion can be achieved in reality.

Following are the 9 pillars of digital India:

1. **BROADBAND HIGHWAYS:** This service facilitates broadband connection for urban as well as rural areas across the country.
2. **UNIVERSAL ACCESS TO MOBILE CONNECTIVITY:** This initiative focuses on network penetration and filling the gaps in connectivity in the country.
3. **PUBLIC INTERNET ACCESS PROGRAM:** Each state including its rural areas should have hurdle free and good internet access. All the government services should reach to every citizen of the country.
4. **E-GOVERNANCE –REFORMING GOVERNMENT THROUGH TECHNOLOGY:** This service involves various government transactions using IT (Information Technology). The mobilized data is stored electronically rather storing it manually.
5. **E-KRANTI-ELECTRONIC DELIVERY OF SERVICES:** E-KRANTI ensures not translation but transformation of government services electronically in an integrative way.
6. **INFORMATION TO ALL:** Government pro-actively engages with the public through social media and web-based platforms such as my Gov.in. Online messages to public on special occasion through e-mails and SMS.
7. **ELECTRONICS MANUFACTURING:** This ensures manufacturing of electronic gadgets in India to reduce the cost of imports and provide these at a nominal rate.
8. **IT FOR JOBS:** To train the youth belonging to small towns and villages for making them employable.
9. **EARLY HARVEST PROGRAM:** To provide secured transfer of e-mails within different government organizations, implementation of free Wi-Fi's in all universities across the nation to develop mass and group messages applications were many one message can be sent to many people at one time, compulsory biometric attendance in all organizations and offices, availability of e-greetings, establishment of national portal for the lost and found children, implementation of hotspots in public, information on weather and disaster alerts via SMS, school children are provided with e-books instead of manual books.

D. SCHEMES AND SERVICES

Below are few of the schemes and services provided under digital India program.

1. **AADHAAR ENABLED PAYMENT SYSTEM:** It is a payment service empowering a bank customer to use Aadhaar as his/her identity to access respective Aadhaar enabled bank account.
2. **ACCESSIBLE INDIA CAMPAIGN MOBILE APP:** It is a nationwide campaign for achieving universal accessibility that enables people disabilities to gain access for equal opportunity, live independently.
3. **AGRIMARKET APP:** Farmers can get information related to prices of crops in markets within 50 km of their own device location using this app.
4. **BETI BACHAO BETI PADHAO:** The campaign interlinks national, state and district level interventions with community level action in hundred districts. The campaign aims at ensuring girls are born, nurtured, and educated.
5. **BBNL (BHARAT BROADBAND NETWORK):** It ensures availability of national optical fiber network in India.
6. **BHIM (BHARAT INTERFACE FOR MONEY):** It is an app that makes payment transactions simple, easy and prompt using Unified Payments Interface (UPI).
7. **DEEN DAYAL UPADHYAYA GRAM JYOTI UJOJANA:** It is designed to provide continuous power supply to the entire rural India.
8. **DIGILOCKER:** It is a platform for issuance and verification of documents and certificates, storage in a digital way which eliminates per use.
9. **E-HOSPITAL:** It enables appointments through internet in various governments and private hospitals.
10. **KISAN SUVIDHA:** The app provides on various details such as weather, market prices, seeds, fertilizers, pesticides, etc.
11. **JAN DHAN YOJANA:** The plan envisages universal access to bank accounts.
12. **UDAAN:** It is a special initiative to address the needs of the educated unemployed in Jammu and Kashmir.
13. **UMANG (UNIFIED MOBILE APPLICATION FOR NEW AGE GOVERNMENT):** It is a mobile app that facilitates a single point access to all government services.

E. IMPACT ON ECONOMY

The main idea of Digital India project is to empower the rural population by increasing employment, easy online transactions and other beneficial services.

It plays huge role to erase the gap between the rural and urban population by easy accessibility to every individual.

REVIEW OF THE LITERATURE

1. Prof. Samita Kher: “A Study of Awareness among Youth about Digital India Initiative” “In this research paper the prof has investigated the level of awareness about digital India among the youth, where majority were unaware about the Digital India facts.

2. “Digital India – A Roadmap to Sustainability” Aiswarya Vijayan

In this research paper the researcher has given a general overview and information about the schemes and policies under Digital India.

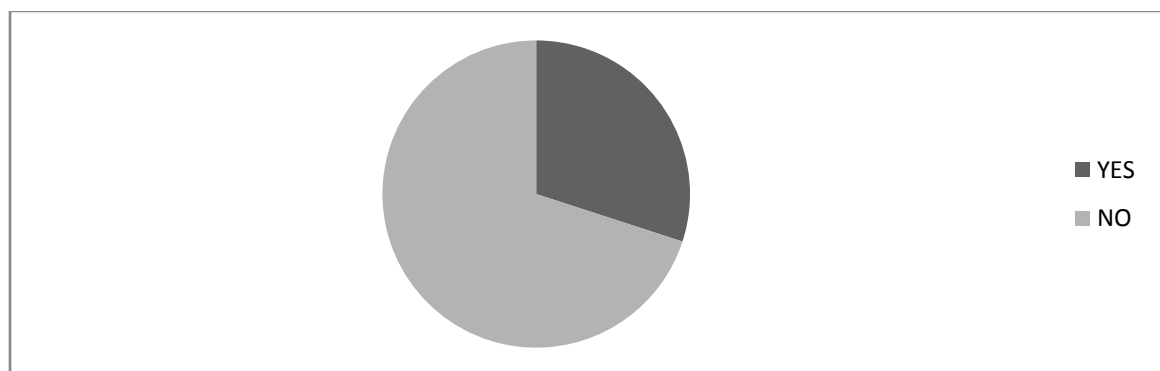
RESEARCH METHODOLOGY

As Digital India project is a conceptual topic, we had to rely on various secondary sources such as websites and books for information. A questionnaire survey was conducted. Reports and research papers were referred.

ANALYSIS OF DATA AND INTERPRETATION

A basic questionnaire survey was conducted to know the response and understand the perspective about digital India project among the people.

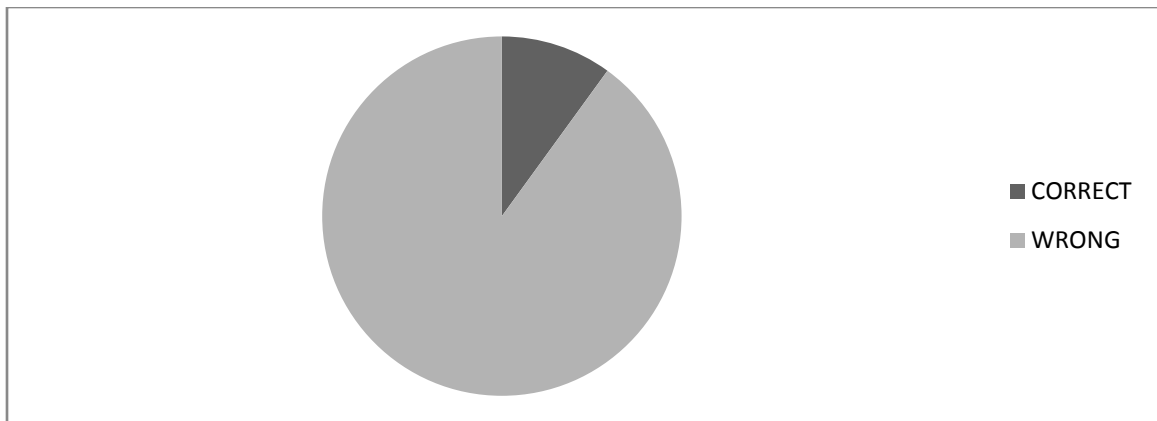
Q1. What is digital India Project?



ANS: Digital India is a programme initiated by the government of India with a perspective to provide all government services digitally.

Here, 6 people said YES while other 14 people said NO.

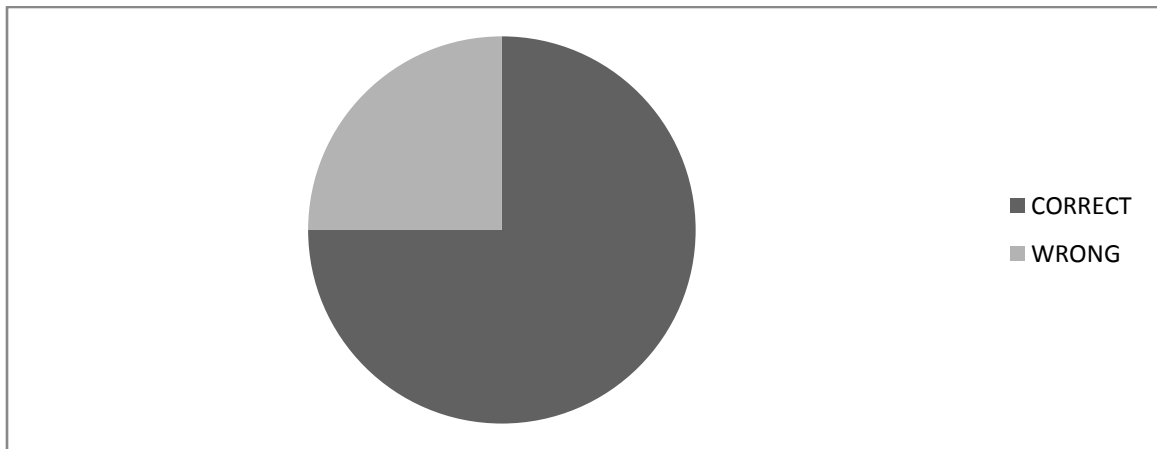
Q2. When was digital India project launched?



ANS: 1ST JULY 2015

Here, 2 people were CORRECT, while other 18 were WRONG.

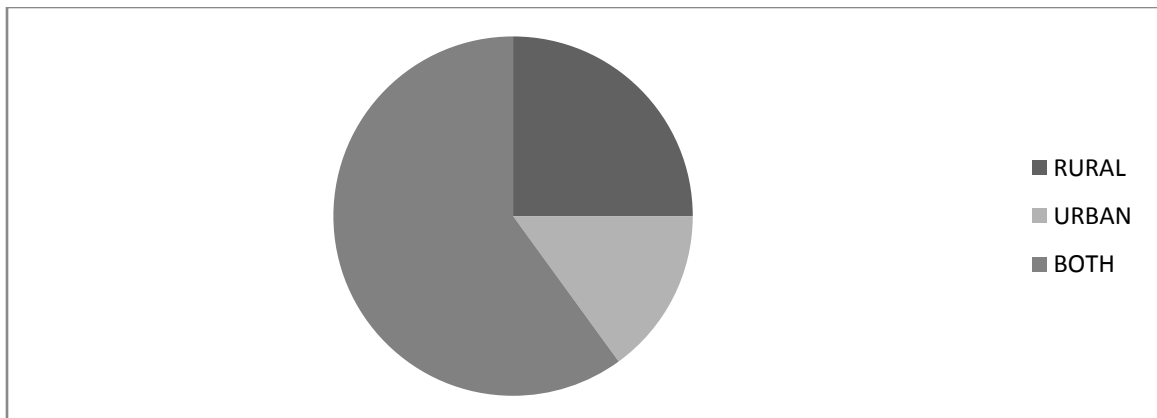
Q3. Who took the initiative?



ANS: PM Narendra Modi

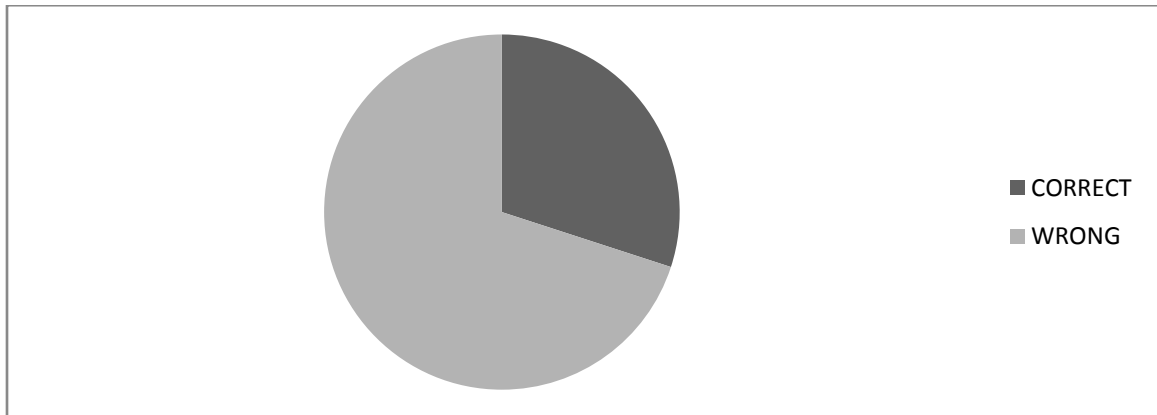
Here, 15 People were CORRECT, while other 5 were WRONG.

Q4. For whom is this program designed? Rural/urban/both



Here, 5 people said RURAL, 3 – URBAN and 12- BOTH.

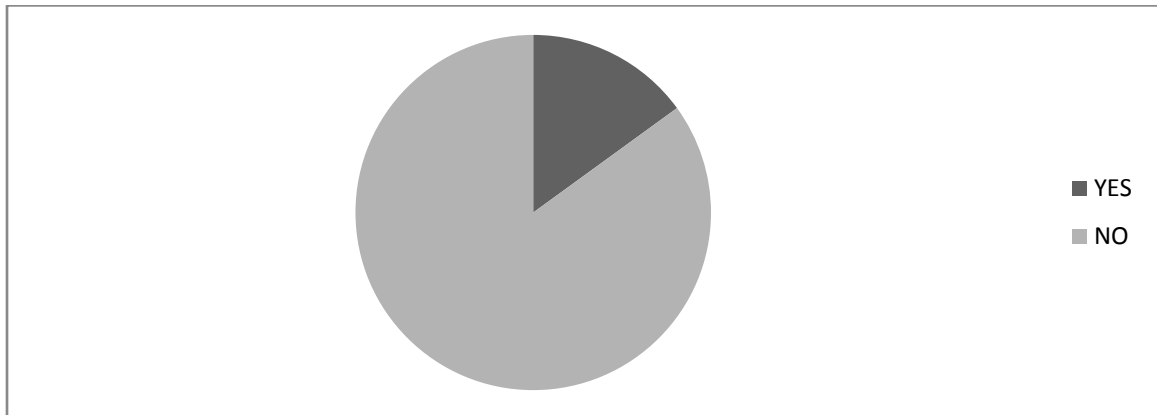
Q5.What is main motive of Digital India?



ANS: Paperless and cashless transaction, transparency and security, mobile power for empowerment.

Here, 6 people could answer correctly and remaining 14 couldn't.

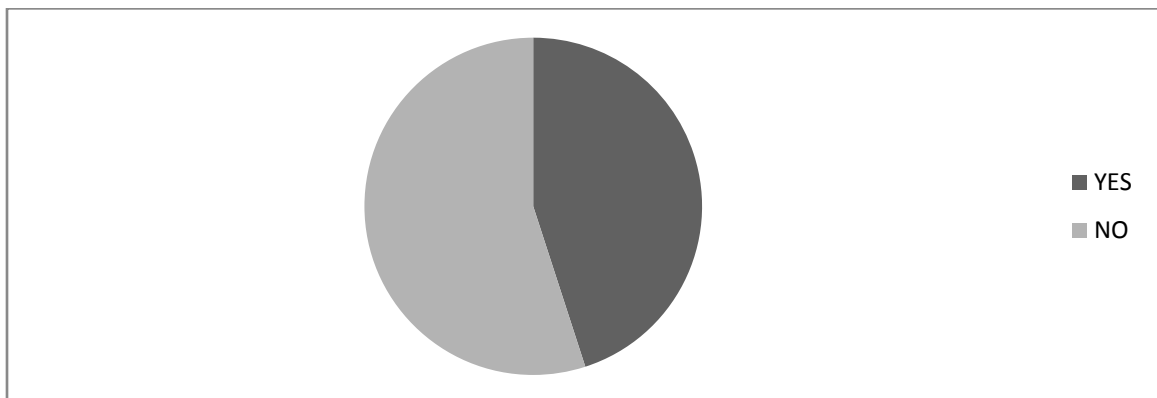
Q6. Do you know any schemes and services under Digital India program?



ANS: (The schemes are mentioned above)

Here, 3 people were about the schemes and remaining 17 were unaware.

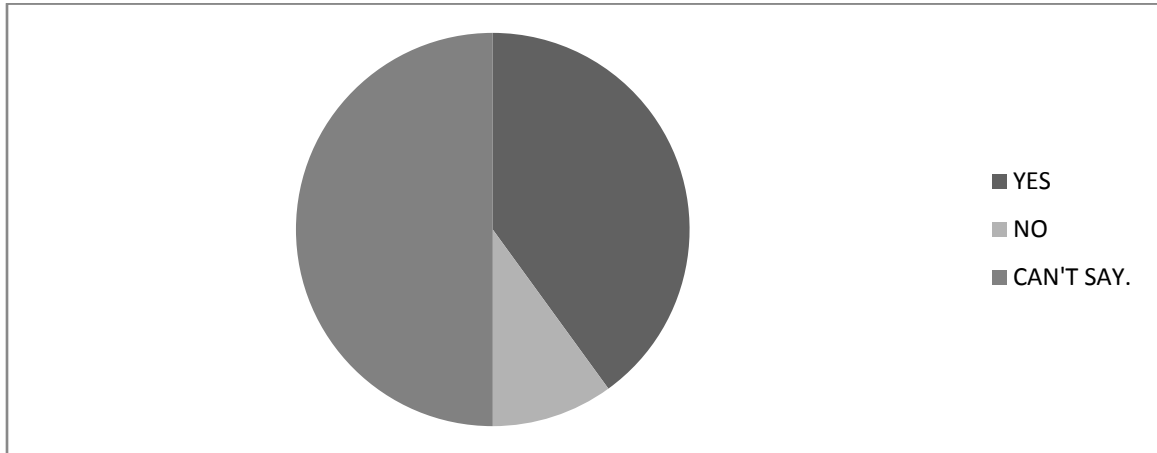
Q7.Do you know the official website of Digital India?



ANS: www.digitalindia.gov.in

Here, 9 people said YES while other 11 said NO

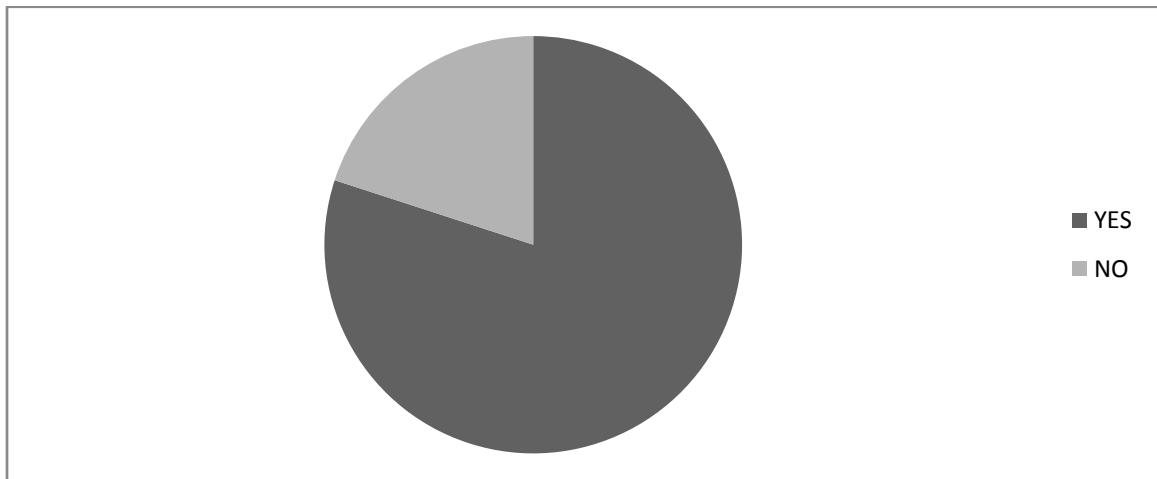
Q8. Have you noticed any changes after Digital India program?



ANS: After implementation of digital India project various changes like cashless, prompt and easy transactions, transparency and security, etc. are noticed.

Here, 8 people said YES, 2 said NO and remaining 10 were clueless.

Q9. Do you think this programme will benefit India in future?



ANS: YES, Definitely. If more and more education and digital literacy is provided to every individual and more and more digital resources only then this project will flourish.

Here majority of people i.e. 16 said YES and remaining said NO.

CONCLUSION

Firstly, there is very less awareness about DIGITAL INDIA project among the people. And the people who are aware about the project are not completely informative about its initiatives. Several people are not updated through news, magazines, and daily articles

and on social media which keeps them restricted about the current happenings and knowledge.

SUGGESTIONS

- Awareness can be created through social media.
- Various seminars and sessions can be conducted to enlighten the public.
- Government should collaborate with corporates to conduct this project on a large scale
- People can personally share the importance and initiatives of this programme to their friends, relatives and neighborhood.

LIMITATIONS

- Many poor people do not have bank accounts to avail the government banking benefits like JAN DHAN YOJANA.
- Small retailers in India deal only in cash and have not been able to invest in digital infrastructure.
- Complete security cannot be achieved which may result in hacking and other malpractices.
- Lack of digital literacy, awareness about the programme, poor internet connections, etc. are some of the pitfalls in Digital India project.

FURTHER SCOPE OF THE STUDY

- Digital India programme of the Government has a wider scope in future. Because the number of internet users have increased tremendously up to 293 million active internet users in urban areas while 200 active users in rural areas. India ranks second in the world in terms of internet usage.
- If awareness is created the schemes can be beneficial to the country.
- India is moving towards digitalization; this is the reason why this programme is essential.
- In future, this project can help the rural population to grow prosperous.
- Digital education is new way of teaching and learning system. It is one of the great achievements in the field of education. Hence there are many scope of digital education:
 - o Helpful for Organizations

- o Helpful for professionals
- o Helpful for society
- o Easy transaction
- o Helpful in banking system
- o It will make people more technology friendly.

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DIGITAL MODES OF PAYMENT**Ms. Simran S. Adhav****Ms. Ruchi S. Sawant****Guide: Dr. Thomson Varghese****Indira College of Commerce and Science, Pune****ABSTRACT**

This paper seeks to identify the present trend towards the adoption of digital payments in India. The term Digital Payment means making payment to another person with the help of the internet or through electronic mode instead of paper money. The initiative of Digital Payments was taken by Government of India after the announcement of demonetization on 8th November 2016.

Digital Payments was initiated to bring transparency in transactions and eliminating black money. It was actually a move towards a cashless economy. Further, digital payments were encouraged to provide sufficient cash availability to the banks for providing credit to people. Till date, a considerable part of society has started using Digital mode of Payments, but still people feel scared of using Internet Banking, debit cards, e-cash etc. initially the Government was providing considerable incentives for digital payments but now a decline has been seen in this push. This paper tries to identify the reasons for adoption of digital payments by people in India and it also tries to find out the problems faced by people in making Digital Payments.

INTRODUCTION

The Digital India is the Indian Governments flagship programmed with a vision to convert India into a digitally empowered country. Faceless, Paperless, Cashless is one of supposed functions of Digital India.as part of government reforms Prime Minister Mr. Narendra Modi demonetized the high value currency of Rs. 500 and 1000 in November 2016 and also launched the digital India initiative in 2015.These initiatives have provided extensive boost up to the digital payment system in the country. Governments other initiatives like BHIM and UPI are supporting in transition and faster adoption of digital payments. Electronics Consumer transaction made at point of sale (POS) for services and products either through internet banking or mobile banking using smart phone or card payment are called as digital payment. The digital payment

system has the following phases,

1. Registration
2. Invoicing
3. Paymentsselection
4. Paymentconfirmation.

This payment system generally includes 3 electronic payment instruments namely, cash, cheque and card. Post demonetization is affecting the ecommerce sector that Cash on Delivery is gradually getting stopped and other modes of payment is replaced like Card on Delivery, Net Banking, Debit Card, Credit Card etc. Demonetization will positively help out e-commerce industry in India enhances the chance for people to go cashless. As part of encouraging cashless transactions and transforming India into less-cash society, various modes of digital payments are available.

HYPOTHESES

- Lack of knowledge about digital payments in the surroundings.
- Growth in trust and acceptance of digital payments.
- Types of digital payments people prefer.

LITERATURE REVIEW

Digital revolution is described as the profound and accelerating transformation of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact across society in a strategic and prioritized way (Digital Transformation Guide, 2015). The development of new competencies revolves around the capacities to be more agile, people-oriented, innovative, connected, aligned and efficient with present and future shifts in mind.

OBJECTIVES OF THE STUDY

- To find out the attitude of people towards adoption of digital payments in India.
- To find out the problems faced by people in making digital transfers
- To find out the most popular method of digital payments.
- To have an idea regarding the expected future of digital payments in India

RESEARCH METHODOLOGY

To test our hypothesis, we designed an experiment in which we shared a link to an online review of Modes of payments in the institute we are studying as well as to our respective work areas.

Participants accepted the invitation [equating a response rate of 60 %] and were presented with an easy and short questionnaire. The participants were individuals staying in metro non metro or suburban areas. Eighty respondents were excluded due to incomplete answers of 200 participants. The review was sent to the institute members as well as respective work areas were forwarded by the students and colleagues in different groups and also were shared with family members, (households).

The invitation link sent to the groups was as follows:

<https://forms.gle/cypot6FebbB6bgYn8>

KEYWORDS

1)BANKING CARDS (DEBIT / CREDIT / CASH / TRAVEL /OTHERS)

Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepaid – offers enormous flexibility, as well. These cards provide 2 factor authentications for secure payments

e.g. secure PIN and OTP. Repays, Visa, MasterCard are some of the examples of card payment systems. Payment cards give people the power to purchase items in stores, on the Internet, through mail-order catalogues and over the telephone. They save both customers and merchants' time and money, and thus enable them for ease of transaction.

2)UNSTRUCTURED SUPPLEMENTARY SERVICE DATA(USSD)

The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. It is envisioned to provide financial deepening and inclusion of underbanked society in the mainstream banking services.

3) AADHAAR ENABLED PAYMENT SYSTEM(AEPS)

AEPS is a bank led model which allows online interoperable financial transaction at Post (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.

4) UNIFIED PAYMENTS INTERFACE(UPI)

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience. Each Bank provides its own UPI App for Android, Windows and iOS mobile platform(s).

5) MOBILEWALLETS

A mobile wallet is a way to carry cash in digital format. You can link your credit card or debit card information in mobile device to mobile wallet application or you can transfer money online to mobile wallet. Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets and some private companies.

e.g. Paytm, Free charge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, it's Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc.

6) BANKS PREPAIDCARDS

What is required for Transaction:

- Smartphone or internet
- Use MPIN
- Self-service and/or Assisted mode
- All leading Banks
- Cash-out with limits only for VISA/Mastercard linked wallets/cards.

7) POINT OF SALE

A point of sale (PoS) is the place where sales are made. On a macro level, a PoS may be

a mall, a market or a city. On a micro level, retailers consider a PoS to be the area where a customer completes a transaction, such as a checkout counter. It is also known as a point of purchase.

- *PhysicalPoS*
- **MobilePoS**
- **VirtualPoS**

8.INTERNET BANKING

Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website.

Different types of online financial transactions are:

- **National Electronic Fund Transfer**

National Electronic Funds Transfer (NEFT) is a nation-wide payment system facilitating one-to- one funds transfer. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. Presently, NEFT operates in hourly batches - there are twelve settlements from 8 am to 7 pm on weekdays (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays.

- *Real Time Gross Settlement(RTGS)*

RTGS is defined as the continuous (real-time) settlement of funds . There is no upper ceiling for RTGS transactions. The RTGS service for customer's transactions is available to banks from

9.00 hours to 16.30 hours on weekdays and from 9.00 hours to 14:00 hours on Saturdays for settlement at the RBI end. However, the timings that the banks follow may vary depending on the customer timings of the bank branches.

- *Electronic Clearing System(ECS)*

ECS is an alternative method for effecting payment transactions in respect of the utility-bill- payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc. facilitate improved customer service by

banks / companies / corporations / government departments, etc., collecting / receiving the payments.

- *Immediate Payment Service(IMPS)*

Objectives of IMPS:

1. To enable bank customers to use mobile instruments as a channel for accessing their bank accounts and remit funds
2. Making payment simpler just with the mobile number of the beneficiary
3. To facilitate mobile payment systems already introduced in India with the Reserve Bank of India Mobile Payment Guidelines 2008 to be interoperable across banks and mobile operators in a safe and secure manner.

9 MOBILEBANKING

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device such as a mobile phone or tablet. It uses software, usually called an app, provided by the banks or financial institution for the purpose. Each Bank provides its own mobile banking App for Android, Windows, and iOS mobile platform(s).

10 MICROATMS

The micro platform will enable function through low cost devices (micro ATMs) that will be connected to banks across the country. The basic transaction types, to be supported by micro ATM, are Deposit, Withdrawal, Fund transfer and Balance enquiry.

CUSTOMER QUESTIONNAIRE FOR REVIEW:

1. *Which area do you belong to?*
2. *Which mode of payment do you prefer?*
3. *Which digital methods of payment do you use?*
4. *What makes digital payments more convenient?*
5. *Reasons for stopping uses of digital payments.*

Future of Digital Payments in India

It seems that it will take enough time in India to become completely cashless economy. It will require complete support from people and more awareness and knowledge among people. The problem of lack of education and digital literacy needs to be solved first to have more number of digital transactions. Further, cashback offers are working well at present but it will require a committed, secure and highly reliable payments network to boost digital transactions in India to have transparency in the transactions, eradication of black money and to have long run economic development by cashless economy. By doing this, we can surely have a great future of digital payments in India

LIMITATION OF THE STUDY

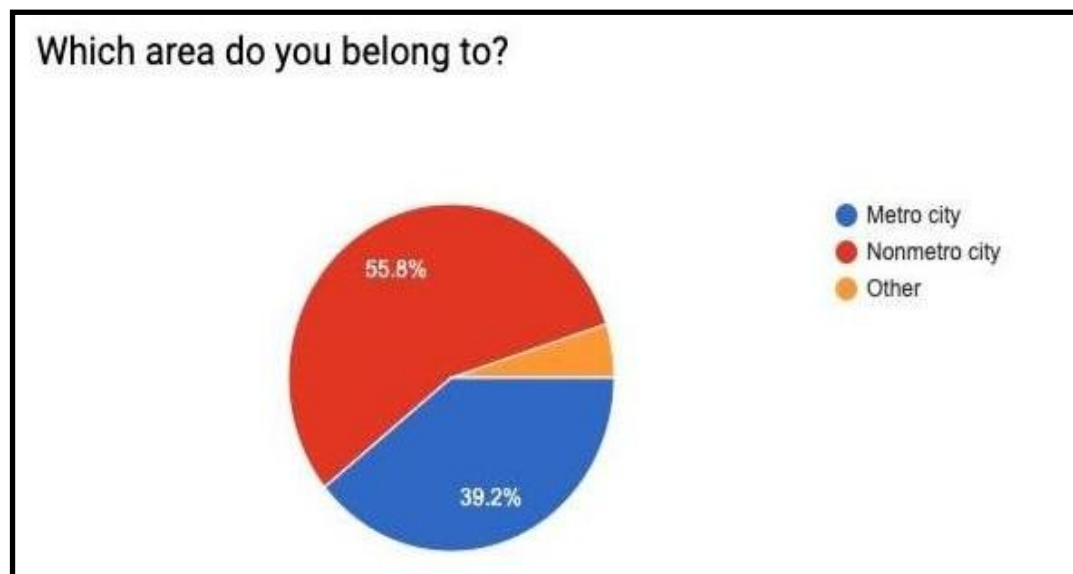
- Limited coverage of areas.
- Small sample size of 120 people.
- Less interest shown by respondents in writing their opinions.

SUGGESTIONS

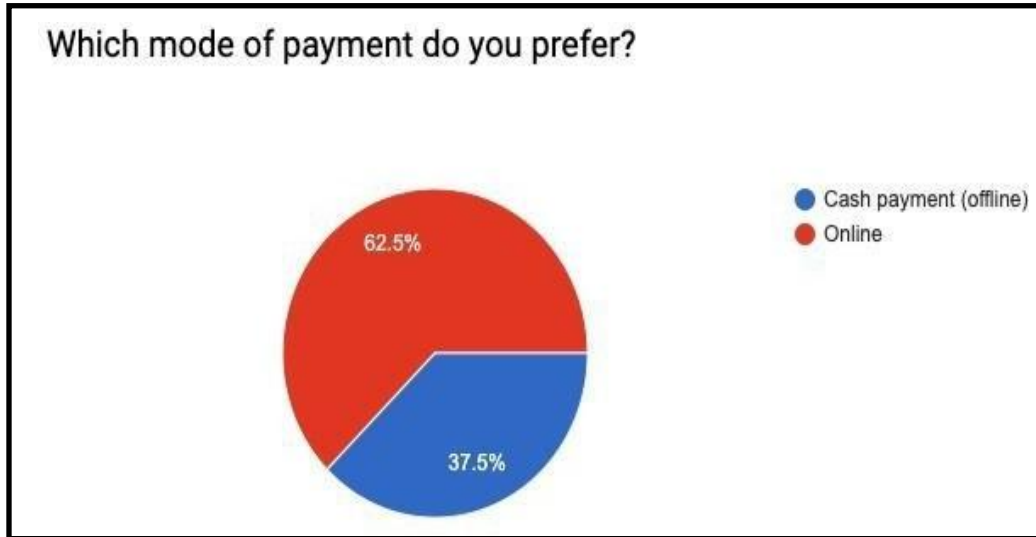
1. For smooth implementation of cashless system in India, the following measures are recommended.
2. Government must bring transparency and efficiency in e-payment system, strategies used by government and RBI to encourage cashless transactions by licensing payment banks, promoting mobile wallets.
3. As a part of „Make in India” initiative by the government, RuPay cards, Aadhar based payment systems should be given preferential treatment. Government should withdraw service charge on cards and digital payments.
4. Measures to discourage use of cash, by introducing charges on withdrawal of money beyond a limit.
5. A financial literacy campaign should be conducted by government from time to time to make population aware of benefits of electronic payments.
6. To improve financial inclusion, in addition to business correspondents, e-Seva Kendras etc may be allowed to make micro receipts and payment transaction using Aadhaar authentication.

7. To accelerate the adoption of digital payments, women should be educated through campaigns. Financial literacy will lead to women empowerment. This will lead to digital and social revolution.
8. In schools also basic banking skills may be imparted.
9. Incentivizes all sections for increasingly adopting non-cash electronic modes of payment in lieu of cash. Schemes such as Lucky Grahak Yojana and digidhan Vyapar Yojana have to be continued to encourage electronic modes of payment
- 10.

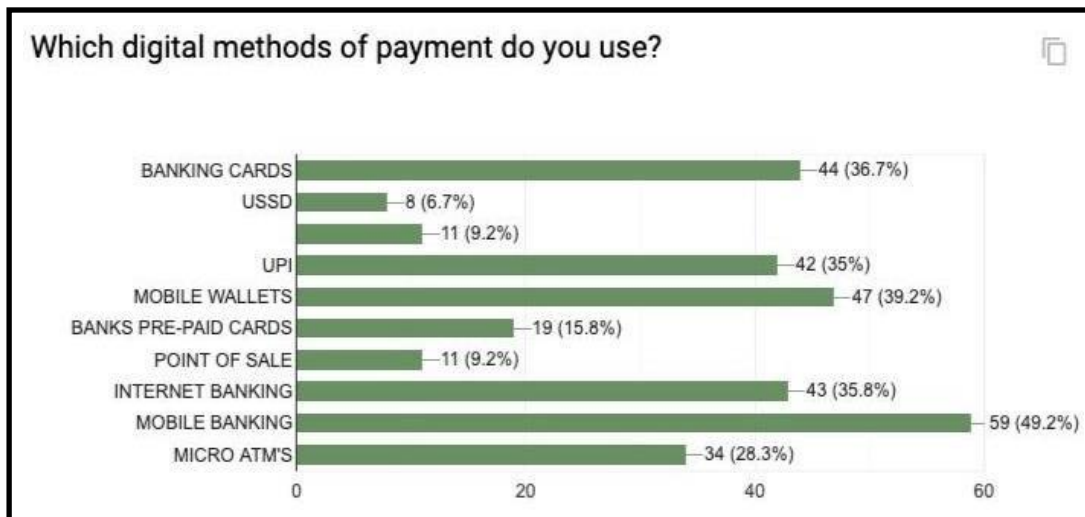
CUSTOMER REVIEW ANALYSIS (SECONDARY DATA)



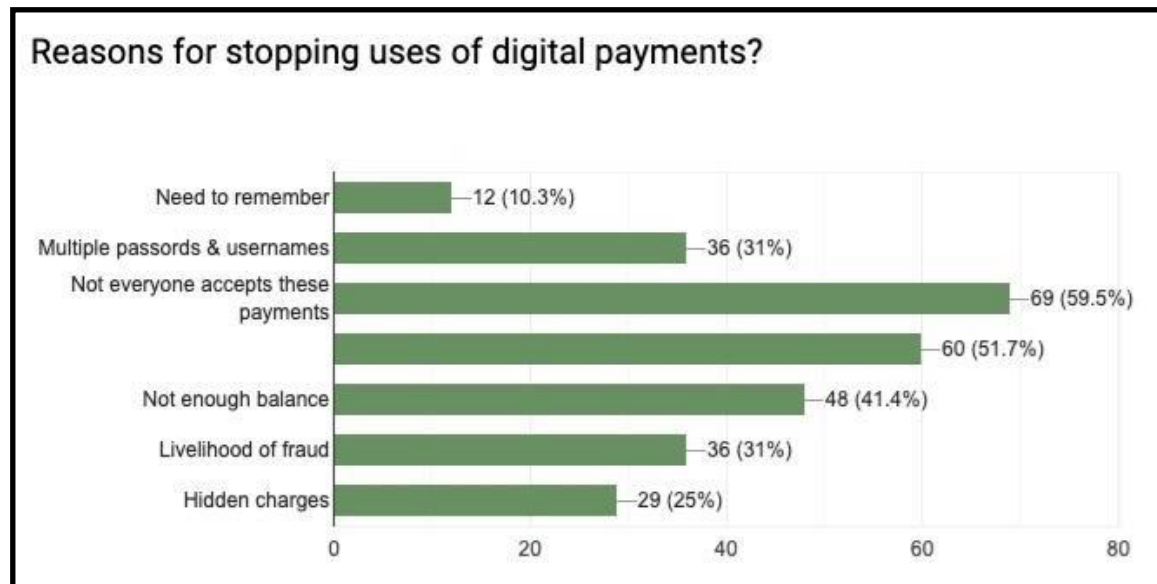
In the above pie chart, we have focused on the areas of belonging. We have divided the data into three sections i.e., Metro city, Non metro city, Other. This graph is basically involved to understand which area understands and has knowledge of digital payments and its uses. Here we see that digital payments are used more in non-metro cities i.e (55.8%) as compared to metro cities and suburban area.



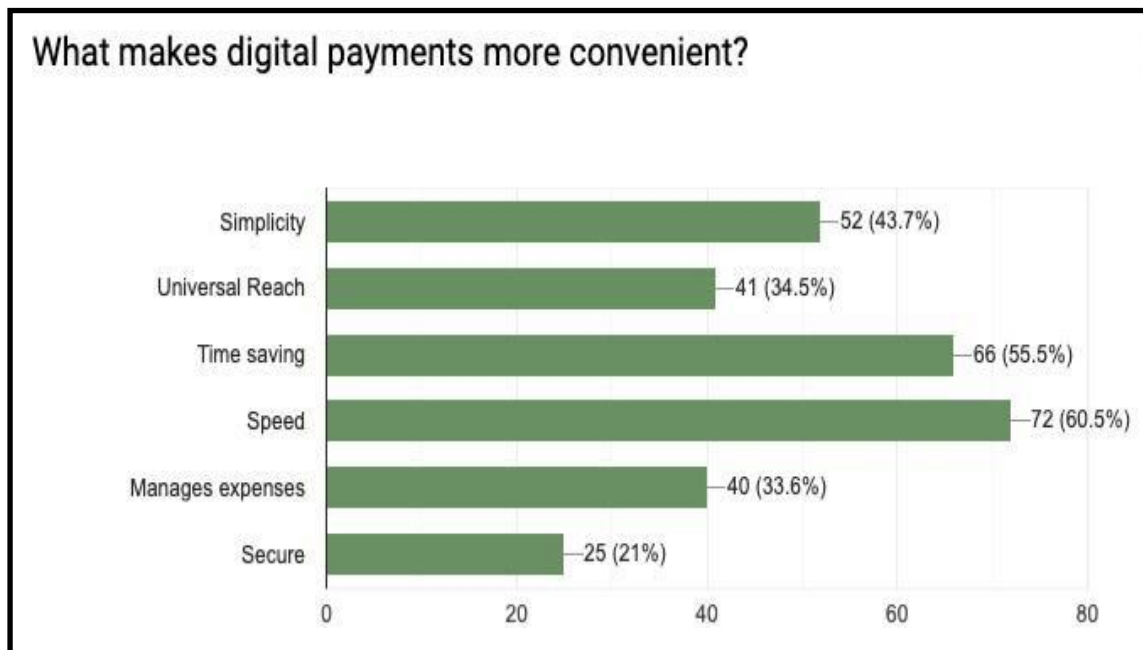
This graph symbolizes the preference given by people as per their convenience the modes of payments they use. Here we see that cashless transactions are more preferable than cash payments, i.e. (62.5%).



This graph shows us which mode of payments specifically do customers use and what is preferred more. Here we have 10 options of cashless modes of digital payments. In this graph, we see that mobile transactions are preferred more, i.e. (49.2%), followed by mobile wallets, i.e. (39.2%), followed by banking cards and internet banking.



This graph shows the convenience that digital payments provides to the customers. Consumers prefer digital payments because of speed (60.5%) due to its time saving feature (55.5%) and its nature of simplicity (43.7%).



FINDINGS AND CONCLUSIONS

The study examines the effect of adopting digital payments impact on consumers of the banking sector of India. The result put together gives us an important policy

direction towards what can enable the country to increase cashless payments .The results indicate that the deployment of technology for digital payments have improved the performance of banking sector and able to achieve the motive cash less country. The study gives emphasis to the percentage of awareness on maximum utilization of technology. Banks should take effective measures in creating awareness towards the effective usage of technology and security.Technology has arguably made our lives easier. One of the technological innovations in banking, finance and commerce is the Electronic Payments. Electronic Payments (e-payments) refers to the technological breakthrough that enables us to perform financial transactions electronically, thus avoiding long lines and other hassles.

Electronic Payments provides greater freedom to individual sin paying their taxes, licenses, fees, finesandpurchasesatunconventionallocationsandatwhichevertimeoftheday,365daysoftheyear. After analysis andcomparisonofvariousmodesofelectronicpaymentsystems,itisrevealed that it is quite difficult, if not impossible, to suggest that which payment system is best. Some systems are quite similar and differ only in some minor details. Added to this, success of e- commerce payment systems also depend on consumer preferences, ease of use, cost, industry agreement, authorization, security, authentication, more futability, and accessibility and reliability and anonymityandpublicpolicy.TheReliableandCashlesspaymentsystemoffersimmunity against the paperande-money andadoptinge-paymentsolutionsorsystemsfordifferentreasons.

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INTERNATIONAL AND DOMESTIC COMMERCE- CHALLENGES IN THE ERA OF DIGITALIZATION

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ABSTRACT

Philosophy means the study of ideas and beliefs about the meaning of life for which we survive. Similarly, commerce and industry involve the study of creative products and supply chain management for progress and growth of the economy. As our union minister clearly states that "no philosophy in the world can teach empty stomach". In this research paper researcher is trying to compare the traditional commerce and digital commerce at domestic and international level. All traders need to be aware of the digital and ongoing transformations. Government of commerce and industry has made a huge effort to make perceptions easy to each individual of country.

Keywords: Export, Commerce, Digitalization, FIEO, India Mart

1.INTRODUCTION

India being the home of dynamic industrial manufacturers over several decades, but only 17% of the GDP contribution is for the export. As of now we have observed that people are well accustomed to the use of digitalization in the area of social life and are widely using digital applications like Amazon, Google Pay, Instagram, Facebook etc. Production line and commerce being our mainstream unfortunately has so far not come into the digital world so that its benefits can be reaped.

Being "Vyapaarsankulrashtra" a Rashtra that has produced enormous dominators and leaders like Mahatma Chuni Lal, Dhiru Bhai Ambani, Azim Bhai Premji and others. Amidst these giants there is an ample scope for growth in the international trade. In this scenario it still looks government is 'helpless' and our social media life is 'hopeless'. The researcher has undertaken a case study approach to examine the use of digitalization favorably for the promotion of business.

2.LITERATURE REVIEW-

Manoj Sharma who has does series of research economic from National Institute of technology, Hamirpur, NIT department of management and humanities says that the liberalization policy of 1991 have helped in the promotion of trade and business which has helped the balance of payment position. The liberal credit and availability of cheaper raw material has also helped largely. Many entrepreneurs assume that exchange rates, export performance, regulation and foreign completion are major hurdles.

3.OBJECTIVE OF THE STUDY:

- 1) A comparative study of the traditional and modern modes of domestic and international trade
- 2) To study the challenges faced by entrepreneur in the era of digital transformation with regard to their expansions.
- 3) To suggest measures of how business and trade can be promoted with the use of digitalization

4.HYPOTHESIS

It is assumed that many traders have no much knowledge on FIEO, Upstox Pro, India Mart etc.

Export market

Export is an international platform where you have 195 countries to trade as your customer's. In export market demand is "**ashwatthama**" means never dies it rises with every addition in population. Businessperson is the real key master who master's the whole market with a huge control and dominance in international trade.

CONTRIBUTION TO NATION

Statistical data provided by government of commerce and industries on exports.

SR.NO	DESCRIPTION	AMOUNT (IN DOLLARS) \$
1)	Good exports	331 billion
2)	Service exports	204 billion

A huge contribution by the entrepreneurs to nation's exports also cure's economy slowdown and thereby helps to rise the GDP which is very important for our economy's growth.

5. RESEARCH DESIGN:

Case study approach is adopted for the study. Both Secondary and primary data is used for the purpose of the study. Research journals, newspaper, report etc. are sourced to base the study.

Semi Structured interviews were conducted from the 5 local entrepreneurs in Pune region.

6. DATA ANALYSIS**MILLENNIAL'S STUDY OF BEHAVIOR IN INTERNATIONAL COMMERCE**

(as per research conducted on practical grounds from different local entrepreneurs)

Following are the challenges faced by entrepreneurs

1. Complicated license procedure: It was found that many local entrepreneurs had a perception found that the licensing for exports is a very lengthy and complicated procedure.
2. Extreme Cost's: Businessman and traders assume that there is huge capital investment for the purpose of exports so that the calculation of risk is higher.
3. Logistics: There is lack of understanding of the functioning of logistics at the international level among the local businessmen.
4. Middleman: Entrepreneurs fear that a larger percentage of the profits will be enjoyed by the export agents and thereby they may not gain on the expansion of the business at the international level.
5. Branding: As the brand is not well known at the international level, the entrepreneurs fear about marketing challenges and penetration of the products in the foreign markets.

Following are the opinions and views of the local renowned Entrepreneurs in Pune city.

Mr. ShreyashWalmikKakade- (owner of Kakade Group PCMC,Pune)

ShreyashWalmikKakade runs a successful multiple food product distribution all over Pune city with daily revenue of more than 1 lakh. His view on Export of products was “as an trader our products has a mobility of limited market thinking about export market is an very high profile concept due to its complication on license procedure and charges we do not recommend export market as a trade market to our business.”

Mr.Ajinkya Kishor Bhosale- (owner of Vedant enterprises & Vivaan Technologies) expressed his views on International logistics supply, “As an manufacturer of multiple products including ice, bread and milk products in our business there is perishable factor which keeps our market to a limited extend. My personal data on international logistic suggest me logistic supply process is very lengthy and slow process in which our products do not have that much of time to survive so my conclusion is export market has very poor logistic supply”.

Mr .Khan (owner of NAAZ enterprises & WAZIR exporters) shared his experience of fundraising for exports. “For 5 years we are in export market our company exports socks, handkerchief and clothes to the market of south Africa. Fund raising in export market is very easy where government grants you a healthy loan at 5% interest rate whereas you also get subsidies and government benefits, so fund raising in international trade are at a ease level.”

The Case of FIEO

Federation of India export Organization setup by government of commerce and industry and commanded by the leader and CEO **Dr. Ajay Sahai** with his team. FIEO has achieve numerous targets within short period of time

HIGHLIGHTS

- A. FIEO dominates the international market by exporting 70% of Indian market goods and services
- B. FIEO succession approves a fact that in future times FIEO will provide a 20% tremendous contribution to nations GDP by rising 3%.
- C. Charges/subsidies

Sr.no	Loan	Interest
1)	Micro small and medium industries	5%

INTERNATIONAL EXHIBITION CHARGES BY FIEO-

- A. For small micro companies 50% of stall charges and 75% of airfare reimbursed by government

B. for women 100% air fare and stall charges are free.

C. International exhibition as per MAI scheme 65% reimbursement
for example STALL PRICE: 6 LAKHS TRADERS PAYS: 2 LAKHS
GOVERNMENT PAYS: 4 LAKHS

DIGITAL ANGLE OF FIEO-

The introduction of FIEO into the market was through the perceptions and approaches by millennial, with several irrelevant information within them.

About application "NIRYAT MITRA" by FIEO

Niryat Mitra means 'export friend' which is conceptualized and developed by FIEO. this mobiles app is dedicated to the global business community with the objective of international trade promotion.

Information and tools available by Niryat Mitra application are as follows.

- A. Domestic and International Trade Promotion Programs Organized by FIEO and Opportunity to Participate
- B. Latest Happenings in International Trade
- C. Daily Forex Rate
- D. Search & Identify ITC (Hs) Code of A Product.
- E. Item-Wise Goods & Services Tax(GST) Rate of India.
- F. Item-Wise Export and Import Policy of India.
- G. MFN/Preferential Tariff of 87 Countries
- H. Rules of Origin Wherever Trade Agreement Concluded by India
- I. Market Access Requirement of 87 Countries.13000+ Sanitary and Phyto-Sanitary (Sps) Measure and Technical Barriers to Trade (Tbt)Categorized As- Labelling & **Packing** Requirements, Regulatory Standards, Pesticide MRLs, Food Additive Etc. For Every Product
- J. Item-Wise Export Incentives - MEIS, Duty Drawback & Interest Equalization Scheme
- K. Global Trade and Tender Queries
- L. Search, Select and Send Business Queries to India Suppliers
- M. E-Bulletins:

- FIEO News
- In trade Update
- Sps Focus
- Tbt Focus

N. Live Chat with Fieo's Support Team

O. Alert On Changes in Policies, Tariff, Sps/Tbt Matters, Etc



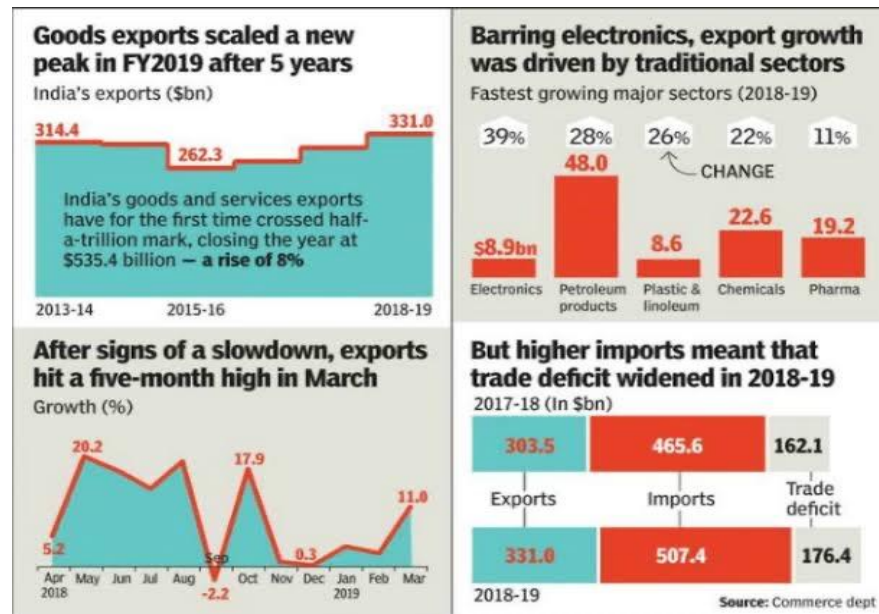
Issues fixed by FIEO (changes in millennial study of behavior)

- Official help of FIEO introduces certain simple policies to traders and local traders
- Entrepreneurs attach to FIEO have to pay a sum amount of rupees 250 only for online registration for licenses that is "DGFT"
- "DGFT" provides export-import licenses within three days and also helps with importer/exporter code number which will be valid till the survival of the company.

BENEFITS OF DIGITAL TRANSFORMATION BY GOVERNMENT

If you registered your product with FIEO, it will provide you an exact data according to the nature of product by providing a whole taxes and charges with credits by government within minutes.

- A. 5% credit by government
- B. GST refund
- C. duty drawback refund
- D. If your trade partner country has free trade policy with India, then you will get multiple benefits.



INDIA MART- A case of Domestic Commerce

India mart is India's largest online b2b marketplace, connecting buyer with suppliers, with 60% market share of the online b2b classified space in India, the channel focuses on providing a platform to small & medium enterprises (SMFS), large enterprises as well as individuals founded in 1999, the company's mission is 'to make doing business easy'

INDIA MART FOR BUYERS

- Convenience of connecting with seller anytime, anywhere
- Wider marketplace with a range of product and suppliers
- Payment protection program

INDIAMART FOR SUPPLIERS

- Enhanced business visibility
- Increased credibility for your brand


- Lead management system
- Instant payment gateway, pay with India mart.


INDIAMART HAS 3324 EMPLOYEES LOCATED ACROSS 77 OFFICES IN THE COUNTRY.

Conservation with India mart user Mr.Sharukh Dastagir Shaikh owner of Neha Enterprises, Chinchwad has a vast supply in bitumen products over 15 years. Recently one year ago Mr. Shaikh has registered their company with India mart since registration Mr. Shaikh is having huge orders for bitumen products from all over, Maharashtra

Mr.Sharukh Shaikh made a statement on India mart that it's been 15 years i have been running this business successfully in local market in Pimpri-Chinchwad we are the one of the most renowned supplier and contractor with a huge supply to PCMC corporation. On daily bases I sell 25 barrel of tar product to local contractor and a vg quantity to corporation we have a healthy 16 trucks of bitumen supply. As a trader I felt that we have a limited market to trade so one day at training center of digital classes I came across India mart. Then I registered my business with India mart for trading all over Maharashtra after the completion of application procedure I provided each information to India mart with proper quantity and price within two days i received a call from India mart Chinchwad branch office from ATUL Sir Ji India Mart. He detailed me all the procedure and charges by India mart. Then he narrated whole customer bureau all over Maharashtra with an option to select particular area in the state. To trade I basically started with Beed and Osmanabad region Atul Sir ji charged me Rs 30000/- for annual subscription for India mart after subscription within 15 days he contacted and made a deal with Mohini Construction, Beed with a 100-barrel pack drum bitumen from Mumbai BPCL corporation to Mohini Construction from there we began our trading region to all over Maharashtra within 3 years. India mart made a deal with more than 15 contractors across Maharashtra.


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Dear Saad,
We have selected these BuyLeads especially for you. Have a look :


1 min ago


Mumbai, Maharashtra


Quantity : 100 Ton(s)

I want to buy Gilsonite Bitumen. Kindly send me price and other details.

Why do you need this : For Business Use

Contact Buyer
 (Mobile & Email available)

[Not Interested](#)


35 mins ago


Pune, Maharashtra

Contact Buyer
 (Mobile & Email available)


18 hrs ago


Pune, Maharashtra

Contact Buyer
 (Mobile & Email available)


22 hrs ago


Pune, Maharashtra

Contact Buyer
 (Mobile & Email available)

7. CONCLUSION:

Today the social media platform or digital transformation has reached to many peoples in social life but not in commerce life application's like "niryatmitra" and "India Mart" are the center to trade to new markets multiple applications are developed for commerce and trade but lacks in representation and customer satisfaction. An illiterate personsupplies bitumen all over Maharashtra without middleman is the real win of digital transformation. A manufacturer in Kondhwa City Pune exports his carpets to Europe, US, Australia and gulf region with per year revenue of 8 crores is the real player by the real master FIEO. A small town boy of Indapur, Baramati, trades equity share of rupees one crore in IRCTC within 2 years of experiences by the help of "upstoxpro" is the real master of share market. After this type of digital formation by FIEO, India mart and upstox pro commerce industry will be assuming a higher contribution to economy in future it will also help our nation to be 10 trillion-dollar Company by the end of 2035.

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**A STUDY ON UNDERSTANDING “CLOUD” COMPUTING, STORAGE
AND ITS IMPACT ON SOCIETY AND BUSINESS ALL OVER THE WORLD**

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ABSTRACT

Just like Clouds that store water and pour all over the world, The virtual Cloud stores data of all Computers. It's different yet similar as the data is not literally present in air but within the storage of servers which operate on radio waves to make accessible for people to Upload or Download data.

*Technically, **Cloud storage** is a model of computer data storage in which the digital data is stored in logical pools. The physical storage spans multiple servers (sometimes in multiple locations), and the physical environment is typically owned and managed by a hosting company. These cloud storage providers are responsible for keeping the data available and accessible, and the physical environment protected and running. People and organizations buy or lease storage capacity from the providers to store user, organization, or application data.*

Cloud storage services may be accessed through a collocated cloud computing service, a web service (API) or by applications that utilize the API, such as cloud desktop storage, a cloud storage gateway or Web-based content management systems.

Key Words:API, Pools, Servers.

INTRODUCTION

We are all aware that how much Society and Industries Depend on computers, but its not possible to store unlimited amount of data in mere storage devices as its not the most convenient way to utilize and share data. This is where “CLOUD” comes in which acts as portable and nonphysical storage of data for people and the original data is stored somewhere in the servers of storage provider. Though its necessary to have a LAN or Internet connection to avail and access the feature. Current research has been conducted to know how many people, institutions etc. use cloud computing and to evaluate the importance of Cloud in Professional and daily life.

OBJECTIVES OF STUDY

1. To check how many people, know about “CLOUD”.
2. To check how many people, use Cloud.
3. To understand why people still afraid to use “CLOUD”
4. To analyse the Pros and Cons of “CLOUD”

HYPOTHESIS

1. The Cloud is Not guaranteed to keep Data safe.
2. Charges are levied on use of Cloud.
3. The Cloud is a secure and a safe mode of storing and computing data.
4. Constant connection is required to Use Cloud

DATA NOTES

1. **PRIMARY DATA** is collected by interviewing and questioning the students of ICCS and nearby business organizations. Small offices and well developed shops have also been interviewed
2. **SECODARY DATA** has been collected via browsing through internet.

RESEARCH GAP

The study of use and importance of Cloud is a common yet vast topic for researchers and have been researched by many Individuals and Institutes. But the research has never been made on micro level and dedicated use of cloud in India and its impact.

DATA ANALYSIS

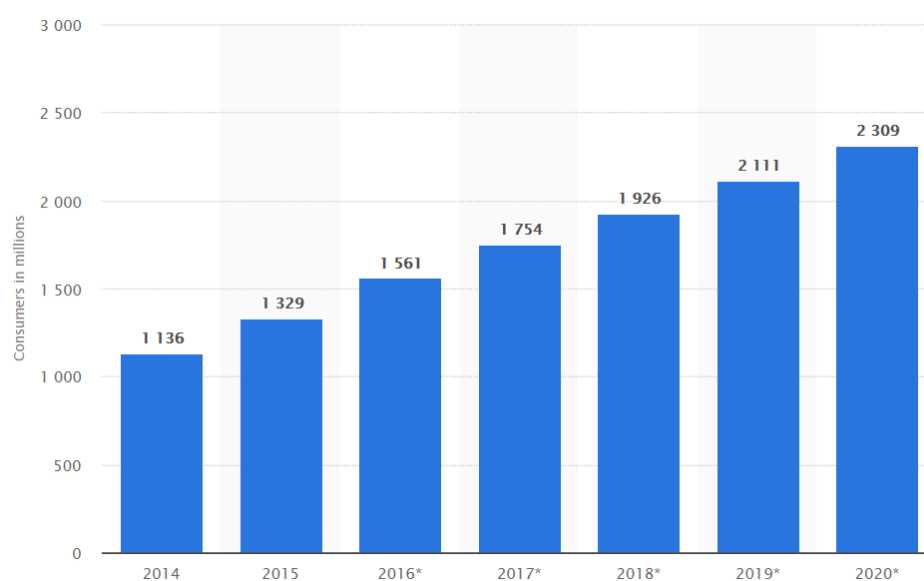
A. Different providers of Cloud

PROVIDERS	FREE STORAGE	EXTRA STORAGE (AFTER FREE USAGE)
GOOGLE DRIVE	15GB	₹ 710/MONTH FOR UNL.

		STORAGE
DROPBOX	2GB	\$20/MONTH FOR UNL. STORAGE
DEGOO	100GB	\$100 OTP FOR 10TB STORAGE
MICROSOFT ONE	5GB	₹ 5299/YEAR FOR UNL.
JIO CLOUD	5GB	₹ 10/GB

PROVIDER	USER
GOOGLE DRIVE	230 million
DROPBOX	320million
DEGOO	67million
MICROSOFT ONE	18million
JIO CLOUD	22.3million

B. Indian users of services



“Global users of Cloud”

It can be seen that the users of cloud has drastically increased over the last 5 years and the anticipated users in the next year can also been observed.

C. Leaks and fault occurred in servers

There's No doubt that every lock can be picked, hence in the recent years data worth \$1.23Billion has been stolen because of breaches in servers or internal smuggling of data.

According to Bloomberg quint many private cloud profile have been seen on sale list in Dark web servers and various other illegal websites

PROVING HYPOTHESIS

The Cloud service is dependable but most of the users seem to be moved towards the reputed or branded Service providers as there is always a potential data leakage from hackers and other bugs. The services is very convenient for general people but very costly to enterprises and firms as its more than enough for common people to have 10 g of storage. It should be noted that Uploading and downloading data from cloud requires a stable and a stable connection.

CONCLUSION

So with Analyzing the whole report it can be observed that the Cloud is both Boon and bane in the world of digitalization and it should be emphasized in todays world for improving and upgrading it.

LIMITATIONS OF THE STUDY

The study is limited to only one case study due to time constraints.

SUGGESTIONS

There should be more investment on these services to improve and have many subsidiary servers with categorization and with increase in digitalization the free space should be increased a little bit.

SCOPE OF FURTHER STUDY

The study was conducted on micro level and can be further progressed on the scope for studying major markets.

DIGITAL TRANSFORMATION**Ms. Somase Aarti Gorakhanath****Guide: Dr. Sanjay Argade****K.J.Somaiya College Kopargaon****aartisomase99@gmail.com****ABSTRACT**

The aim of these research paper is comes to know the meaning of digital transformation as well as the scope of digital transformation. Digital transformation is not remains the limited because it has been universal acceptance. This paper gives the overview of literature, the changes in the business communication, E-Banking, Human resource, Business Administration, etc. Thepaper examines the advantages limitations of the Digital transformation.Under Digital transformation many sub-concept like E-Banking, Business communication, Business Administration,etc.Finally this paper gives the insights regarding the Digital Transformation. The article follows systematic literature review method. Digital transformation is a scientific method which tries to limit systematic error.

Digital transformation is based on two attitudes one is quality another is quantity.

INTRODUCTION

Digital technologies are arises like E-Banking, social networks, Internet ect. All industries, organizations are optimum use of all this digital technologies. This Digital transformation makes the very fast and qualitative products.

Digital transformation provides us the wide vision to all sectors. Digital transformation is not limited it has very positive attitude.

It is not limited because it has more advantages. It is beneficial and useful to education. It is transform the world like the need of company, establish management practices.

Digital transformation is become a need, it is necessary it is very positive in progress of world.

Key words-

Digital transformation, Business Softness, Business Communication, E-banking and Human Resource

Definition

“Digital Transformation is the profound transformation of business and Industrial activities, processes, competencies and modes to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategy and prioritized way with present and future shifts in mind.”

“Digital transformation is the concept which leads to adopt new technologies, it helps to increase quality of product.”

“Digital transformation is the process of converting data into digital format. Digitization means adopting the technology.”

Digital transformation is the change which transforms the organisation capacity structure.

DATA COLLECTION-

A. Primary Data- visit to Bank, post office, observation, questionnaires from senior students.

B. Secondary Data: Google

LITERATURE REVIEW**Features**

In 21st century digitization is a very important part of our lives. In past few years we witnessed a major change in our lives. Interaction in students and teachers were changed. Many apps, blogs, websites and YouTube channels are also helping as well as teachers and changed the definition of formal education. With the help of digitization students are learning concepts crystal clear.

Advantages

1) It Saves Time- The Digital transformation saves the time. The digital transformation is to minimize our wastages of time.

a) According to Business communication-

Business communication is the communication each other with the purpose of Business and their activity.

Digital transformation saves the time of both speaker and listener.

They both have no need to come at one place they can communicate with each other from different place.

b) According to E-Banking-

- i) E-Banking is the banking which runs by electronically.
- ii) Digital transformation has possible E-Banking.
- iii) Regarding to E-Banking and their provision no need to go in bank.
- iv) It has no need to carry cash and transaction is on cash payment.

2) It gives multiple choice

Digital transformation gives the multiple choice to customers .

According to marketing

- i) The customer don't have satisfaction then another substitute or other goods or products are available .
- ii) Customer have different choice it vary to the customer but digital transformation has to possible gives multiple choice.

3) It helps drafting the policy

The digital transformation help to develop the Business policy. Digital transformation helps to know the information about the market, customers choice, sales.

4) It helps in education

Digital transformation helps in education. Digital transformations one part i.e. Digital Board. According to need of learner.

- i) Digital transformation helps to fulfill the need of learner.
- ii) Don't have need to go in class and attain the lecture.
- iii) It change the typical method of teaching and learning.

5) Digital transformation helps to different department to run their activities.

6) Digital transformation makes the easy way of doing business activity.

7) Digitization reduces human error.

8) With the help digitization opening and maintaining bank accounts easily.

9) In this process customers using ATM's , cashless transactions. With the help of cashless transactions fake currency will reduce. No need of large amount of cash

Limitations

- 1) It needs internet connection-

Without internet connection Digital transformation is not possible.

- 2) It needs technical skill-

Without technical skill digital transformation is not possible.

- 3) It may create unemployment

Those are don't have knowledge about computer and digitization they are not able to for employee.

Opportunities-

With the help of digitization we can easily work completed. Now people are learning best methods of employment. It reduces the physical harassment.

CONCLUSION

The digital transformation is a best one which saves us time. It has advantages. It is important tool. It has some limitation. The digital transformation is taking the place in business communication, E-Banking.

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DIGITAL TRANSFORMATION**Ruman Suleman Sayyad****Guide: Dr. Sanjay Argade****KJ Sommaiyya College, Kopergaon****rumansayyad313@gmail.com****ABSTRACT**

Digital Marketing is the marketing of products or service using digital technology on the internet including through mobile phone apps using display advertising and any other digital mediums.

Digital transformation is the integration of digital technology into all areas of a business fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo experiment and get comfortable with failure.

Introduction: -

The short-term approach of responding to current (and in many cases past) challenges won't prepare the organization for when the revolutionary changes of Digital transformation really takes root. New technologies, development methodologies, and customers' needs are being created at an unprecedented pace, bringing with them a trend of technological heterogeneity.

In today's new and fast evolving device environment developers need to be able to adapt to new technologies and accommodate these in their product innovation. As software is at the heart of this change, the first step is to create strategy on tailoring your software development infrastructure to the requirements of a fully digital era. Integrations will be crucial in maintaining a unified view of the value stream while keeping a flexible approach to diverse technologies.

KEY WORDS:-

1. **Payment Processing Software Development:** - Proud to be the leading provider in the payments industry developing, implementing, and programming custom payment securely on any platform.
2. **Custom Online Payment Solutions:** - Personalize your online payment processing custom online payment solutions that are easy to

use and feature multi-currency and multilingual system connections

3. **Online Payment Solution:** - Custom online payment solution for accepting credit cards debit cards electronic balance transfers (EBT) mobile payment prepaid cards.
4. **Online Marketing:** - Online marketing is the marketing of products or services using digital technologies on the internet, including through mobile phones like flipkart, Amazon, Snap deal shopping bazaar etc.
5. Online marketing methods such as search engine, search engine marketing content marketing influence marketing.
6. Online banking also known as internet banking is a electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution through the financial institution website.
7. **Internet Banking Software:** - internet banking software provides personal and corporate banking services offering features. such as viewing account balances, obtaining statements checking recent transactions transferring money between accounts and making payments.

DEFINITION:

1. Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers it's also or cultural change that requires organizations to continually challenge the status quo, experiment and get comfortable with failure.
2. Digital transformation is imperative for all businesses, from the small to the enterprises.
3. Digital transformation involves a changing leadership, different thinking, the encouragement of innovation and new business models, incorporating digitization of assets and an increased use of technology to improve the experience of your organization's employee's partners and stakeholders."

DATA COLLECTION

Secondary data

1. "Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers."

2. Digitization requires more than focusing on the development methodology. It is more about the attitude when developing software and the necessary mindset and environment.

3. Digital transformation (DTorDX) is the use of new fast and frequently changing digital technology to solve problems.

4. It often utilizes cloud computing, reducing reliance on user owned hardware but increasing reliance on subscription based cloud services Some of these Digital Solutions enhanced capabilities of traditional software products (example Microsoft office compare to office 365) whilst others are entirely cloud based (example google docs.)

5. As the companies providing the services are guaranteed of regular (usually monthly) recurring revenue from subscriptions. They are able to finance ongoing development with reduce risk (Historically most software companies derived the majority of their revenue from users upgrading and had to invest up front in developing sufficient new features and benefits to encourage users to upgrade) and delivering more frequent updates often using forms of agile.

Advantage: -

1. Software development internally: - The change to the subscription model also reduces software piracy which is a major benefit to vendor.

2. Some of these digital solutions enable in addition to efficiency via connection new types of innovation and creativity. Rather than simply enhance and support traditional methods.

3. One aspect of digital transformation is the concept of going paperless or reaching a digital business maturity affecting both individual businesses and whole segments of society. Such as Government mass communication medicine and science.

4. Digital transformation is already underway but is not proceeding at the same pace everywhere.

LIMITATIONS: -

1. Internet is the fertile territory for malevolent forces to operate due to its international nature large scale, and the relative anonymity that the users can enjoy the terrorist

using social media to promotethemselves andencourageothers,drugdealerusingthedarkwebtotradetheycan use chat rooms and the other places. to exchange photos, videosand otherinformation.

Opportunities:

Staying open to new technologies digital transformationisatwofoldchallengethatrequirescompaniestoadaptinResources, Processes, Tools, and Infrastructure. Secondly mind set and culture Product developers need to be able to deploy new functionality continuously. this necessitates both a new approach and an updated infrastructure that enables that fast delivery of quality software products. Software experts and industry analysts agree that thekey to staying competitiveinthisshiftingmarketisbeingopentonewtechnologies.

CONCLUSION:

More and more companies are recognizing the importanceofdigitaltransformationandthebenefitsitbrings. many are undertaking transformation the process is challenging because it requirescompanywide changes drivenbycustomerfocus.

SMARTPHONE AND ITS USAGE IN THE ACADEMIC PERFORMANCE OF UNDER GRADUATE STUDENTS OF COMMERCE

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1.INTRODUCTION

Smartphones are popular among all age group. It serves many purposes. It is a small device having multiple functionality. Smartphone is a mobile phone that can do more than other phones. It was as a computer it has an inbuilt operating system which creates miracles the best part is it fits in the user's hand or user can carry it in his pocket. Generally, phone is used for calling purpose but smartphones are used for various purposes like sending and receiving mails text photographs multimedia messages. It can work as like calculator camera watch weather forecasting device and also a gaming device. It says the data in the form of media messages text documents. It can be used as a scanner. The inbuilt GPS facility supports for the finding a particular location. Many applications can be used through mobile. It serves the need of different users. Business enterprises can store their data to use of ERP system, prepare business plan budget future activities and so on. Different fitness app provides the update of wellness. Social media platform helps to connect to share personal information and photographs.

As the country is moving towards digitalization it is a device which helps to make the payments. Various types of applications are used to make the payment. In short data communication has become faster than the older phones initially it was too generation whereas today the people of starting used smartphones. Smartphone also has the ability to support accessories including Bluetooth earphones power charging cables and extra speakers which increases the utility of smartphones. The researcher is interested to know usage of smartphone for the academic purpose in the life of college students.

Today's generation right from kindergarten are exposed to screens both at school and home most of the schools nowadays used in smart boards for simplification of topic and giving the audio-visual effects. Students are aware about the power of social media and

they may apply for the betterment. They may share important information through smartphones.

College assignments projects are connected to links are provided in a classroom for understanding of concepts and to achieve the proper learning outcome. Learning is an individual activity. Through making use of smartphone students can opt the most suitable mode of study or medium of understanding concept.

Smartphone alone cannot help the students to improve the academic performance but constructive use of digital device; in a right way having right approach can help the students to excel in the academic.

There are certain complaints from parents about the smartphone like technology addiction, health issue, psychiatric problems, social media addiction and knowledge of pornography at small age.

2.LITERATURE REVIEW

³**Ifeanyi Peter iifeayi, Joshua Where Chukwuere, Smartphones on the academic performance of undergraduate students**, have concluded that smartphone has positive and adverse impact on academic lives of the students. They are helpful to the students of school for their research activity. The can access study material very easily through WhatsApp and Facebook. Faculty members also find it convenient to send the notices notes and also to share different links related to curriculum but adversely affect the student's concentration and they make it diverted towards attractive features of social network.

⁴**Stijinbaert, SuncicaVujic, Smartphone use and academic performance correlation of causal relationship?** The researcher hasstudy the first year students of University and observed a shocking results of uses of smartphone. Most of the students have lower grade marks or decrease score in their studies. It is also stated that findings are subject to change as students are using different smartphones having various updates. Application of smartphone related to the model of smartphone students are using.

³Ifeanyi Peter iifeayi, Joshua Where Chukwuere, Smartphones on the academic performance of undergraduate students, knowledge management and e-learning volume 10, No. 3 September 2018

⁴Stijin baert, Suncica Vujic, Smartphone use and academic performance correlation of causal relationship?

⁵**HejabMaazer Al Fawareh, ShaidahJusoh, The use and effects of smartphones in higher education.** Interesting findings by these authors are many times it is observed that faculty members are involved in the excessive use of smartphones they are highly connected with students through this device many times it is in favour of students performance but it affects the face to face communication and also it creates negative impact to the job environment it is also observed that smartphone is a great tool for supervisors projects of students and knowledge sharing.

⁶**Academic Use of smartphone among the students of business schools in UAE** study by Radhakrishnan Nnatarajanby making the exploratory study of students of business school the researcher has emphasized that student can use smartphones for multiple purposes like reading, browsing, downloading academic material. It may create and increase the interest of the students in academics and enhances their learning skills, helps in preparation and submission of assignments in time. So, smartphones are useful for the academic use.

3.RESEARCH METHODOLOGY

1. To investigate the impact of smart phones on academics of commercestudents of PCMC area
2. To study the uses of smartphone for academic purposes
3. To understand the positive and negative impact of smart phones

This study is focused on quantitative data collected through questionnaire. A random sampling technique was used in selecting the participants from various commerce colleges of PCMC area. The targeted group was commerce students. The data has collected from the undergraduate students of Commerce College. The data has been collected through Google Forms. The return rate was 80%. It was observed that female respondents are more than male respondents. Total 88 respondents are considered for this research.

4.DATA ANALYSIS

The analysis of findings in this study is a result of the collected questionnaires on the empirical investigation of the impacts of smartphones on the academic performance of

⁵Hejab Maazer Al Fawareh, Shaidah Jusoh, The use and effects of smartphones in higher education.

⁶[http www publishing india.com](http://www.publishingindia.com) 4 November 2016, Academic Use of smartphone among the students of business schools in UAE study by Radhakrishnan Nnatarajan

undergraduate students.

The data analysis is arranged into four parts. Part 1 deals with the demographics; part 2 focuses on the positive impact of smartphone usage on the academic performance of undergraduate students; part 3 deals with the negative impact of smartphone usage on the academic performance of undergraduate students;

Demographic information

In the demographics section of the questionnaire, students were asked questions such as their gender, age range, and academic level. The reason behind the demographic questions is to determine or find out basic personal information of the respondents.

Table 1: Demographic Information

Sr. No	Construct		Responses	
			N	Percent
1	Gender	Female	71	80.4
		Male	17	19.6
2	Age Range	17- 19	68	77.2
		19-21	20	22.8
3	Time spend on smartphone	1-3 hours	53	60.28
		3-5 hours	22	25
		More than 5	13	14.48
4	Time Spend on smartphone for study purpose	Less than 1 hour	25	28.1
		Less than 2 hours	50	57.2
		Less than 4 hours	7	8
		More than 5 hrs	6	7

Analysis of positive impact of smartphone usage on students' learning

The descriptive analysis in Part 2 aimed at analyzing the positive impact of smartphones on the academic performance of the undergraduate students. Below are the questions that provided the positive impacts

Table 2: Analysis of positive impact of smartphone usage on students' learning

Sr. No	Construct		Responses	
			N	Percent
1	Do you use smartphones for study purpose	Sometimes	32	36.7
		Yes	55	62.2
		No	1	1.0
2	Are smartphones beneficial for academic use ?	Yes	86	97.8
		No	2	2.2
3	Does use of smartphones in academics save time ?	Yes	77	87.9
		No	11	12.1
4	The information you get on smartphones is reliable and satisfactory ?	Yes	79	90.1
		No	9	9.9
5	Do you prefer using smartphones as a medium to find information rather than library	Yes	75	84.8
		No	13	15.2
6	Have you registered for any online courses	Yes	65	73.6
		No	23	26.4
7	Do you use smartphones for watching lectures and instructional videos	Always	26	29.7
		Sometimes	54	61.7
		Never	8	8.8
8	Do you use phone for taking and sharing notes to your classmates	Always	27	31.1
		Sometimes	59	65.9
		Never	2	2
9	Proper use of smartphone helps to learn new skills for employment or betterment of career	Yes	69	78.2
		No	9	9.8

Analysis of the negative impact of smartphone usage on student learning

In Table 3, the descriptive analysis is aimed at analysing the questions asked in relation to the negative impact of smartphones on the academic performance of undergraduate students

Table 3: Analysis of Negative impact of smartphone usage on students' learning

Sr. No	Construct		Responses	
			N	Percent
1	Do you feel smartphones create disturbance in studies	Sometimes	10	11
		Yes	34	39
		No	44	50
2	Do you feel that use of smartphone affects the valuable time of students	Yes	62	70.3
		No	26	29.7
3	Do you think smartphone is a tool which diverts from studies	Yes	56	63.3
		No	32	36.7
4	Do you think smartphones are better replacement for classroom learning	May be	28	32.6
		Yes	11	12
		No	49	55.4
5	Due to Smartphone connect with the classmates and with faculty members affects negatively.	Yes	78	88.1
		No	10	11.9
6	Excessive use of smartphones affect badly on health and mind	Yes	74	83.7
		No	14	16.3
7	Various applications, inbuilt games and easy access of smartphone makes students lazy and dependent.	Yes	64	72.4
		No	24	27.6
8	Increases absenteeism in the classroom	Yes	67	76.4
		No	23	26.6

5.DISCUSSIONS & FINDINGS

1. The findings show that the male respondents contributed to 19.6% of the population, while female respondents contributed to 80.4. The age range of the participants was between 17-19 were 77.2% and between 19-21 years was accounting for 22.8%. The respondents were asked time spend on smartphone. The responses shows that minimum 1 hour and maximum more than 5 hours were spent on smartphone. The researcher was keen to know how much time is spent by the respondents on smartphone for study purpose. 57.2 % respondents spent less than 2 hours for study on smartphone. There are 7% students who spent more than 5 hours for stud purposes on mobile and 8 % students

spend less than 4 hours on smartphone.

2. Positive impact of smartphones on the academic performance of undergraduate students

The respondents were asked about utility of smartphone for the purpose of study. 62.2 % respondents found smartphone are useful for study purposes. 97.1 responded that smartphones provide reliable and satisfactory information. Smartphones are easy to accessible and it is better to get the information on click rather than visiting to a library. 61.7 respondents shared that the use of smartphone is made for watching lectures and videos as to get conceptual clarity and understanding of the topic. 65.9% felt that smartphones are the best tool to share the notes and academic material with each other. It is great to know that 73.6 respondents have registered for the online courses which is support for career enhancement or for employability enhancement

3. Negative impact of smartphones on the academic performance of undergraduate students

The findings from the above data show the negative responses about the smartphone. 50% students felt that smartphone create disturbance in studies as it is useful for many purposes. So, call, text message, notification from social Network, media, and advertisements of games attract the students and create disturbance. 70.3% respondents felt that smartphone affects the study time. Due to technology development it is expected that students should utilize the tools and techniques for study purposes like for assignment, project. While using the students may get diverted towards the fancy features of smartphone. 55.4% students believe on classroom learning than learning through smartphone. 83.7 % respondents have realized the negative impact on health and mind of students due to the excessive use of smartphone. 88.1% respondents felt that smartphones affect the relations with classmates and faculty members. The attendance in classroom is also getting affected.

6. CONCLUSION

The smartphone is a tool in the hands of the students. The students belong to commerce need to be technology oriented. The smart use of smartphone by the student will be considered as a smart move. Technology can provide the information at a click but to

check its authenticity, reliability the student must possess basic conceptual knowledge. The human touch by a faculty member, sharing with the other fellow students and moral and motivation cannot be achieved through smartphone. Constructive use of smartphone with right approach will help the students to be successful in their academic career.

7. LIMITATIONS OF STUDY

This study has covered only commerce undergraduates. The study has been limited to only PCMC area. There is enough scope to do extensive study in this area.

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DIGITAL TRANSFORMATION**Guide Ms. Angana Gupta****Mr. Aman Singh****Sri Balaji University****ABSTRACT:**

The aim of this paper is to provide insights regarding the state of the art of Digital Transformation, and to propose avenues for future research. Using a systematic literature review of 206 peer-reviewed articles, this paper provides an overview of the literature. Among other things, the findings indicate that managers should adapt their business strategy to a new digital reality. This mainly results in the adaptation of processes and operations management. Scholars, for the other side, are also facing challenges, as prior research may not have identified all the opportunities and challenges of Digital Transformation. Furthermore, while the Digital Transformation has expanded to all sectors of activity there are some areas with more prospects of being developed in the future than others.

The aim of this paper is to provide insights regarding the state of the art of Digital Transformation, and to propose avenues for future research. Using a systematic literature review of 206 peer-reviewed articles, this paper provides an overview of the literature. Among other things, the findings indicate that managers should adapt their business strategy to a new digital reality. This mainly results in the adaptation of processes and operations management.

Scholars, for the other side, are also facing challenges, as prior research may not have identified all the opportunities and challenges of Digital Transformation.

Furthermore, while the Digital Transformation has expanded to all sectors of activity there are some areas with more prospects of being developed in the future than others.

Keywords: 1. Digital Transformation 2. Business strategy 3 . Processes Operations
4 . Systematic literature review

INTRODUCTION

Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation.

It transcends traditional roles like sales, marketing, and customer service. Instead, digital transformation begins and ends with how you think about, and engage with, customers. As we move from paper to spreadsheets to smart applications for managing our business, we have the chance to reimagine how we do business — how we engage our customers — with digital technology on our side.

For small businesses just getting started, there's no need to set up your business processes and transform them later. You can future-proof your organization from the word go. Building a 21st-century business on stickies and handwritten ledgers just isn't sustainable. Thinking, planning, and building digitally sets you up to be agile, flexible, and ready to grow

With the rise of new digital technologies, e.g., social networks, mobile, big data, complex transformation. Thus, the society as a whole is facing a fast and radical change due to the maturation of digital technologies and their ubiquitous penetration of all markets To add to the increased demand from customers, companies are facing ever tougher competition due to globalization and putting pressure to go digital before others do, seeking to survive and attain competitive advantages Hence, in recent years “born digital pioneers (e.g., Amazon, Facebook and Google) have grown into powerful behemoths, while companies that long dominated their industries found their traditional value proposition under threat However, despite the multiplicity of technological novelties and recipes for their implementation, whether in business, public governance and private life, real Digital Transformation is taking much longer and facing more difficulties than it has been expected. Unfortunately, there are many recent examples of organizations that have been unable to keep pace with the new digital reality: examples include the bankruptcy of movie-rental Company Blockbuster, largely resulting from

those firms' inability to rapidly develop and implement new digitally-based business models. Successful Digital Transformation requires an organization to develop a wide range of capabilities, which will vary in importance depending on the business context and the specific organization's needs.

Digital technology needs to become central to how the business operates, and organizations effectively need to re-think and possibly re-invent their business models in order to remain competitive. This article differs from previous literature reviews as it strictly focuses on the concept of Digital Transformation. Several concepts have been advanced to label Digital Transformation (e.g. digitalization, digitation) and whereas they are often used indistinctively in the literature, researchers continuously try to determine their boundaries to avoid overlaps. We felt that it would be not prudent to define several terms in such a short paper; while, at the same time, there was a need to draw attention to Digital Transformation, as few literature reviews were conducted when compared, for instance, with the Digitalization term.

Henriette et al. conducted a similar systematic literature review but used a different database (Scopus).

Their work also focuses on the vulnerabilities and opportunities of digital transformation, but different contributions arise by emphasizing the impact of digital capabilities on the digital transformation and the explanation on how digitalization transforms business models, operations processes and user experience. Thus, based on the literature review, our paper proposes a definition of Digital Transformation, delivers a general overview of the literature, along with some suggestions for future research. To this end, the next section provides a brief description of the methodological approach and is followed by the literature review. We end with some concluding remarks.

Source: Springer International Publishing AG, part of Springer Nature 2018

Á. Rocha et al. (Eds.): WorldCIST'18 2018, AISC 745, pp. 411–421, 2018.
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METHODOLOGY

This article follows a systematic literature review method, which adheres closely to a set of scientific methods that aims to limit systematic error (bias), mainly by attempting to identify, appraise and synthesize all relevant studies. Undertaking a review provides the

best evidence for informing academics and practitioners by adopting an adopted two different approaches: a qualitative approach based on a bibliometric analysis and a qualitative approach centered on a content analysis of the literature.

FINDINGS

Quantitative Analysis: Although the number of papers on DigitalTransformation evolved over time, it was only after 2014 that their numbers increased significantly. In 2016, 45% of the total number of articles is journal articles and 55% are conference papers, highlighting a high value for conference proceedings (Fig. 1). The countries that most contributed to these publications are the United States of America, Germany, and Popular Republic of China, with 21%, 19% and 5%, respectively. The reason behind these numbers, in those countries, might be due to the adoption of new technologies across the main sectors of activity.

In addition, we evaluated the citation distribution (Table 3). The most cited articles focus on the challenges that innovative technologies bring to firm's business e.g.

Therefore, they do not examine the post-adoption determinants of digital transformation, in order to understand its effects. Additionally, some other relevant articles rise, while governmental efforts surge to digitalize the Healthcare Systems, to make them safer, accessible and more affordable.

We also explored the journal distribution and the quality of those publications by conducting a research on the Incites Journal Citation Reports, which measures the journal's impact, influence, or prestige

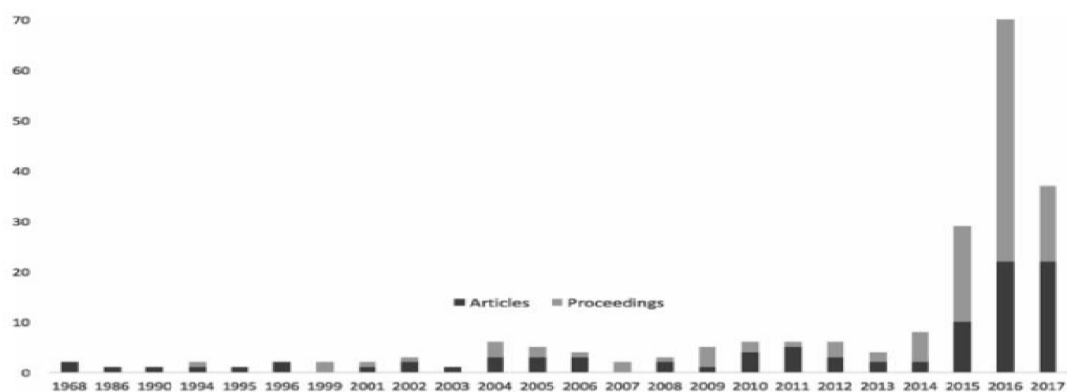


Fig. 1. Publications distribution

Qualitative Analysis

As Kokkinakos et al. argues that state-of-the-art technologies, like social software, data analytics etc., revolutionize the every-day operations of modern organizations in every possible level and ways, and, thus, it is expected that Digital Transformation lately constitutes one of the prevalent terms around the World Wide Web; because of its importance, many authors attempt to define and discuss the exact notion of Digital Transformation. This argument reaffirms the importance of defining Digital Transformation, as no formal categorization exists in academic literature and its boundaries are often blurred. The challenge of defining Digital Transformation concept can be tackled after the definitions have been reduced to their basic elements.

Table 6 illustrates typical definitions taken from the literature.

Table 6. Digital Transformation Definitions

Author(s)	Definition(s)
Fitzgerald <i>et al.</i> [1]; McDonald and Rowsell-Jones [27]	Use of new digital technologies, such as social media, mobile, analytics or embedded devices, in order to enable major business improvements like enhancing customer experience, streamlining operations or creating new business models [1]. As such, the Digital Transformation goes beyond merely digitizing resources and results in value and revenues being created from digital assets [27]
Solis <i>et al.</i> [28]	The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touch point in the customer experience lifecycle
Collin <i>et al.</i> [29]; Gimpel and Röglinger [30]; Kane <i>et al.</i> [31]	While digitization commonly describes the mere conversion of analogue into digital information, the terms Digital Transformation and digitalization are used interchangeably and refer to a broad concept affecting politics, business, and social issues
Martin [32]	Digital Transformation is now commonly interpreted as such usage of Information and Communication Technology, when not trivial automation is performed,

The different definitions for Digital Transformation (DT) may be categorized in three distinct elements: (1) Technological – DT is based on the use of new digital

Table 7. Qualitative Analysis

% of 206	Research area	ISI cited keywords	Categories
34%	Information systems	Industry 4.0	IT/IS integration
22%	Business economics	Digital business enterprise architecture	Development of new business models
8%	Education	Educational technology	Training/Education to add new skills
4%	Management science	Management	Process and operations management
1%	Government	Public sector transformation	Ramification to other sectors

technologies such as social media, mobile, analytics or embedded devices; (2) Organizational – DT requires a change of organizational processes or the creation of new business models; (3) Social – DT is a phenomenon that is influencing all aspects of human life by e.g., enhancing customers experience. Almost all these topics are used in the researcher’s definition of Digital Transformation (Table 6). Therefore, we defined Digital Transformation as the use of new digital technologies that enables major business improvements and influences all aspects of customer’s life. We also examined the most relevant categories by crossing the most used research areas and ISI cited keywords, as the following (Table 7):

Digital Transformation has always had a strong connection to the industry, and is currently re-experiencing huge changes, as the industry 4.0 represents the coming fourth industrial revolution. It focuses on the end-to-end digitization of all physical assets and integration into digital ecosystems with value chain partners. Another significant challenge is to integrate “digital” into the DNA of the business models. This is essential for success of any company and it is becoming a critical management issue. As with any IT-enabled change, it is not enough to bring the IT to the organization the Digital Transformation success depends on process and operations management changes. To accomplish such management, people must be trained in a change process that considers the unique challenges presented by IT. A digital revolution is positively developing the digital and standardized working environments. Some workplaces are being virtualized or

remotely controllable, which requires new communications skills and knowledge of virtual worlds.

Socially, customers are also acquiring new competences, to be able to engage with digital organizations, in order to subsist in the Digital Era. The digital Era is not only driving innovation in the enterprise sector, it seems to influence developments in the public sector as well. The governmental digitalization is one of the promising themes, with more prospects of being developed in the future. There is also a growing interest in the healthcare sector, as there has been a significant research increasing on the digitalization of the healthcare over the past last years. Although we acknowledge the existence of maturity models in this field, having been developed primarily by practitioners (e.g. IDC maturity model), the academic community has not yet elected a consensual maturity model for Digital Transformation that can be applied to all sectors of activity. Therefore, we propose an in-depth research on the distinction of associated terms to Digital Transformation, and a maturity model to determine the organizational degree of Digital Transformation.

CONCLUSION

Although Digital Transformation is popular among practitioners, this term tends to be neglected in the scholarly literature, and so we decided to conduct this literature review.

The aforementioned argument is well evidenced if we conduct a search in ISI database using both terms Digital Transformation and "Digitalization". We present the conclusion from two different

perspectives. First, from the cynic viewpoint, Digital Transformation may be considered as a management fashion or as the reincarnation of past IT-enabled change initiatives with new outfits. IT-enabled change resurfaced a few years ago through the business process management movement. As business process management seems to be losing interest, a new buzzword to capture a renewed interest from managers, consultants, and software companies. On the other hand, enthusiasts may argue that Digital Transformation includes novel elements that deserve due attention and pose interesting challenges for future research. In particular, the results support that managers should adapt their business strategy to the digital reality, by integrating new technologies

in their business models, which raises the importance of processes and operations management topic. Scholars, at the other side, are required to conduct further research to address DT opportunities and challenges.

This article has some limitations. As this literature review is limited to a single term, it is possible that some relevant articles are missing. A truly comprehensive approach to produce a systematic literature review also requires the use of more than one digital repository; therefore, by analyzing other repositories besides ISI, the results obtained might be different; however, given that our priority is transparency and easy reproduction of results this choice may be acceptable when comparing the pros and cons. We also believe that the methodology used in this article can be reproduced with other terms. For this reason, we will carry out a new research so that we can compare different terminologies. Furthermore, ISI database is constantly being updated with new peer-review articles. Finally, it should be noted that due to space limitations, this article does not list all the references. References may be provided on request by contacting the first author.

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