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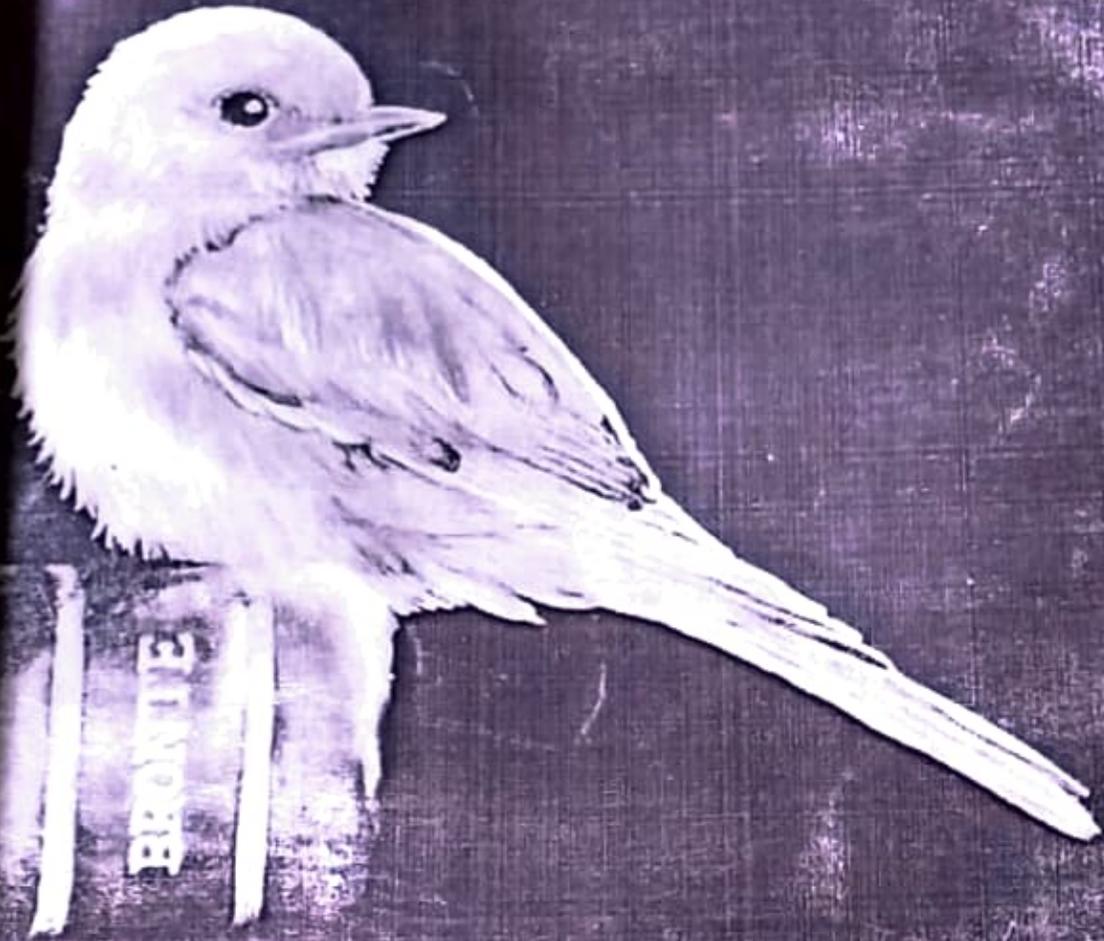
3.3.2 Books and Conference Proceedings

3.3.2 Number Of Books And Chapters In Edited Volumes/Books Published And Papers Published In National/International Conference Proceedings Per Teacher During Last Five Year

2017

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**SOCIOLOGICAL STUDY ON
DISTANCE EDUCATION**



Dr. Gudipati Vijayeshwari Rao

Dr. Gudipati

A SOCIOLOGICAL STUDY ON
DISTANCE EDUCATION

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Associate Professor

Sheth N.K.T.T College Of Commerce And

J.T.T College Of Arts, Thane (W)



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POLICIES OF ELECTRONIC COMMERCE : CHALLENGES AND DEVELOPMENT



Dr. Mahesh Baburao Patil



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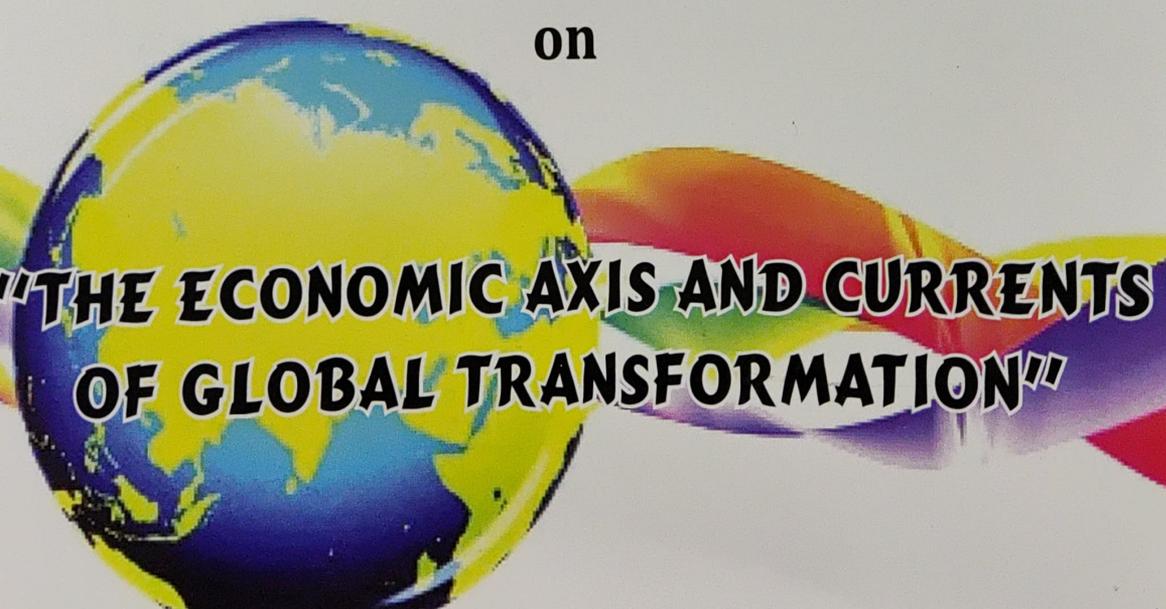
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TOTAL QUALITY MANAGEMENT AND INTERMINABLE AUGMENTATION

Dr. Pallavi shah,

NKTT College, Thane (West)

Abstract-

Total quality Management as a philosophy seeking to integrate all organizational functions in all areas of productions and services become an important attractive research field. It encourages Researchers to address many topics related to Total Quality management and Continuous improvements. Each has his own approach. Each reveals findings and results. This paper is a comparative analysis of some of the researchers' approaches concerning Total quality Management Applications, Models, principles and aims.

I. Introduction

Researchers in the field of Total quality management are usually seeking to find models and theories for continuous improvement. Here is an analysis some work produced in this field, to prove that, all targets and aims are achieved by relying on the same base and principles. Terms may differ from researcher to another, but the result is produced from the same ground.

II. Research Elaborations

1. **Comparison between Total Quality Management (TQM) Framework for e-learning based on EFQM and Kirkpatrick models** - by Jeanne Schreurs – Universiteit Hasselt, Diepenbeek, Belgium- (2006) and **Applying Total Quality Management in Academics-** by Dheeraj Mehrotra (March 2010):-

Jeanne Schreurs identifies the EFQM Excellence model as "a famous quality Management tool", which has been translated to be useful in e-learning quality Management. She describes how she developed the e-learning stakeholder model. She presented the Kirkpatrick model of e-learning and developed Kirkpatrick-EFQM self-assessment framework.

To take the challenge to support and enhance quality management in e-learning, Jeanne Schreurs defined quality, and find the way to assess it, and embed it in the existing operational procedures of the learning organisation. She could determine the kind of quality management system which has to be implemented. She focused in her paper on the assessment of quality.

Schereurs argues that the way to become an excellent learning department is by balancing and satisfying the needs of all stakeholders. The subject which is asserted by Dheeraj Mehrotra (March,2010) in his paper about applying Total quality Management in academics. Where he explains four pillars of Total Quality Management.

He argues in principle number 1 "Synergistic relationships" how essential is the focus on suppliers and customers- which are relevant to stakeholders in Jane Schereurs paper- as well as the teamwork and collaboration.



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Associate Professor, Sheth NKTTC College, Thane

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Ycmou As A Tool For Providing Opportunity Of Education To Marginalized People at the conference.

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PROCEEDINGS OF ONE DAY INTERDISCIPLINARY INTERNATIONAL CONFERENCE ON
MAINSTREAMING THE MARGINALIZED:
PERSPECTIVES IN HUMANITIES, COMMERCE AND SCIENCE

Book V

Editors

Dr. Grishma Khobragade
Bharat Gugane
Dr. Sachin Bhumbe



YCMOU AS A TOOL FOR PROVIDING OPPORTUNITY OF EDUCATION TO MARGINALIZED PEOPLE

Dr. Jayashri Kulkarni,
Associate Professor,
Sheth NKTT College, Thane

Prin. Dr. Vijay Anant Kulkarni
Mandangad College –Ratnagiri

Introduction:

To *marginalize* a group of people is making them feel isolated and unimportant. When a group feel that they are being neglected, not given importance and kept far away from the main stream it is a marginalized group. Marginalized groups include the poor, working children, victims of gender inequality, the disabled and persons speaking a minority language.

A **marginalized community** is a group that's confined to the lower or peripheral edge of the society. Such a group is denied involvement in mainstream economic, political, cultural and social activities. Marginalization or social exclusion deprives a group of its rightful share of reach to productive resources and ways to utilize its maximum potential for prosperity. It's directed at groups who are seen to differ from perceived norms. Affected groups are usually socially illiterate, uneducated and reliant on others. They're poor and lack basic necessities of life, including access to good healthcare. The problem can affect an individual, group, household or country.

Marginalization can affect a community at the macro-level, where its members may lack access to affordable formal education, equal employment or gender-related opportunities. At this level, victims are denied influence or access to the official power structure and can't participate in decision-making processes. At the micro-level, exclusion is manifested in income discrepancies, occupational status, and social networking around race, religion or gender. Social exclusion leads to subordination of one section of the society as another exercises economic, social and political dominance.

Marginalised groups and education:

The right to education is fundamental right which is accepted universally. No exclusion or discrimination in any form is allowed. However, practically in every type of country, it may be developing or developed; there are challenges. Marginalised groups are often left behind by national educational policies, denying many people their right to education. It becomes difficult to identify the reasons and the nature of marginalized groups as they may belong to various marginalized groups. Furthermore the Discrimination is very subtle to locate.

Actually Non-discrimination and equality are key human rights principles that apply to the right to education. The Government has the responsibility to implement these

principles at national level. National laws need to prohibit discrimination and create an environment enabling greater equity. As well as affirmative action and promotional measures are expected to eliminate existing inequalities and disparities in education. Irrespective of all these measures and precautions there are people who remain marginalized and leave their education incomplete.

Following statistics published by UNESCO focuses the status of people in the Globe those are educationally marginalized.

Only 58 million children all over the Globe go to school,

43% never go to school, 23% drop out from the school, resulting into incomplete education where as 34% children take late admission. They are Called to be the Marginalized children Why the children are deprived of school education:

1. Poverty: The main reason for non education is poverty. The poor can not afford the fees, as well children need to earn bread and butter atleast for themselves.
2. Girls have to leave education due to several reasons. Particularly in rural part of the world. Only 27% rural girls go to school. The several reasons for the girls to get deprived of education are issues of safety and security, poverty, need to look after household chores.
3. Early marriage –every day 39000 girls below to 18 yrs. get married. The family responsibilities force them to leave education.
4. Disabled children—150 million are physically or mentally disabled.
5. Child labour-168 million are the child labour all over the Globe.

(Source—UNESCO Video 2015)

Education in India.

The rate of literacy in India is 74.04% at present (2011 figure), however the level is well below the world average literacy rate of 84%, and of all nations, India has the highest rate of illiteracy at present. Drop out rate in India was 4.3% in the yr.2014-15.

For Indian Government Primary education has always remained as top priority. It has been made free to everybody in the Country (Right of Children to Free and Compulsory Education Act 2009.) Government has launched Sarva Shiksha Abhiyan being world's largest educational initiative for promoting Primary Education.



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... have adopted 10 plus 2 pattern. For encouraging secondary education the Government takes initiative under Rashtriya madhyamik Shiksha Abhiyan as an extension to Sarva Shiksha Abhiyan. A special Integrated Education for Disabled Children (IEDC) programme was started in 1974 with a focus on primary education afterwards converted in to Inclusive Education for secondary education. after 12th for higher education University Grants Commission (UGC) is the governing body for higher education. Government has launched Rashtriya Uchatar Shiksha Abhiyan for strategic funding to states for college education and technical education.

Distance and Open Learning :

Distance & Open Learning is a distinct approach to impart education to learners who are removed in space and / or time from the teachers or the teaching institution on account of economic, social and other consideration.

In spite of the above initiatives for monitoring regular education Government also has taken a strategic decision for Distance education- Open schools and Universities. National Institute of Open Schooling provides opportunity for continuing education. Statistics show that 14 lakh students were enrolled at secondary and higher secondary level through open and distance learning in the year 2012. State Governments also introduced State Open School to provide distance education.

At higher education level, Indira Gandhi National Open University (IGNOU) co-ordinates distance learning. It has in total enrolment of about 15 lakh, serviced through 53 regional centres and 1,400 study centres with 25,000 counselors. The Distance Education Council (DEC), an authority of IGNOU is co-coordinating 13 State Open Universities and 119 institutions of correspondence courses in conventional universities.

Yashwantrao Chavan Maharashtra Open University

The Yashwantrao Chavan Maharashtra Open University (YCMOU) was established in July 1989 by Act XX- (1989) of the Maharashtra State Legislature. It is the Fifth Open University in the country. initially it was operating only for the State of Maharashtra, however it has been now operating beyond the State, all over the Globe. The YCMOU has been recognized under section 12 (B) of the University Grants Commission Act, 1956. It is a member of various prestigious associations and bodies like the Association of Indian Universities (AIU), Association of Commonwealth Universities (ACU), Asian Association of Open Universities (AAOU), Commonwealth of Learning (COL), Canada to name a few. The main aim of the YCMOU is to become a Mass Varsity and to make available to the common man, educational programmes that are of practical use in his day-to-day life and those that provide better prospects for the future. The University offers several offline programmes and has also embarked on a number of innovative online initiatives. The YCMOU has its headquarters at Nashik and provides support to its learners through study centers, which are spread all over the State of Maharashtra. It works with the motto of 'Dnyana ganga gharoghari.' i.e. let every one get the

opportunity to experience the purity and sanity of knowledge.

Through its technical, vocational, professional and liberal education programmes, application of modern communication technologies and adoption of the distance education methodology, It strives towards developing an **Innovative, Flexible and Open system of education.** It is a Mass Varsity.

NKT college in Thane is a centre for YCMOU since 2009-10. It conducts lectures, provides study material to the students. It also mentors the students performance through regular lectures, personal contacts and internal assessment scheme. It was decided to conduct survey of students learning at NKT College centre for YCMOU as a tool to assist marginalized students to pursue higher education

Objective of the Study:

To study the role of YCMOU study centre in respect of education to marginalised students.

Research methodology:

Data Collection:

The researcher has used both the methods of data collection, Primary and Secondary.

Secondary data comprised of information published in journals, web sites, YCMOU literature.

Primary data:

1. Sample of 60 students enrolled in YCMOU.
2. A questionnaire was prepared to conduct sample survey.
3. The sample was selected at random.

Questionnaire:

a questionnaire consisting 9 close ended questions was prepared for survey.

Findings:

1. Out of 60 respondents 19 were male where as 41 were females
2. Age group--16% were below to 20 years. ,
56% were between 20—25years
20% were between 25---30 years
08% were between 30-35 years
3. Previous qualification---
32% had passed SSC
60% had passed HSC
18% below to SSC
4. Left education incomplete—60%--Yes
40%--No.
5. Reason behind leaving education incomplete---
a. Financial problem-- 8%
b. Started job—32%
c. No permission of parents---4%
d. Frequent failures—8%
e. Other reasons—32%
6. Taken admission for which course in YCMOU
a. BA degree-52%
b. B.Com. degree-48%
7. Reason for taking admission in YCMOU--
a. Good Job----60%
b. Knowledge—40%.
8. Will your purpose serve?

- a. Yes—80%,
 - b. Up to certain extent—20%.
9. The educational gap----
- a. 40% answered there was no gap
 - b. 16% answered they took admission in YCMOU after 1 1/2 years
 - c. 12% answered the gap to be 4 to 7 years.
 - d. 16% answered the gap to be more than 10 years.
 - e. 16% did not answer.

Interpretation:

- The above statistics show that YCMOU has benefitted both male and female to go for higher education.
- 60% had left their education after passing 10th or 12th However YCMOU has given them opportunity to pursue higher education.
- Remaining 40% have joined YCMOU immediately after passing their 10th or 12th. They are working simultaneously. There is scope to infer that Had YCMOU not been there they might have left their education incomplete. YCMOU provides facility to continue education along with their jobs.
- The respondents had to stop their education after 10th Or 12th due to various reasons. Mainly they had to leave education out of financial difficulties.
- 44% respondents answered that they could continue their education due to YCMOU after a gap of 1 year to more than 10 years.

Conclusion:

The NKT College, Thane YCMOU centre provides opportunity to marginalized people to get in to main stream by providing them opportunity to complete their education, pursue higher education. Pursuing higher education definitely leads to better life, good job, acquiring knowledge and enrich their lives. YCMOU is proved to be a gate way to fulfill the desires of many people who want to be knowledgeable. The main contribution of YCMOU is to create 'a sense of achievement for the marginalized people.

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CERTIFICATE

This is to certify that ~~Mr./Ms./Dr.~~ Mahesh Baburao Patil of
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"Economics and Status of Women"
at International Multidisciplinary Conference
on 'The Economic Axis and Currents of Global Transformation' on 25 February 2017.



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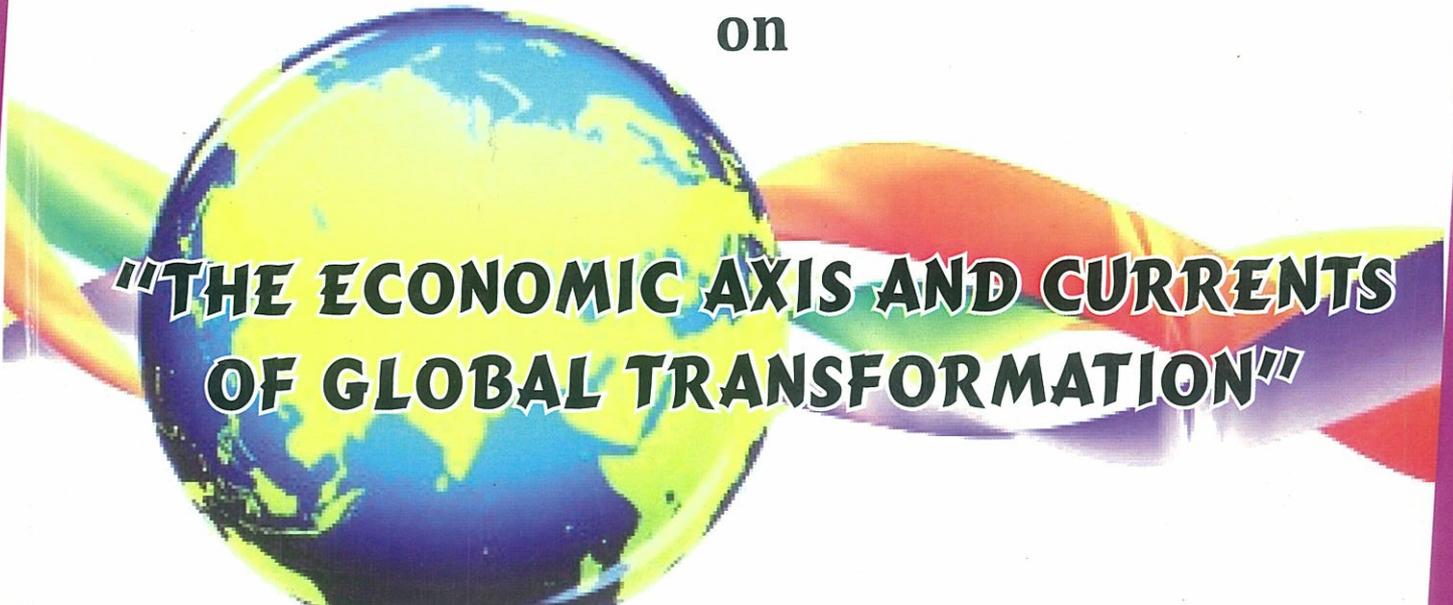
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MAKE IN INDIA CAMPAIGN - POTENTIALS & PROGRESS OF WELLNESS INDUSTRY IN INDIA

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Introduction:

India is known as one of the strong country who competes at global level in all fields. India has optimum, strong and useful environment with respect to human as well as natural resources. India is one of the largest and fastest growing economies of the world, but the major problem is that its growth has not only been uneven but also discrete. It has been uneven in the sense that there has been no uniformity in its growth performance from past few years and it has been discrete and disconnected with regard to growth and distribution of growth benefits to certain sectors of economy. To overcome these problems our honorable Prime Minister Narendra Modi launched the Make in India campaign on September 25, 2014. The main goal of Make in India is to develop a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country. The main aim of the central government is to improve the standard of living of socially and economically weaker section and wants to remove the poverty through increasing employment opportunities. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are aviation, automobile, chemicals, information technology, ports, textiles, leather, tourism, hospitality, railways, pharmaceuticals, wellness etc.

Objectives-

1. To study the need of Make in India Campaign for the developing country like India.
2. To study the scope of wellness tourism in india.
3. To study the potentials & progress of wellness sector in India.

Research Methodology:-

The information is mainly acquired from the secondary sources which include various governmental reports, portals etc., various economic surveys of Government of India, industrial development reports are used to collect information.

A. Make in India Campaign:-

India is a labour rich country but at the same time capital hungry country. India doesn't have enough money to pull out people from economic issues like poverty, unemployment, income inequality, low income elasticity of demand, less exports & huge imports etc. In every five year plan government take different steps to eliminate all these problems. However these steps proved unsuccessful to pull out economy from all these issues. Indian economy is characterized by

availability of huge natural & human resources but unfortunately due to under exploitation of all these resources resulted into low industrial and labour productivity.

In India with agriculture and service sector, the manufacturing sector has played a modest role in providing formal employment. The growth rate of industrial sector in general and, for manufacturing in particular continues to be below par and is critical. In 2010-11 the growth rate was 8.2% p.a. which declined to 2.9% p.a. in 2011-12. This slowdown is due to the factors like rise in crude oil prices, increasing prices of imported raw material, global financial crisis, high interest rate & low domestic & international demand. According to base year 2011-12, the sector grew by 2.4% in 2012-13. In 2013-14, the growth rate was 4.5% which indicate revival. To boost industrial growth rate & to pull out Indian economy from all growth barriers Prime Minister NarendraModiji announced Make in India project on 25th September 2014. It is the project which is inspired by the Chinese project Make in China, which resulted into rapid growth in China's GDP. In make in India project foreign countries can set up their business in India by investing their technology and capital. In other words we allowed and invite to other countries, industrialist to come in India, invest money and make in India. Government provides subsidies to make them run. So, in Make in India foreigner manufacture product of their ownpatent. The main objectives of Make in India project are creation of employment opportunities, to bring more foreign Investment and technology, to speed up industrialization process to increase India's GDP, to develop infrastructure needed for industrial development, global linkages and boost India's trade, to reduce India's current account deficit etc.

The Government is taking various measures for bringing investments to the country like opening up Foreign Direct Investment in many sectors; carrying out FDI related reforms and liberalization and improving ease of doing business in the country. Steps are being taken for development of support infrastructure to facilitate setting up of industries such as transport infrastructure, utility infrastructure etc. These steps shall bring down cost thereby boosting the manufacturing sector. The Make in India initiative is a national initiative targeting development of all states at large. Each state has its own special features which make it an ideal investment destination in particular sectors. This initiative with the support of State Governments and Union ministries aims at development of manufacturing sector of the country as a whole.

Make in India focuses on the following twenty-five sectors of the economy:

- | | |
|-------------------------|----------------------|
| - Automobiles | - Mining |
| - Automobile Components | - Oil and Gas |
| - Aviation | - Pharmaceuticals |
| - Biotechnology | - Ports and Shipping |
| - Chemicals | - Railways |
| - Construction | - Renewable Energy |

- Defense manufacturing
- Electrical Machinery
- Electronic systems
- Food Processing
- Information Technology and Business Process Management
- Leather
- Media and Entertainment
- Roads and Highways
- Space and astronomy
- Textiles and Garments
- Thermal Power
- Tourism and Hospitality
- Wellness

B. Potentials of Wellness Industry in India:-

The American Heritage Medical Dictionary terms 'wellness' as a 'condition of good physical, mental and emotional health, especially when maintained by an appropriate diet, exercise and other lifestyle modifications.'

The meaning of wellness is varied from person to person good food habits, peace of mind, fit body, no illness, physical strength etc are the different aspects of wellness by the people.

In India, traditional medicine and preventive practices have always stressed on 'a healthy mind in healthy body'. Accordingly, Indian traditional practices of ayurveda, yoga and meditation we realigned to deliver physical and internal well-being, mental peace and happiness.

India is enriched with its heritage represented by ancient systems of medicine. The demand for Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) and herbal products are increasing in India and abroad. India is the second largest exporter of AYUSH and herbal products. Indian systems of medicine and homoeopathy particularly Ayurveda and Yoga are widely recognized due to increasing health challenges.

In Make in India Campaign Government given priority to the wellness sector due to its potentials of expanding domestic as well as international market. India has developed vast AYUSH infrastructure comprising of 686,319 registered practitioners, 26,107 dispensaries and 3167 hospitals in public sector, 501 undergraduate colleges, 151 centers for post-graduate education and 9000 licensed drug manufacturing units. India has a vast reservoir of natural flora and fauna which comprises 6200 indigenous herbal plants and also ancient texts and knowledge that have made it an authority in the field of AYUSH. Ayurveda has a unique therapy called Panchkarma which is beneficial for preventive health and also for treatment of many chronic lifestyle disorders. Yoga is widely recognised and practiced in Asian as well as western countries. India's wellness market is estimated at INR 490 Billion, and wellness services alone comprise 40% of the market.

The AYUSH sector has an annual turnover of around INR 120 Billion. The sector is dominated by micro, small and medium enterprises, accounting for more than 80% of the enterprises, located in identifiable geographical clusters. The products market is worth about INR 40 Billion with over-

the-counter products such as digestives, health food, pain balms, energy drinks, oils, supplementary food etc. India has 9,000 units engaged in the manufacture of AYUSH drugs. The biggest markets for Indian herbal products are Western Europe, Russia, USA, UAE, Nepal, Japan, Philippines, and Kenya. India has over 8000 medicinal plants found in the Himalayan region, around its coastline, deserts and rainforest eco-system. For the development of wellness sector in India, government has set up dedicated department of Ayurveda, Yoga, Unani, and Homoeopathy (AYUSH). In many places in India demand for ayurvedic and Homeopathy medicines are more than allopathic due to their easy accessibility & comparatively cheaper price. One of the main reasons for the increasing demands for AYUSH is it has the strength in managing non-communicable diseases. India has conducted international exchange programmes, seminars and workshops on AYUSH. India has also signed MoUs with China, Malaysia, Hungary, Trinidad and Tabago and is in the pipeline with Serbia, Nepal, Bangladesh, Sri Lanka and Mexico. Ministry of Tourism also promotes AYUSH Systems of Medicine by organising and participating in various wellness and medical tourism events and by running publicity campaigns and organising road shows in the overseas market. Government permitted 100% FDI in the AYUSH sector. With Make in India project there are investment opportunities in this sector related to Ayurveda drug manufacturing, setting up of specialised treatment centres, medical tourism.

The wellness market in India is offering following product & services:-

- Beauty Care- Cosmetic products (Skincare, Haircare, colour cosmetics and fragrances)
- Alternate Therapy- Ayurveda, Homeopathy, Unani, etc.
- Spa & Wellness Centre
- Nutraceutical- Health & Wellness Food and Beverages, Dietary supplements
- Fitness products- Fitness equipment, Slimming products

➤ **Wellness Tourism**

It is a form of tourism with the aim of enhancing one's wellbeing in terms of health. It is a relatively new but fastest growing tourism market. According to the Global Wellness Tourism Economy Report currently, wellness tourism is a \$438.6 billion global market.

According to the current growth forecasts in the Report, wellness tourism is expected to grow by an annual rate of 9.1% through the year 2017. This growth rate is almost 50% higher than the expected rate of the overall tourism economy.

Currently, wellness tourism is more in the Europe and North America economies, but its future growth will be driven by Asia, Latin America, Middle East and other developing regions. More than 50% of the expected growth in trips through 2017 is expected in Asia, Middle East, Latin America and North Africa.

C. Progress of Wellness industry in India:-

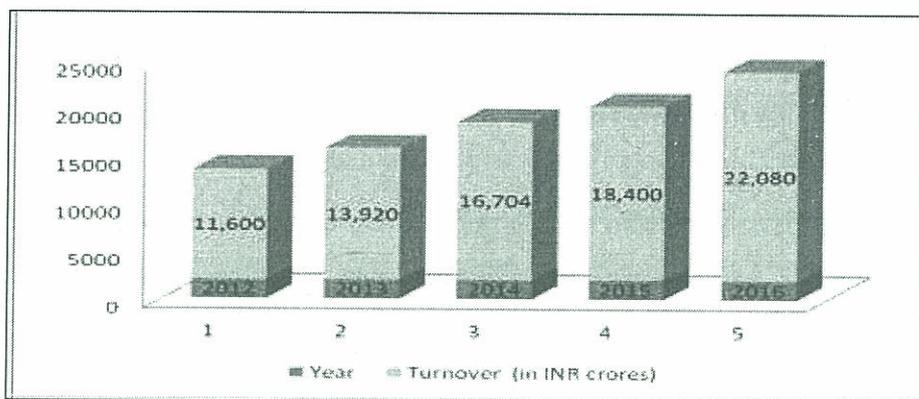
The overall wellness market in India has grown with a compounded average growth rate of 18.0% over the last 3 years. India with its rich history in the field of ayurveda, yoga and meditation, wellness simply is a natural extension of the preventive approach. The Indian wellness industry was estimated at close to Rs. 85, 000crore in financial year 2014-15 and is expected to grow at a compounded annual growth rate (CAGR) of nearly 12% for the next 5 years. According to a recent report by FICCI, the industry can achieve about Rs1.5 trillion by financial year 2020.Of the entire wellness industry, beauty care would continue to dominate with almost 50% (about Rs 49,000 crore), followed by alternate therapy (about Rs 21,000 crore) and health and wellness food and beverages at about Rs 27,000 crore. The rise in World's leading health problems like obesity, hypertension & cardiovascular diseases contribute to the demand for wellness related products. The wellness industry in India has evolved rapidly from its unorganized nature beginning in the early 90s to a comprehensive network today including consumers who mainly comprise a young population with rising income levels, providers offer wellness services and products to the consumers, adjacent industries such as healthcare, media, Retail etc., facilitators include employers, insurance companies and Government. With India China, Brazil, US& Indonesia are the fastest growing markets in wellness sector.

In India, the turnover of wellness sector is increasing in nature as shown in following table & graph.

Table 1:- Turnover of beauty & wellness industry in India

Year	Turnover (in INR crores)
2012	11,600
2013	13,920
2014	16,704
2015	18,400
2016	22,080

Source: Yes Bank's report on "Healthcare Services in India" 2016



In India, The consumers of wellness industry are rapidly growing. Largely young population is the part of this sector. The increasing no. of consumers in India is shown in following table.

Table 2. Consumers of Wellness Industry

Year	No. of consumers (in million)
2005	384
2010	410
2015	427

Source: Report of National Skill Development Corporation (NSDC) 2015

Wellness tourism in India is a sector that has a good reputation among tourists across the globe. India offers mental, spiritual & physical wellness to the visitors. Most of the time tourist came to the India for learning art of Yoga & meditation as well as ayurveda. Kerala, Uttarakhand, Himalayan regions are very popular destinations of wellness tourism in India. By assuming current scenario it is estimated that India will be top destination for wellness tourism by 2019.

Wellness tourism contributed in GDP by earning foreign exchange. There is an increase in number of foreign tourists also due to increasing demand of wellness products & services. Both of these are shown in following tables.

Table 3. Estimated Medical/Wellness tourism market size (US \$ million)

Year	Revenue(US \$ million)
2006	300
2010	600
2013	1100

Table 4. No. of tourists visited

Year	No. of tourists visited (IN Million)
2005	375
2008	540
2010	683
2014	1165

Source: Report of National Skill Development Corporation (NSDC) 2015

With progress wellness industry is facing few challenges which are as follows:-

- Companies are unable to avail of any subsidies in the manufacture of such products.
- In the absence of clear regulatory guidelines, nutraceuticals are either categorized as foods or drugs. Thus quality and price control of such products become a major issue.
- Lack of awareness about the health benefits of nutraceuticals especially in rural and semi-urban population
- Marketing and distribution challenges due to unorganized and fragmented market.
- Low availability and high cost on account of high duty and taxes.

Conclusion:-

Wellness as an industry is flourishing a big way in the country, but with success come challenges and this industry is no exception to it. Today wellness industry is facing few key challenges in regards to the skilled and talented manpower. Also low entry barriers have made this sector largely unorganized, with dilution in the quality of services offered to the customers. So to strengthen this sector Government & Private sector have to work closely to develop suitable infrastructure, Public Private Partnership wherein wellness industry could be brought under the guidelines of National Skills Development Corporation (NSDC), Proper quality norms to be defines to bring standardization and uniformity within the industry, only certified & licensed personnel to be employed for specific services areas, Consumers awareness programs must be conducted in the form of road shows & media channels to advertise benefits of wellness products & services. If all these recommendations are strongly implemented in our economy then India will become top economy in wellness sector.

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Express Healthcare, The Medical Travel Journal

EXCELSIOR EDUCATION SOCIETY'S
K.B. COLLEGE OF ARTS AND COMMERCE
FOR WOMEN

CERTIFICATE

This is to certify that Mr./Ms./Dr. GRETANJALI B. CHIDLONKAR of
SHEH NIKT COLLEGE College has acted as a Resource Person / Chairperson

session / Attended/ Presented paper on the topic
MAKE IN INDIA. CAMPAIGN - POTENTIALS & PROGRESS OF WELLNESS

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9th International Conference on Engineering Technology, Science and Management Innovation (ICETSMI-2017)

**Venue: Mahratta Chamber of Commerce Industries & Agriculture, Senapati Bapat
Road, Pune, Maharashtra, India on 31st December 2017**

Certificate of Presentation

This is to certify that

Dr. Pallavi Shah

NKTT College, Thane (W), Maharashtra, India

Presented a paper Titled as

“START UPS as a New Paradigms for Youth: Issues and Challenges in India”

**in the conference organized by Conference Info in association with Academic
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Dr. K. Agarwal
Convener, ConferenceInfo



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START UPS as a New Paradigms for Youth: Issues and Challenges in India

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Abstract

A business is a financial stroll which is regularly a recently risen, quickly developing business that intends to meet a market required by creating or offering an ingenious and exceptional item, process or administration. A startup is typically an establishment, for example, a private venture, an association or an association purposely intended to quickly build up a financially suitable plan of action. As a rule, new businesses convey innovative ideas, for example, Internet, online business and marketing, Computers, media communications, or apply autonomy to make a specialty for them in the market. These institutions are for the most part engaged with the plan and execution of the creative and out of the case procedures of the advancement, approval and research for target markets. While new businesses don't just work in innovative domains, the term turned out to be universally broad within the website rise in the late 19th Century, when an incredible number of Internet-based institutions bloomed.

IMPORTANCE OF THE STUDY:

- To study in detail about the Startups in India.
- To determine the scope of growth of Startups in India.
- To understand the role of Investing Agencies in the growth of Startups in India.
- To pointing out the problems and difficulties faced by Entrepreneurs in India.

Although no single meaning of startup exists and nobody can speak to the present startup, investigate is giving an inexorably more concentrated regarding the matter. A short study of the historical backdrop of new companies outlines this. Startup is ahead in hand combination of business and monetary advancement. The social and financial powers of startup movement existed some time a few thousand years ago. Indeed, as noticed, the startup is connected with mankind's accomplishments.

The monetary advancement of a country relies upon its modern development. The mechanical improvement depends on the startup abilities of the general population.

Thus, the idea of building new companies Promotion is need of great importance.

In basic, startup is the demonstration of being a business visionary, which can be characterized as "one who attempts advancements, back and business sharpness with an end goal to change developments into financial products".

Subside 'Drucker' suggested that startup is a training. This means new businesses are not a condition of being nor is it described by making arrangements that are not followed up on. Startup starts with activity, production of new association. This association could possibly wind up plainly self-maintaining and actually, may never gain huge incomes. Be that as it may, when people make another association, they have entered the new businesses world view.

This article covers a scope of steps and activity thoughts so as to set-up one's own particular startup designs, giving well ordered pointers with a specific end goal to accomplish their objectives.

1.1 What is a startup

A startup is a young institution that is beginning to create and develop, is in the principal phases of procedure, and is generally financed by an individual or little gathering of people.

A startup is a young institution which could be an entrepreneurial wander or another business, an association or transitory business association intended to look for a versatile plan of action.

A startup is a youthful institution that scans for an fool-proof plan of action with a specific end goal to disturb existing markets or make new ones

A startup is a youthful, dynamic institution based on innovative ideas and advancement wherein the authors work tirelessly to gain by building up an item or administration for which they accept there is a request.

There are three phases to startups.

- 1) Pre-startup.
- 2) Startup.
- 3) Growth.

1.2 Background of Entrepreneurship in India

The historical backdrop of business enterprise is essential around the world, even in India. Before capitalism the Indian exchange and business was at its peak. Indians were specialists in refining of metals, for example, metal and tin. 'Kanishka Empire' in the first century began supporting Indian business ideas and dealers.

Following that period, in around 1600 A.D., India built up its exchange association with Roman Empire. Gold was pouring from all sides. At that point the Portuguese and the English had entered Indian Market. They travelled the Indian sea waters and gradually entered the Indian business. They restricted the business visionaries to end up dealers and they themselves played the part of business visionaries. This was the fundamental reason behind the downfall of Indian business in the pioneer times which had its effect in the post-provincial times as well. The pioneer period make the Indian thoughts and standards unbending.

An area of noteworthy exchange courses and tremendous domains, the Indian subcontinent was related to its business and social riches for a lot because of its long history. Continuously added by the East India Company (Britishers) from the mid eighteenth century and colonized by the United Kingdom from the mid-1900s, India turned into a free country in 1947 after a battle for autonomy that was set apart by across the board peaceful protection. It has the world's twelveth biggest economy at showcase trade rates and the fourth biggest in obtaining power. Financial changes since 1991 have changed it into one of the quickest developing economies despite everything it experiences elevated amounts of destitution, ignorance, and lack of healthy sustenance. For a whole age from the 1950s until the point that the 1980s, India took after communist roused strategies. The economy was shackled by broad direction, protectionism, and open proprietorship, prompting inevitable defilement and moderate development. Since 1991, the country has moved towards a market-based framework.

Business enterprise is the consequence of three measurements cooperating: helpful structure conditions, very much planned government programs and steady social mentalities. Over these three points of view of business enterprise, two noteworthy conclusions are obvious. Right off the bat, the financial, mental and sociological scholastic fields acknowledge that enterprise is a procedure. Furthermore, notwithstanding the different fields of examination, business enterprise is plainly something beyond a monetary capacity.

1.3 Startups in India

India is amongst the top five nations in the world in terms of startups. United States of America ranks number one on the list with more than Eighty-three thousand startups. There are approximately more than ten thousand startups in India.

	Startups based on technology	Startups based on Non-technology
Number	4300	5700
% Share	43%	57%
New Annual Startups	800	Not Available

Source: NASSCOM Startup India report 2015, Microsoft Ventures.

2 Approach to Startups in India

2.1 Financial Assistance MUDRA SCHEME

In his Union Budget discourse for 2015-2016, Finance Minister of India Mr.ArunJaitley declared government's intend to set up Micro Units Development Refinance Agency (MUDRA) Bank and a Credit Guarantee Fund with a renegotiate capital of Rs.Twenty thousand crores and Rs. Three thousandcrores.

- In April 2015, the administration propelled Mudra Bank to support the development of private companies and assembling units

- The recently Bank would give a credit office of up to Rs.Fifty thousand to independent ventures, advance of up to RS.Five lakh to minimal greater institutions and advance of up to Rs.Ten lakhs to the MSME part

MUDRA Scheme: On sixth January 2016, the Union Cabinet has offered endorsement to the accompanying proposition:

- The bureau has endorsed the formation of a Credit Guarantee Fund for MUDRA advances

- It is normal that the reserve will ensure advances of over Rs.. 1,00,000crores to miniaturized scale and private ventures in the primary example

- According to the back pastor, the MUDRA plot is relied upon to give advantages to 1.73 crores. individuals

- The store will ensuring credits authorized under PradhanMantri Mudra Yojanawith.effect from 08th April 2015.

Also, the legislature has set an objective to give an aggregate advance of RS. 1.22 Lakh crores. to advance new business people and reserve the unfunded institutions with the assistance of banks.

The SEBI reported another arrangement of posting standards for new businesses, including web based business wanders, intending to raise financing from posting on stock trades. These new standards will give relaxations in divulgence related takeovers and Alternative Investment Fund directions for Information Technology, information examination, protected innovation, bio-innovation or nano-innovation institutions.

2.2Actual procedure for a startup

Sr.No.	Applications	Authorizing Body	Time Required(days)	Fees regulated by the Authority in Rupees
1	Applyfordirectoridentificationnumber (DIN)byfilingapplicationFormDIN-1	Ministry of Corporate Affairs (MCA) of India	1	100
2	Obtain online digital signature certificate	MCA of India	3	1,500
3	Applyandreserveyourbusinessnameonline (Max allowable6suggestednames)	Registrar of Companies (ROC)	2	500
4	Stamp the company documents (MoA, AoA, Declaration of compliance)	StateTreasury(State)or1 authorisedbank	1	1,300 (200 for MOA + 1,000 for AOA for every 500,000 of share capital or part thereof + 100 for stamp paper for declaration Form 1)
5	Apply for the Certificate of Incorporation	MCA and ROC	5	14,133* (Depends on authorisedcapital)
6	Make a seat (not mandatory)		1	350 (depends on the number of seals required and the time period for delivery)

7	Permanent Account Number (PAN)	NSDL/Authorised Agents/ UTI Investors Services Ltd	7	67
8	Obtain a Tax Account Number (TAN)	Income Tax Department	7	57
9	Register with the Office of Inspector, Shops, and Establishment Act (India)	State/Municipal Corporation	2	around 6,500
10	Register for Value-Added Tax (VAT) at the Commercial Tax Office	State wise	12	5,100
11	Register for Profession Tax	Profession Tax Office (State)	2	0
12	Register with Employees' Provident Fund Institution (EPFO)	EPFO	12	0
13	Register for medical insurance	Regional office of the Employees' State Insurance Corporation	9	0

3 Brief

3.1 Qualities of a successful startups

A startup isn't simply beginning a business, it is tied in with having state of mind and the drive to prevail in business. Every single fruitful Startup have a comparable state of mind and gangs a few key individual qualities that make them so effective in business. Effective new companies like the aspiring Richard Branson have an internal drive to succeed and develop their business, as opposed to having a Harvard Business degree or specialized learning in a specific field. Startups is a mentality more than anything, Qualities that make a startup fruitful are

Visionary: A major thought of how something can be better and extraordinary

Inward Drive to Succeed: Startups are headed to succeed and grow their business. They see the master plan and are frequently exceptionally goal-oriented. New companies set enormous objectives for themselves and remain focused on accomplishing them paying little respect to the snags that act as a burden.

Trend-setter: All new companies want to improve and to enhance their items or administration. They are always searching for approaches to move forward. They're inventive, imaginative and ingenious.

Capacity to Organize: He ought to have the capacity to arrange different factors viably. He needs to see every one of the parts of the business

Enthusiastic: Expressive so the thought makes vitality and reverberation with others

Daring individual: Pursues the fantasy without every one of the assets arranged toward the begin and appropriates the hazard over a system of abilities. In short he ought to be prepared to tolerate hazard and vulnerabilities

Basic leadership: One needs to take right choice at an ideal time by demonstrating his immediacy. Snappy choices are normal yet hurried choices shouldn't be taken. Deferral in choices may build cost of task and decrease the benefits.

Ceaseless Learner and Openness to Change: Constantly investigating and advancing to do best practice. On the off chance that something isn't working for them they basically change. New businesses know the significance of keeping over their industry and the best way to being number one is to develop and change

with the circumstances. They're in the know regarding the most recent innovation or administration systems and are constantly prepared to change on the off chance that they see another open door emerge.

Transaction Skills: Businessman routinely comes into contact with different people like customers, specialists, government authorities, and so on so he ought to impart thoughtfully.

Solid Belief in Themselves: Successful new companies have a sound assessment of themselves and frequently have a solid and emphatic identity.

3.2 India specific startups challenges are

Family Challenges: Convincing to select business over occupation is simple isn't a simple assignment for a person. The primary thing analyzed is – Will you profit in business of your decision or as a successor of privately-owned company. This is the place it turns out to be relatively difficult to persuade that you can create more money with your enthusiasm than doing what your Dad is doing.

Social Challenges: Family challenges are dependably at the best since that is the thing that issue the most however now and again social difficulties additionally are vital. Give us a chance to state you and your companion graduated in the meantime. You selected a startup and your companion picked work. He now has a level, auto and what not on account of he could without much of a stretch get those with a bank credit however despite everything you have nothing to flaunt and this is the place challenge comes.

Mechanical Challenges: Indian training framework slacks excessively from the Job business all in all however then it slacks much more with regards to online startups. What innovation would be perfect and how to utilize that innovation adequately.

Monetary Challenges: (Difficulty in obtaining store): Financial difficulties are a ton distinctive in India particularly for online new businesses. When you are starting out as a startup you don't select wander financing however endeavor to run with subsidizing from little to medium specialists. Numerous such non specialized representatives don't comprehend the online plans of action in general thus getting an underlying business financing from them ends up noticeably difficult. The other choice you can consider is credit however bank advance isn't at all an alternative in India for new online new companies.

Strategy Challenges: Now and after that there is parcel of changes in the strategies with change in the administration.

- a. Issues of raising value capital
- b. Issues of profiting crude materials.
- c. Issues of outdated nature of indigenous innovation
- d. Expanded contaminations Ecological imbalanced.
- e. Issues of TRIPS and TRIMS.
- f. Abuse of little and poor nations, and so on.

3.3 Conclusion

The nation's financial strategy condition must be positive for associations to accomplish efficiencies in today's worldwide market. It should empower the new companies to give a supernatural touch to an association, regardless of whether out in the open or private or joint area, in accomplishing speed, adaptability, ingenuity, and a solid feeling of self-assurance. They convey another vision to the front line of monetary development of a nation. The investigation of startups has importance today, not just in light of the fact that it enables new businesses to better satisfy their own needs but since of the monetary commitment of the new pursuits. More than expanding national wage by making new occupations, startups goes about as a positive power in financial development by filling in as the scaffold amongst advancement and commercial center.



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Startling Revolution

**National Level Conference
(Interdisciplinary)**

On

**Digital India :
Opportunities & Challenges in Current Era**

17th February, 2017



Digital India

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A Study On HR Challenges In The Retail Sector

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ABSTRACT :

This paper discusses Human Resources involving strategic planning and management of employees to create a productive and motivated workforce. The retail industry poses particular HR challenges because employees deal directly with your customers. You must consider both short-term and long-term HR objectives when addressing these challenges. Retail is notorious for having a high rate of employee turnover. This means employees routinely come and go, which poses several challenges. Training and developing are difficult, time consuming and constant if you constantly have to recruit and hire new people. It's also more difficult to build customer loyalty if customers keep seeing a new face every time they enter the store. You can address these problems by recruiting the right people and building a rapport with your employees. When you interview people, make sure you ask specific questions that relate to the type of work your employees do. Informal social outings and fun games at work can help build rapport.

A diverse workforce is typically regarded as a good thing. It helps a retailer better connect with its marketplace and usually leads to more and better ideas and results. However, a staff of people from widely varying demographic backgrounds might have trouble developing cohesiveness. From an HR vantage point, your challenge is to manage diversity to avoid major conflicts and promote a spirit of tolerance, teamwork and collaboration. Include diversity discussions in store meetings and encourage employees to discuss their differences. These techniques can go a long way toward building a more cohesive team. To build a staff of competent, committed and motivated employees, retailers must overcome a number of common challenges and misconceptions about the work environment. Common concerns include long hours, no full-time jobs or benefits, low pay and no growth opportunities. You can overcome these challenges by going against the industry grain. Offer regular eight-hour work shifts at your retail business. Provide competitive pay and benefits to full-time employees. Even if your starting pay is modest, do your best to offer fast tracks to

higher salaries and management positions when an employee has established a good track record with your business.

Keywords: Human Resource Management, Retail Sector, Organized Retailing, HRM Practices and HR Challenges.

INTRODUCTION :

Human Resource Management (HRM) is the organizational function that deals with issues relating to people such as compensation, hiring, performance management, safety, benefits, employees motivation, communication, administration and training. HRM is a strategic and comprehensive approach of managing people at workplace. Its role in the company's success is growing rapidly with the growth in many sectors in the present globalized era. The HRM practices are crucial in designing the structure for manpower staffing, performance appraisal, compensation and training and development. Innovative HRM practices can play a crucial role in changing the attitude of the employees. The HRM practices in the service sector especially in the area of retailing have found significant importance in the present scenario. The retailing is one of the service sectors where the need of qualitative human resource is highly expected. So, the present paper focuses on the HRM practices in the organized retail industry.

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

The retail market is expected to reach a whopping Rs. 57 lakh crore by 2018-19, as it expands at a compounded annual growth rate of 15 per cent, according to the 'Yes Bank - Assocham' study.

The retail market, (including organised and unorganised retail), was at Rs. 23 lakh crore in 2011-12. According to the study, organised retail, that comprised just seven per cent of the overall retail market in 2011-12, is expected to grow at a CAGR of 24 per cent and attain 10.2 per cent share of the total retail sector by 2018-19.

Retail industry can be broadly classified into two categories namely- organised and unorganised retail.

- Organized retail - Organised traders/retailers, who are licensed for trading activities and registered to pay taxes to the government.
- Unorganized retail – It consists of unauthorized small shops - conventional Kirana shops, general stores, corner shops among various other small retail outlets - but remain as the radiating force of Indian retail industry.

Objectives of the study

1. To study the current status of retail industry.
2. To analyze the Human Resource Management practices implemented in the organized retail industry.
3. To study the role and scope of HR in retail sector
4. To study the various problems and challenges ahead for HR managers in the implementation of HRM practices in organized retail sector.

ISSUES FACING HR IN RETAIL SECTOR

There are a number of issues involved in retail business in India which certainly impact the growth of the sector. Undoubtedly, the retail businesses need largescale hiring and staffing in the retailing is unique to the following reasons:

- Retail jobs in the frontline are low paid jobs with an industry average of Rs 3000. Hence salary paid cannot be used as motivators to induce people to apply for jobs.
- Retail jobs are also not career builders in the short run. Not many of the front lines can grow to become departmental /stores head.
- Value addition is very uncommon except in few professionally run retailing units. There is paucity in effective training imparted to the front liners.
- There is hardly any kind of human resource strategy devised in retailing sector. Though retailers spend a lot in incorporating international standards in to their outlets but fail in doing the same, when it comes to human resource.
- Retail jobs are physically very demanding. Employees are required to work for 10hours a day, six days a week, work on weekends, holidays and festive days.
- Attrition level is very high in retail sector. The attrition in the middle and senior management is not as significant as that of front end personnel; it is almost 20% in front liners. But another key issue is lack of competency in modern retailing practices.

CHALLENGES FACED IN HRM IN RETAILING

The HR managers in retail sector are currently facing the following challenges:

- Managing part –time employees is the biggest challenge for an HR manager in the retail firm, as they work only during their shift and are not totally involved in their work.
- Retailers operate on thin margins and hence have to be cautious in paying high wages. Paying high salaries will deprive them of good profits.
- Unavailability of experienced manpower.

- Threat of poaching
- Changing employee demographics with acute shortage of skilled sales force. As there is ample opportunities in the Indian economy with a large chunk of youngsters being recruited by the BPO's and call centers, there is acute shortage of fresher's.
- Differences in work culture and values in the arena of work.
- Work force diversity.
- Retailers have to compete with other high growth industries like telecom, insurance and more specifically ITeS /BPO firms which look for similar skill sets like customer orientation, selling skills and communication skills. Salary levels offered in most IT companies are significantly higher and thus making it an attractive jump for front end employees in retail.
- Knowledge of the products and services can directly influence the sale in retail formats with assisted selling. Lack of competency can directly affect the stores reputation.
- Stressful environment.
- Lack of formal retailing education.

Most retail employees come with very minimal qualification; therefore they cannot be subjected to intense conceptual inputs or classroom inputs. On the other hand employees in retail sector cannot be spared for long hours or days for training, hence providing them effective training without hindering their work becomes a real predicament and a major challenge.

CONCLUSION :

Employees are the most important assets for any organization. So the organization must ensure that the right person is hired for the right position at the right time and he is trained and developed properly to accomplish his job activities effectively. Employees in the retail sector are required to be trained according to the demands of the industry. Due to competitive scenario prevailing the jobs are becoming challenging and skilled workforce is required to meet the demand. The graduates and postgraduates are trained for the job and conversion for the skilled workforce. From the survey it is found that employees are job satisfied and committed to their jobs. The commitment increases the performance of their employees and hence productivity of the organization.

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This is to certify that Dr/Mr/Mrs Yogeshwani P. Patil from

N.K.T.T College of Commerce and Arts. has participated / presented

A study on a paper titled HR challenges in the Retail Sector in national level conference

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