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3.3.1 Journals

3.3.1 Number Of Research Papers Published Per Teacher In The Journals Notified On UGC Website During The Last Five Year

Sr. No.	Name Of The Author	Title Of The Paper
1	Dr. M. B. Patil	Empirical Study: Role Played By SBI In Financial Inclusion
2	Dr. H.A. Chande	Evaluation Of The Role Of Thane Municipal Corporation In City's Sustainable Development: Review Of The Differences In The Willingness To Pay Across Various Wards Of Thane City
3	Dr. H.A. Chande	Evaluation Of The Role Of Thane Municipal Corporation In City's Sustainable Development: Review Of Existence Of Proximity To Ecological Goods And Services And Willingness To Pay Of Residents
4	Mr. N. N. Varade	Analytical Study Of Applied Multi-Resolution Statistics On Graph Structured.
5	Dr. D.P. Sawant	Porter's Diamond In Tourism Industry In Sindhudurg- A Study
6	Prof. Dr. Himanshi D. Mansukhan	Employability Skills In Higher Education: Promoting Online Courses For Global Reach
7	N. N. Varade	A Study of Modern Sparse Estimation Analysis in Applied Statistics Lasso Penalty
8	Dr. P.A.Shah	Covid-19 Setback of World Economy
9	Dr. H.A.Chande	Use of public private partnership and collaborative approach for sustainable development by urban local body: a case study of TMC
10	Dr. H.A.Chande	A Study of Effect On Productivity And Mental Health of Employees Due to 'Work From Home'Arrangement in Mumbai Metropolitan Region During Covid 19 Pandemic
11	Dr. D.P. Sawant	Improvement in the share of tourism industry in the economic growth of Ratnagiri district of maharashtra- an overview
12	Dr. D.P. Sawant	Changing role of Tourism Industry in Sindhudurg District of Maharashtra: A Case Study
13	Dipalee Mulmule	Critical Analysis of Effects of Marriage Between NRI and Indian Girl In The Light of The registration of NRI Bill,2019
14	Dipalee Mulmule	Right to Make Living Will-A Path For Availing Right To Die With Dignity

15	Dr. M. Bagchi	The Self in Indian Social Milieu- Understanding Female Adolescence Crisis and its Underlying Identities in a Selected Indian Movie
16	Ms. Mukta Magalvedekar	Corporate Social Responsibility of TATA Steel Company in Sports and Environment
17	Aditi Mone	A Study on Impact of Pre-placement Training on the Recruitment Process
18	Dr.Mahesh Patil	Recent Trends in Service Sector
19	Dr. H.A. Chande	Consumers Buying Preferences Of Health-Related Safety Products Across The Demographic Factors During Covid Pandemic
20	Dr. H.A. Chande	Causes And Effects Of Migration: A Case Study Of Thane City
21	Dr. H.A. Chande	A Study Of Consumers Preferred Payment Methods Pre And Post Covid 19 Outbreak In Thane City
22	Dr. H.A. Chande	Small- Scale Businesses By Women Entrepreneurs In Thane City: A Study
23	Dr. H.A. Chande	Problems Of Women Entrepreneurs In Thane City: A Study
24	Dr. H.A. Chande	A Study Of Preferred Payment Methods Of Consumers Since The Outbreak Of Covid- 19 Pandemic Across The Demographic Factors In Thane City
25	Dr.Dhanashree Sawant	Impact Of Covid 19 On The Tourism Industry In India:An Overview
26	Dr.Mahesh Patil	E-Commerce And Entrepreneurship
27	Dipalee Mulmule	An Analysis Of Impact Of Covid-19 Pandemic On Mental Health Of Undergraduate Students
28	Dipalee Mulmule	An Analysis Of Awareness Among Legal Practitioners On Legal Issues In Nri Marital Disputes
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30	Saummya Rai	A Study On Impact Of Social Media On Buying Behaviour Of Young Minds
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32	Dr. H.A. Chande	A Study Of Consumer Behaviour Towards Buying Of Necessities And Non- Necessities During Covid-19 Outbreak
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ISSN 2319-2429

Management Guru: Journal of Management Research

International Journal

A Journal Approved by UGC (University Grants Commission)

Under the Category of "Social Sciences All" Sl.No : 616 Journal No. 45007

Vol. V | Issue No. 11 | December 2017 | Thane | Monthly Journal | Annual Subscription ₹ 2500/-

INDEX

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII | Issue - I | English Part - I | January - March - 2018

Peer Reviewed Referred and UGC Listed Journal

Journal No. 40776

ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2017 - 5.2
www.sjifactor.com

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Ajanta Prakashan
Aurangabad. (M.S.)

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Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Published by :

Ajanta Prakashan, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Cell No. : 9579260877, 9822620877, Ph.No. : (0240) 2400877, 6969427.

E-mail : ajanta1977@gmail.com, www.ajantaprakashan.com

AJANTA - ISSN 2277 - 5730 - Impact Factor - 5.2 (www.sjifactor.com)

VOLUME - VII, ISSUE - I - JANUARY - MARCH - 2018
AJANTA - ISSN 2277 - 5730 - IMPACT FACTOR - 5.2 (www.sjifactor.com)

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RNI Registration No. MAHENG/2012/47953

Sharayu Prakashan Honours

Prin. Dr. V.S. Adigal

Prin. Dr. V.S. Adigal (6th August 1961) holds degrees of **B.A.** (Economics), **M.A.** (Economics) from Shivaji University, Kolhapur & **Ph.D** (Rural Economics) from Mumbai University.

He started his career as a Lecturer in 1986 with B.E. Society's S.G.M. College of Commerce & Economics (1986 – 1997), shifted to Kirti College in 1997 and remained till 2008. Along with these two above institutions he remained as a visiting lecturer in the renowned institutions at Mumbai like Lala Lajpat Rai College of Commerce, Lala Lajpat Rai Institute of Management, Government Law College, Hinduja College of Commerce, Jai-hind College, J.M. Patel College of Commerce & Economics, Oriental Institute of Management.

At the collegiate level, he has a rich experience of 31 years of UG and PG teaching in Arts, Commerce and Management courses. He served as HOD from 2002 -2008 in the subject of Economics at Kirti College managed by Deccan Education Society. ***Currently he holds the position of Principal and HOD in (Business Economics), at Manjunatha College of Commerce, Thakurli (East).*** *Though he was born in a* very remote rural area in a lower middle class family, he has risen to the heights through his hardship and dedication, where he believes in the philosophy of ***"Work is Worship".***

Under his direction, with all infrastructural facilities, the extension of College building construction was completed, where the His Excellency K Shankarnaryanan, Governor of Maharashtra inaugurated the College building. Under his leadership as a Principal could bring many laurels to the institution by introducing self financing courses like BMS, BAF, BBI and Post Graduate centre i.e. M.Com. He also succeeded in bringing Research Centre in the subject of Business Economics. He has added number of optional subjects at Degree and Junior College Level. As a result the strength of the entire college (degree and junior) has risen sharply.

Under his direction, college got accredited by NAAC autonomous institution, Bangalore with 'B' Grade CGPA score of 2.70 in first cycle. It also gives an immense pleasure and pride moment to share the information that under his leadership the University of Mumbai recognised the NSS unit and awarded as the "Best NSS Unit"

He also succeeded in bringing Permanent Index Number from HSC Board and also Permanent Affiliation from University of Mumbai. He also added one more feather in the cap by bringing the institution under 2f and 12b of UGC Act, 1956, which has resulted into immense change in the functioning of the institution.

He has been invited as a Chief Guest by many institutions on different occasions and also by Voluntary Organisations.

ISSN 2319-2429

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Management Guru: Journal of Management Research Vol. V Issue 12 , January 2018

ISSN 2319-2429

Management Guru: Journal of Management Research

International Journal
A Journal Approved by UGC (University Grants Commission)
Under the Category of "Social Sciences All" SL. No: 616 Journal No. 45007

Vol. V | Issue No. 12 | January, 2018 | Thane | Monthly Journal | Annual Subscription ₹ 2500/-

www.mngtguru.com

Evaluation of the role of Thane Municipal Corporation in City's Sustainable Development: Review of Existence of Proximity to Ecological Goods and Services and Willingness to Pay of Residents

By Dr (Ms) H.A.Chande
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I. INTRODUCTION

Unprecedented urbanization in India is posing the challenge. To tackle the problem of environmental deterioration and to achieve effective environmental management in India, the 74th Constitutional Amendment Act (CAA) 1992 was passed. It has ushered in a new era of urban governance and environmental management in India.

In this context, the present study makes an attempt to review the innovative methods followed by Thane Municipal Corporation (TMC) - an Urban Local body (ULB) for the Sustainable Development of city of Thane, Maharashtra, India, and also attempts to review the relation between Existence of Proximity to Ecological Goods and Services and level of Willingness To Pay (WTP) for the infrastructure goods and services provided to them by TMC.

II. RESEARCH METHODOLOGY

2.1 Objectives

- To discern WTP of residents' for the infrastructure goods and services provided to them by TMC.
- To evaluate relation between WTP of the people for the infrastructure goods and services provided to them by TMC and their Existence of Proximity to Ecological Goods and Services .

2.2 Hypothesis

WTP is positively related to the existence of proximity to ecological projects

2.3 Data Collection and Analysis

Primary as well as secondary data sources were used for the study. A structured questionnaire and direct survey method was used to collect responses of 705 residents from all nine wards of the city using stratified random sampling. Secondary data sources like websites and reports were also referred. To analyze resident responses frequency tables were obtained using SPSS for existence of proximity and WTP of residents'. Chi square, ANNOVA and Pearson's correlation were used to analyse data.

III. MEASURES FOR SUSTAINABLE DEVELOPMENT UNDERTAKEN BY TMC

TMC works in proactive mode for addressing sustainable development issues in TMC area.

Airo International Research Journal
Volume XIII, ISSN: 2320-3714
January, 2018
Impact Factor 0.75 to 3.19
UGC Approval Number 63012

ANALYTICAL STUDY OF APPLIED MULTI-RESOLUTION STATISTICSON GRAPH STRUCTURED

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ABSTRACT

Spectral graph theory is undoubtedly the most favored graph data analysis technique, both in theory and practice. It has emerged as a versatile tool for a wide variety of applications. Statistical data analysis plays a major role in discovering structural and functional imaging. The goal here is to identify, ideally early on, which regions in the brain show abnormal variations with a disorder. To make the method more sensitive, we rely on a multi-resolutional perspective of the given data. Since the underlying imaging data (such as cortical surfaces and connectomes) are naturally represented in the form of weighted graphs which lie in a non-Euclidean space, we introduce recent work from the harmonics literature to derive an effective multi-scale descriptor using wavelets on graphs that characterize the local context at each data point. Using this descriptor, we demonstrate experiments where we identify significant differences between AD and control populations using cortical surface data and tractography derived graphs/networks.

KEYWORDS: Multi-Resolution, statistics, Graph Structured, wavelets on graphs,

INTRODUCTION

The representation of an image at multiple resolutions is fundamental to a broad spectrum of approaches in computer vision and image processing [1]. Ideas based on the Laplacian of Gaussians and Wavelets drive various applications like interest point detection, matching/registration, texture analysis, compression and denoising. Interestingly, while such multi-resolution concepts are central to image registration in Neuroimaging, their use in (the downstream) statistical analysis of brain imaging data (except perhaps spherical harmonics [2]) has been limited. The defacto analysis is performed at a single (given) resolution and based on the univariate intensity measurement at each voxel. For example, we may perform statistical hypothesis testing at a specific voxel across a cohort of images of disparate groups (diseased/healthy) and check if it is statistically different across groups; by repeating the test at every voxel we obtain disease affected 'regions'. Such techniques broadly fall under "Voxel based analysis" (VBA). Frequently, VBA is adapted with little modification to statistical analysis tasks which involve brain meshes as well as brain connectivity graphs/networks. This work investigates new models which may offer improvements in this graph structured data regime.

Our paper is inspired from the observation that statistical inference on signals/functions may be more meaningful using multivariate descriptors that characterize the local context around each measurement location rather than a single univariate measurement, as in VBA. This intuition is very similar to Scale Space theory [3] — what we investigate and present here are analogous ideas when the underlying data are not images, instead graphs structured data like meshes and connectivity. Specifically, if the domain of the image can be represented as a regular grid lattice, for multi-resolution analysis, we can easily write the wavelet expansion and proceed with the analysis of the data. Instead, many recent brain imaging datasets contain data that live in a non-Euclidean space, for example cortical thickness on brain surfaces from Freesurfer [4] or tractography derived connectivity measures from diffusion tensor imaging (DTI) [5]. In such settings, it is problematic to perform Wavelet analysis since the domain has arbitrary structure. The main contribution of this work is to show using three interesting applications, how one can adapt recent results from the harmonic analysis literature [6] to derive representations and improve statistical power for common brain image analysis pipelines involving graph-structured data.

Fundamentals of Statistical Spectral Graph Analysis

1. Graph Correlation Density Field

At the outset, it is not even clear what the natural starting point for developing a coherent statistical description of spectral graph analysis is. For reasons which will be clear a little later, we introduce the concept of 'Graph Correlation Density Field' (or in short GraField) – a crucial tool for our analysis that will allow cross-fertilization between algorithmic and statistical modeling culture. GraField is a bivariate step kernel over the unit square that provides a unified way to study the structure of graphs in the frequency domain by completely characterizing and compactly representing the 'affinity' or 'strength' of ties (or interaction) between every pair of vertices in the graph. Curious readers might be wondering whether our approach has an analogous time series counterpart where spectral analysis is related to the autocorrelation function (ACF) by a Fourier transform (Wiener–Khinchin theorem). The answer is yes. In the similar spirit, we will show (in the next section): classical Laplacian graph spectrum can be interpreted as raw (not smoothed) nonparametric estimator of the Fourier transform of GraField.

Definition 1. For given discrete graph G of size n, the piecewise-constant bivariate kernel function C : $[0, 1]^2 \to R+ \cup \{0\}$ is defined almost everywhere through

$$\mathscr{C}(u, v; \mathcal{G}_n) = \frac{p\big(Q(u; X), Q(v; Y); \mathcal{G}_n\big)}{p\big(Q(u; X)\big)p\big(Q(v; Y)\big)}, \quad 0 < u, v < 1, \tag{1}$$

where u = F(x; X), v = F(y; Y) for x, y ∈ {1, 2, . . . , n} and degree sequence induced graph mass functions

$$p(x; X) = \sum_{y=1}^{n} A(x, y)/N, \quad p(y; Y) = \sum_{x=1}^{n} A(x, y)/N, \quad \text{and} \quad p(x, y; \mathcal{G}) = A(x, y)/N$$

N with Q(u; X) and $Q(v_i Y)$ are the respective quantile function

Theorem 1. GraField defined in Eq. (1) is a positive piecewise-constant kernel satisfy

$$\iint_{[0,1]^2} \mathscr{C}(u,v;\mathcal{G})\, \mathrm{d}u\, \mathrm{d}v \;=\; \sum_{(i,j)\in\{1,\ldots,n\}^2} \iint_{I_{ij}} \mathscr{C}(u,v;\mathcal{G})\, \mathrm{d}u\, \mathrm{d}v \;=\; 1,$$

Where,

$$I_{ij}(u,v) = \begin{cases} 1, & \text{if } (u,v) \in (F(i;X), F(i+1;X)] \times (F(j;Y), F(j+1;Y)] \\ 0, & elsewhere. \end{cases}$$

Note 1. The bivariate step-like shape of the GraField kernel is governed by the (piecewiseconstant left continuous) quantile functions Q(u; X) and Q(v; Y) of the discrete measures p(x; X) and p(y; Y). As a result, in the continuum limit (as the dimension of the graph n → ∞), the shape of the piecewise-constant discrete C approaches to a "continuous field" over unit interval.

Motivation 1. As a toy-example, consider the following adjacency matrix of a social network representing 4 employees of an organization

$$A = \begin{pmatrix} 0 & 2 & 0 & 0 \\ 2 & 0 & 3 & 3 \\ 0 & 3 & 0 & 3 \\ 0 & 3 & 3 & 0 \end{pmatrix}$$

where the weights reflect number of communication (say email messages or coappearances in social events etc.). Our interest lies in understanding the strength of association between the employees i.e., Strength(x, y) for all pairs of vertices. Looking at the matrix A (or equivalently based on histogram Graphon estimator *p(x, y; G) = A/N* with $N = \sum_{x,y} A(x,y) = 22)$ one might be tempted to conclude that the link between employee 1 and 2 is the weakest one as they have communicated only twice, whereas employee 2, 3 and 4 constitute strong-ties as they have interacted more frequently. Now here is the surprise. It turns out that (i) Strength(1, 2) is twice that of Strength(2, 3) and Strength(2, 4); also (ii) Strength(1, 2) is 1.5 times of Strength(3, 4)! To understand the paradox compute the vertex-domain empirical GraField kernel matrix (Definition 1) with $(x, y)^{th}$ entry $N \cdot A(x, y; G)/d(x)d(y)$

$$\mathscr{C}_n = \begin{pmatrix} 0 & 22/8 & 0 & 0 \\ 22/8 & 0 & 22/16 & 22/16 \\ 0 & 22/16 & 0 & 22/12 \\ 0 & 22/16 & 22/12 & 0 \end{pmatrix}$$

This toy example is in fact a small portion (with members 1, 9, 31 and 33) of the famous Zachary's karate club data, where the first two members were from Mr. Hi's group and the remaining two were from John's group1 . The purpose of this illustrative example is not to completely dismiss the adjacency or empirical graphon based analysis but to caution the practitioners so as not to confuse the terminology "strength of association" with "weights" of the adjacency matrix – two are very different objects. Existing literature use them interchangeably without paying much attention. As a first step towards exploratory graph data analysis we recommend looking at both the traditional adjacency matrix (or Graphonbased) network plot and also the degree of association plot, as shown in the Fig.1 for the Karate club data. It is important to emphasize that higher edge-weight do not necessarily translates into stronger association. The crux of the matter is: Association does not depend on the raw edge-density, it is a "comparison edge-density" that is captured by the GraField.

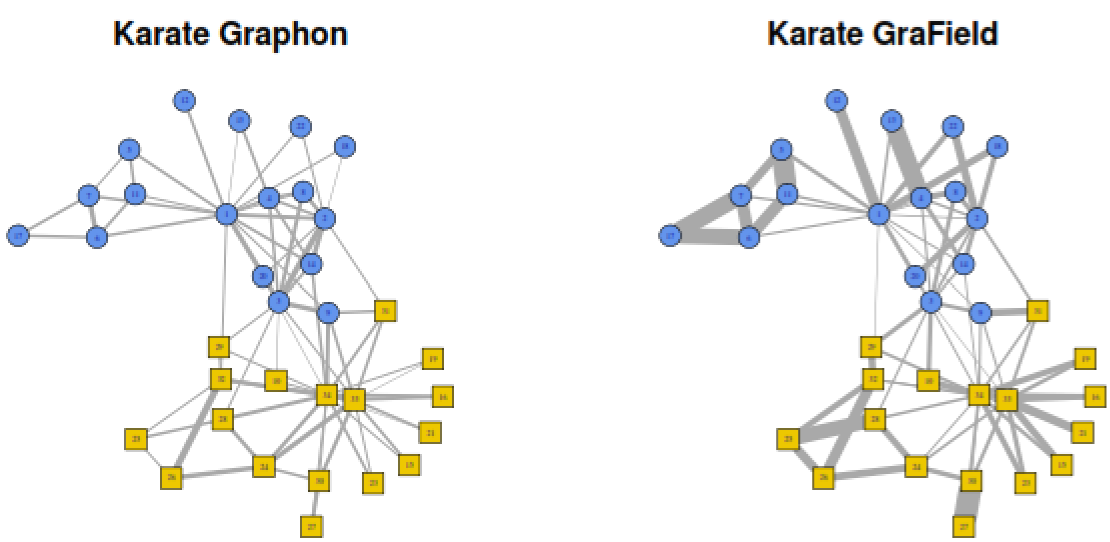

Figure 1: Graphon and GraField network display for the karate club data set

2.Karhunen-Lo´eve Representation of Graph

We define the Karhunen-Lo´eve (KL) representation of a graph $\mathcal{G}$ based on the spectral expansion of its Graph Correlation Density function $\mathscr{C}(u, v; \mathcal{G})$. Schmidt decomposition of C yields the following spectral representation theorem of graph.

Theorem 2. The square integrable graph correlation density kernel $\mathscr{C} : [0, 1]^2 \to \mathbb{R}_+ \cup \{0\}$ of two-variables admits the following canonical representation

$$\mathscr{C}(u, v; \mathcal{G}_n) = 1 + \sum_{k=1}^{n-1} \lambda_k \phi_k(u) \phi_k(v), \tag{2}$$

where the non-negative λ1 ≥ λ_2 ≥ · · · λn−1 ≥ 0 are singular values and {φk}k≥1 are the orthonormal singular functions hφj , φkiL^2[0,1] = δjk, for j, k = 1, . . . , n − 1, which can be evaluated as the solution of the following integral equation relation

$$\int_{[0,1]} [\mathscr{C}(u, v; \mathcal{G}) - 1]\, \phi_k(v)\, \mathrm{d}v = \lambda_k \phi_k(u), \qquad k = 1, 2, \ldots, n-1. \tag{3}$$

Definition 2. Any function or signal y ∈ R n defined on the vertices of the graph $y : V \mapsto \mathbb{R}$ such that $\|y\|^2 = \sum_{x \in V(\mathcal{G})} |y(x)|^2 p(x; \mathcal{G}) < \infty$, can be represented as a linear combination of the Schmidt bases of the correlation density matrix $\mathscr{C}$. Define the generalized graph Fourier transform of y

$$\widehat{y}(\lambda_k) := \langle y, \phi_k \rangle = \sum_{x=1}^{n} y(x) \phi_k[F(x; \mathcal{G})].$$

This spectral or frequency domain representation of a signal, belonging to the square integrable Hilbert space L^2 (G) equipped with the inner product

$$\langle y, z\rangle_{L^2(\mathcal{G})} = \sum_{x\in V(\mathcal{G})} y(x)z(x)p(x;\mathcal{G}),$$

allows us to construct efficient graph learning algorithms. As {φk}'s are KL spectral bases, the vector of projections onto this basis function decay rapidly, hence may be truncated aggressively to capture the structure in a small number of bits.

Definition 3. The entropy (or energy) of a discrete graph G, is defined using the Parseval relation of the spectral representation

$$\text{Entropy}(\mathcal{G}) = \iint_{[0,1]^2} (\mathscr{C} - 1)^2 \, \mathrm{d}u \, \mathrm{d}v = \sum_k |\lambda_k|^2.$$

This quantity, which captures the departure of uniformity of the C , can be interpreted as a measure of 'structure' or the 'compressibility' of the graph. This entropy measure canbe used to (i) define graph homogeneity; (ii) design fast algorithms for graph isomorphism. For homogenous graphs the shape of the correlation density field is flat uniform over unit square. The power at each harmonic component, as a function of frequency, is called the power spectrum of the graph.

Preliminaries: Continuous Wavelets Transform

The Wavelet transform is conceptually similar to the Fourier transform [7]. While the Fourier bases are localized in frequency only, wavelets can be localized in both time and frequency. The traditional construction of wavelet transform requires a mother wavelet function ψs,a(x)=1sψ(x−as) defined by two parameters, the scale *s* and translation *a*. The mother wavelet $\psi_{s,a}(x)$ is a localized oscillating function at *a* with finite duration acting as a local support controlled by s. The terms $\psi_{s,a}(x)$ at multiple scales are used to approximate a signal using a wavelet expansion, moreover, they form band-pass filters in the frequency domain.

Using ψ, the wavelet transform of a signal $f(x)$ is defined as a projection of f onto the wavelet bases as

$$Wf(s,a)=\langle f,\psi\rangle=1s\int f(x)\psi*(x-as)dx \quad (1)$$

yielding wavelet coefficient $W_f(s, a)$ at scale s and at location a, where ψ^* is the complex conjugate of ψ. Such a transform is invertible, that is

$$f(x)=1C\psi\int\int Wf(s,a)\psi s,a(x)dads \quad (2)$$

where C_ψ is the so-called admissibility condition constant. Unlike the single set of sin() basis in the Fourier transform, wavelet transforms have many possible basis functions depending on their shapes and use. The wavelet transform above is not directly applicable when the domain is arbitrarily structured, such as graphs. Next, we review how an analogue of the wavelet transform can be defined on graphs.

Wavelets in Arbitrary Structured Domain

The basic idea in defining a Wavelet transform on graph is to obtain a wavelet basis using spectral graph theory concepts. We describe this construction below. A graph $G = \{V, E, \omega\}$ is defined by vertex set V, edge set E and edge weights ω, which may be given as a $N \times N$ adjacency matrix $A = \{a_{ij}\}$ when 8V8 = N. Here, a_{ij} gives the connection weight between the ith and jth vertices, i.e., the edge weight ω_{ij}. A (diagonal) degree matrix D has at the ith diagonal, the sum of all the edges connected to the ith vertex. From these two matrices, a graph Laplacian L is defined as $L = D - A$. The matrix L is positive semi-definite, therefore, has ordered eigenvalues $0 = \lambda_0 \leq \lambda_1 \leq \ldots \leq \lambda_{N-1}$ and corresponding eigenvector χ. Using the $\{\lambda_l; \chi_l\}$ pairs, the forward and inverse graph Fourier transformation is defined as

$$f\hat{}(l)=\langle \chi l,f\rangle=\sum n=1N\chi l*(n)f(n),andf(n)=\sum l=0N-1f\hat{}(l)\chi l(n) \quad (3)$$

Then, the spectrum of the Laplacian corresponds to the frequency domain, where scales are defined over band-pass filters *g*() which are dual representation of wavelets. From the scaling property of the Fourier transform, scales can be defined with *g*() in the frequency domain. Using , we construct spectral graph wavelets by applying band-pass filters at multiple scales and localizing it with an impulse function as,

ψs,n(m)=∑l=0N−1g(sλl)χl∗(n)χl(m) (4)

where *m* and *n* are vertex indices on the graph. Now, the wavelet coefficients of a function *f*(*n*) can be easily obtained by the inner product of the wavelets and the given function,

Wf(s,n)=⟨ψs,n,f⟩=∑l=0N−1g(sλl)f^(l)χl(n), (5)

which finally defines spectral graph wavelet transform (SGWT). The coefficients obtained from the transformation yield the Wavelet Multiscale Descriptor (WMD) as a set of wavelet coefficients at each vertex *n* for each scale *s* as

$$\mathrm{WMD}_f(n) = \{W_f(s, n)|s \in S\} \quad (6)$$

which is a *multi resolution* descriptor defining local context at each vertex *n* on the graph [8, 9].

CONCLUSION

In this paper, we demonstrated how a multi-resolutional framework based on Wavelets can help facilitate statistical analysis of (brain image-derived) graph structured representations. We show via various experiments on surface and signal smoothing on brain surfaces, statistical analysis on cortical thickness on surfaces and brain connectivity, that statistical power can be improved with only minor changes in the analysis design (i.e., involves substituting univariate tests with their multivariate versions). Our results strongly suggest that higher sensitivity can be obtained in many of these applications with only a small additional computational load.

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ISSN 2279-0489

AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

GENIUS

Volume -VI Issue - I Part - I August-2017 to January-2018

Peer Reviewed and Referred
UGC Listed Journal
(Journal No. 47100)

ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2016 - 4.248
www.sjifactor.com

❖ EDITOR ❖

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❖ PUBLISHED BY ❖

Ajanta Prakashan
Aurangabad. (M.S.)

CONTENTS OF PART - I

VOLUME - VI - ISSUE - I - AUGUST 2017 to JANUARY - 2018
GENIUS - ISSN - 2279-0489 - IMPACT FACTOR - 4.248 (www.sjifactor.com) PART - I

24

Porter's Diamond in Tourism Industry in Sindhudurg - A Study

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Introduction

Tourism industry has been one of the fastest growing industries of the world. It has been contributing to economic development and reducing income inequalities. In India tourism industry can generate income as well as reduce income inequalities and regional imbalances. Many regions of India possess natural beauty as well as historic visual appeal, which could be basis for regional competitive advantage. However, India is still experiencing difficulty in getting the advantages from tourism business. This paper explores the competitive advantage in tourism in Konkan region using Porter's diamond model.

Objective

The objective of the paper is to understand the application of Porter's diamond model to Tourism industry in Sindhudurg district of Konkan region.

Hypothesis

The study hypothesize that the Porter's Diamond model is applied to the tourism cluster in Sindhudurg.

Research Methods

The study has used both primary and secondary sources for data collection. A survey of tourists, tourism based firms and local people through the separate questionnaires. The collected information is analyzed to verify the application of Porter's five conditions in tourism industry in Sindhudurg.

Scope and Limitations

The scope of the study is to understand the five conditions given by Porter Diamond model to the tourism industry in Sindhudurg district. The study has randomly selected few famous tourist spots of the district for primary source of data. Depending on the willingness of the tourists and business firms, the interviews are conducted to collect the required information from residential hotels. Small shops, restaurants, tours and travel companies.

Review of Literature

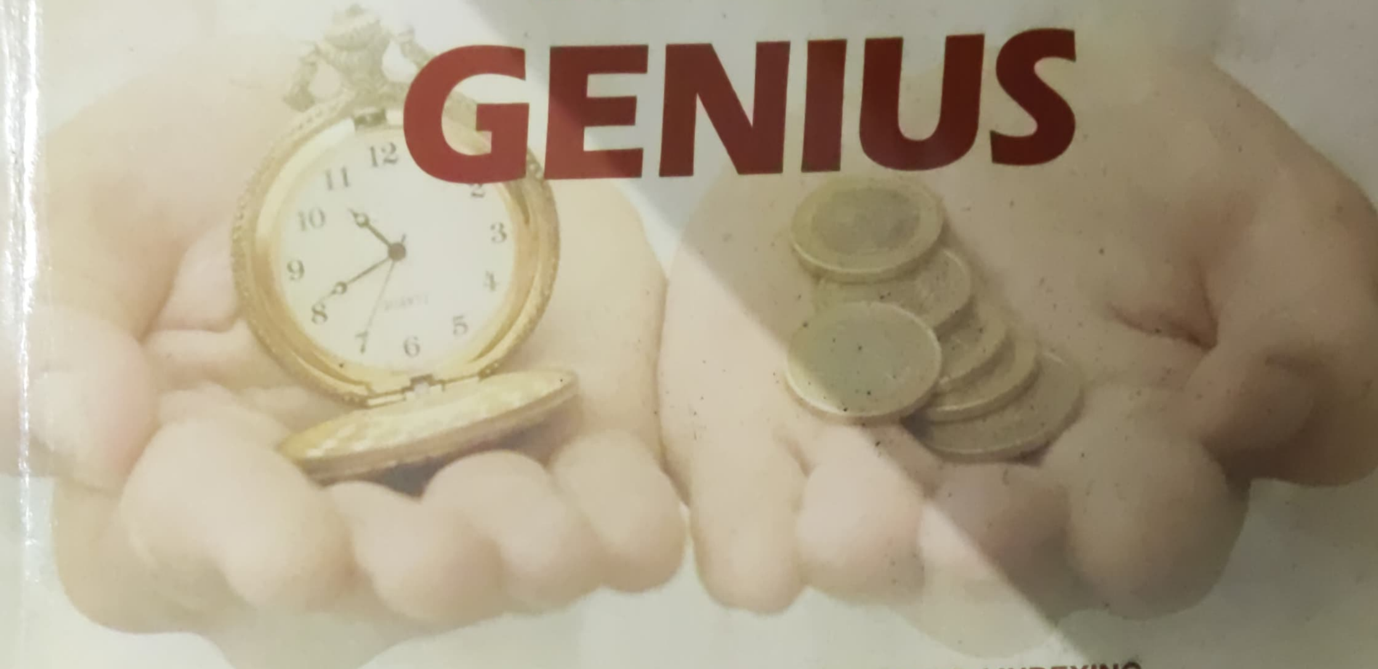
Porter (1990)[1] enumerates the ways that firms create and sustain competitive advantage in global industries which provides the necessary foundation for understanding the role of the home nation in the process. He understands that the economies of scale, technological leads and differentiated products create the conditions for trade, and the nations whose firms gain them in an industry are able to export. He therefore proposes the

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 47100)

AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

ISSN 2279 - 0489

GENIUS



VOLUME-VI, ISSUE-II
ENGLISH PART - IV
FEBRUARY-JULY – 2018

IMPACT FACTOR / INDEXING
2017 - 4.954
www.sjifactor.com

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Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Published by :

Ajanta Prakashan, Near University Gate, Jaisingpura, Aurangabad. (M.S.)
Cell No. : 9579260877, 9822620877, Ph.No. : (0240) 2400877, 6969427.
E-mail : ajanta1977@gmail.com, www.ajantaprakashan.com

GENIUS - ISSN 2279 - 0489 - Impact Factor - 4.954 (www.sjifactor.com)

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4. Employability Skills in Higher Education: Promoting Online Courses for Global Reach

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Abstract

Employability is an emerged concept in unemployment and labour markets. Part of the Problem of youth employability is the relevance of acquired knowledge, skills and educational and training qualifications to current labour market opportunities. This paper focuses the concept of promoting online courses for working careers and skills needed to become a globally recognized employee. An approach of accreditation towards higher education is explained and highlighted the importance of accreditation in Indian institutions. The development skills available in India which are needed to enhance the employability in global market are projected.

Keywords: Working careers, employers, perception, accreditation and global market.

Introduction

Higher education is very important for a developing country like India and it is encouraging to increasing human development. Higher education in India has experienced phenomenal expansion since independence. India has produced scientists, engineers, technologists, doctors, teachers and managers who are in great demand all over the world. Now it is one of the top ten countries in our industrial and technological capacity, because of the significant contribution of manpower and tools provided by higher education, especially, technical education. India has already entered into the era of knowledge explosion. It has proved its tremendous potential by its performance in nuclear and space domains. Higher Education provides opportunities to the people to reflect on the critical social, cultural, moral, economic and spiritual issues facing humanity. Higher education provides specialized knowledge and skilled persons for national development. In next few decades, India will have world's largest set of young people. While the correlation between people and higher education is not up to the mark.

Education is an essential tool for achieving sustainability. Education creates human capital which is the core of economic progress and assumes that the externalities generated by human

RESEARCH REVIEW JOURNALS
Volume-04
Issue-03
March -2019
ISSN: 2455-3085 (Online)
RESEARCH REVIEW International Journal of Multidisciplinary
www.rrjournals.com [UGC Listed Journal]

A Study of Modern Sparse Estimation Analysis in Applied Statistics Lasso Penalty

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ARTICLE DETAILS

Article History
Published Online: 13 March 2019

Keywords
Sparse Analysis, applied statistics, large covariance matrices, optimization problem, algorithm.

ABSTRACT

The paper proposes a new covariance estimator for large covariance matrices when the variables have a natural ordering. Using the Cholesky decomposition of the inverse, we impose a banded structure on the Cholesky factor, and select the bandwidth adaptively for each row of the Cholesky factor, using a novel penalty we call nested Lasso. This structure has more flexibility than regular banding, but, unlike regular Lasso applied to the entries of the Cholesky factor, results in a sparse estimator for the inverse of the covariance matrix. An iterative algorithm for solving the optimization problem is developed. The estimator is compared to a number of other covariance estimators and is shown to do best, both in simulations and on a real data example. Simulations show that the margin by which the estimator outperforms its competitors tends to increase with dimension.

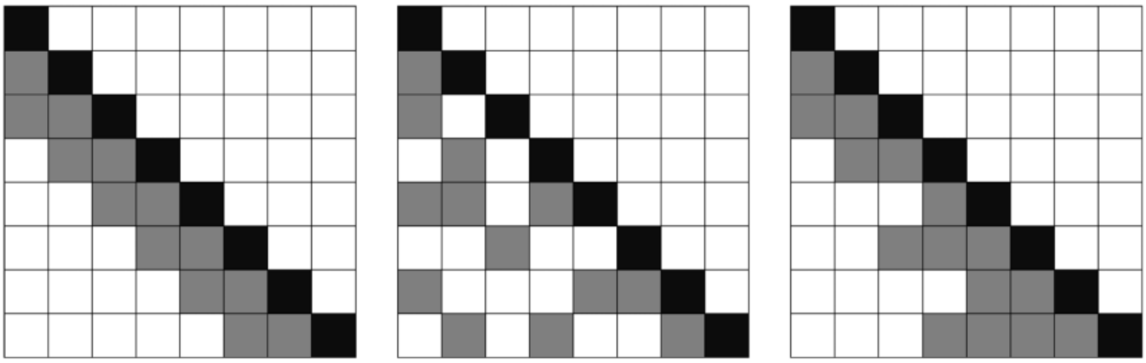
1. Introduction

Estimating covariance matrices has always been an important part of multivariate analysis, and estimating large covariance matrices (where the dimension of the data p is comparable to or larger than the sample size n) has gained particular attention recently, since high-dimensional data are so common in modern applications (gene arrays, fMRI, spectroscopic imaging, and many others). There are many statistical methods that require an estimate of a covariance matrix. They include principal component analysis (PCA), linear and quadratic discriminant analysis (LDA and QDA) for classification, regression for multivariate normal data, inference about functions of the means of the components (e.g., about the mean response curve in longitudinal studies), and analysis of independence and conditional independence relationships between components in graphical models. Note that in many of these applications (LDA, regression, conditional independence analysis) it is not the population covariance itself that needs estimating, but its inverse Σ^{-1}, also known as the precision or concentration matrix. When p is small, an estimate of one of these matrices can easily be inverted to obtain an estimate of the other one; but when p is large, inversion is problematic, and it may make more sense to estimate the needed matrix directly.

Sparsity in the inverse is particularly useful in graphical models, since zeroes in the inverse imply a graph structure. Banerjee et al. (2006) and Yuan and Lin (2007), using different semi-definite programming algorithms, both achieve sparsity by penalizing the normal likelihood with an L1 penalty imposed directly on the elements of the inverse. This approach is computationally very intensive and does not scale well with dimension, but it is invariant under variable permutations. When a natural ordering of the variables is available, sparsity in the inverse is usually introduced via the modified Cholesky decomposition

$$\Sigma^{-1} = T^{\top} D^{-1} T.$$

Here T is a lower triangular matrix with ones on the diagonal, D is a diagonal matrix, and the elements below diagonal in the ith row of T can be interpreted as regression coefficients of the ith component on its predecessors; the elements of D give the corresponding prediction variances.



(a) (b) (c)

FIG. 1. The placement of zeros in the Cholesky factor T : (a) Banding; (b) Lasso penalty of Huang et al.; (c) Adaptive banding

2. Methods for penalized estimation of the Cholesky factor

For the sake of completeness, we start from a brief summary of the formal derivation of the Cholesky decomposition of Σ^{-1}. Suppose we have a random vector X = $(X_1, \ldots, X_p)^\top$, with mean 0 and covariance Σ. Let $X_1 = \varepsilon_1$ and, for $j > 1$, let

$$X_j = \sum_{l=1}^{j-1} \phi_{jl} X_l + \varepsilon_j, \tag{1}$$

where ϕ_{jl} are the coefficients of the best linear predictor of X_j from $X_1, \ldots, X_{j-1}$ and $\sigma_j^2 = \mathrm{Var}(\varepsilon_j)$ the corresponding residual variance. Let Φ be the lower triangular matrix with jth row containing the coefficients ϕ_{jl}, $l = 1, \ldots, j-1$, of the jth regression (1). Note that Φ has zeros on the diagonal. Let $\varepsilon = (\varepsilon_1, \ldots, \varepsilon_p)^\top$, and let $D = \mathrm{diag}(\sigma_j^2)$ be a diagonal matrix with σ_j^2 on the diagonal. Rewriting (1) in matrix form gives

$$\varepsilon = (I - \Phi)\mathbf{X}, \tag{2}$$

where I is the identity matrix. It follows from standard regression theory that the residuals are uncorrelated, so taking covariance of both sides of (2) gives

$$D = (I - \Phi)\Sigma(I - \Phi)^\top.$$

Letting $T = I - \Phi$, we can now write down the modified Cholesky decompositions Σ and Σ^{-1}

$$\Sigma = T^{-1} D (T^{-1})^\top, \qquad \Sigma^{-1} = T^\top D^{-1} T. \tag{3}$$

Note that the only assumption on X was mean 0; normality is not required to derive the Cholesky decomposition.

The natural question is how to estimate the matrices T and D from data. The standard regression estimates can be computed as long as p ≤ n, but in high dimensional situations one expects to do better by regularizing the coefficients in T in some way, for the same reasons one achieves better prediction from regularized regression [Hastie et al. (2001)]. If p>n, the regression problem becomes singular, and some regularization is necessary for the estimator to be well defined.

The negative log-likelihood of the data, up to a constant, is given by

$$\begin{aligned}\ell(\Sigma, \mathbf{x}_1, \ldots, \mathbf{x}_n) &= n \log|\Sigma| + \sum_{i=1}^{n} \mathbf{x}_i^\top \Sigma^{-1} \mathbf{x}_i \\ &= n \log|D| + \sum_{i=1}^{n} \mathbf{x}_i^\top T^\top D^{-1} T \mathbf{x}_i.\end{aligned} \tag{4}$$

The negative log-likelihood can be decomposed into

$$\ell(\Sigma, \mathbf{x}_1, \ldots, \mathbf{x}_n) = \sum_{j=1}^{p} \ell_j(\sigma_j, \boldsymbol{\phi}_{\mathbf{j}}, \mathbf{x}_1, \ldots, \mathbf{x}_n),$$

Where,

$$\ell_j(\sigma_j, \boldsymbol{\phi}_{\mathbf{j}}, \mathbf{x}_1, \ldots, \mathbf{x}_n) = n \log \sigma_j^2 + \sum_{i=1}^{n} \frac{1}{\sigma_j^2} \left(x_{ij} - \sum_{l=1}^{j-1} \phi_{jl} x_{il} \right)^2. \tag{5}$$

Minimizing (4) is equivalent to minimizing each of the functions ℓ_j in (5), which is in turn equivalent to computing the best least squares, fit for each of the regressions (1).

Huang et al. (2006) proposed adding a penalty to (4) and minimizing

$$\ell(\Sigma, \mathbf{x}_1, \ldots, \mathbf{x}_n) + \lambda \sum_{j=2}^{p} P(\phi_j), \tag{6}$$

where the penalty P on the entries of $\phi_j = (\phi_{j1}, \ldots, \phi_{j,j-1})$ is

$$P(\phi_j) = \|\phi_j\|_d^d, \tag{7}$$

and $\|\cdot\|_d$ is the L_d vector norm with d = 1 or 2. The L_2 penalty (d = 2) does not result in a sparse estimate of the covariance, so we will not focus on it here. The L_1 penalty (d = 1), that is, the Lasso penalty, results in zeros irregularly placed in T as shown in Figure 1(b), which also does not produce a sparse estimate of Σ^{-1}. Again, minimizing (6) is equivalent to separately minimizing

$$\ell_j(\sigma_j, \boldsymbol{\phi}_{\mathbf{j}}, \mathbf{x}_1, \ldots, \mathbf{x}_n) + \lambda P(\phi_j), \tag{8}$$

With $P(\phi_1) = 0.$

We propose replacing the L_1 penalty $\lambda \sum_{l=1}^{j-1} |\phi_{jl}|$ with a new nested Lasso penalty,

$$J_0(\phi_j) = \lambda\left(|\phi_{j,j-1}| + \frac{|\phi_{j,j-2}|}{|\phi_{j,j-1}|} + \frac{|\phi_{j,j-3}|}{|\phi_{j,j-2}|} + \cdots + \frac{|\phi_{j,1}|}{|\phi_{j,2}|}\right), \tag{9}$$

where we define $0/0 = 0$. The effect of this penalty is that if the lth variable is not included in the jth regression $(\phi_{jl} = 0)$, then all the subsequent variables (l − 1 through 1) are also excluded, since giving them nonzero coefficients would result in an infinite penalty. Hence, the j th regression only uses $k_j \leq j-1$ closest predecessors of the jth coordinate, and each regression has a different order kj .

However, the nested Lasso penalty is of independent interest and may be used in other contexts, for example, for group variable selection. To address the scaling issue in general, we propose two easy modifications of the penalty (9):

$$J_1(\phi_j) = \lambda\left(\frac{|\phi_{j,j-1}|}{|\hat{\phi}^*_{j,j-1}|} + \frac{|\phi_{j,j-2}|}{|\phi_{j,j-1}|} + \frac{|\phi_{j,j-3}|}{|\phi_{j,j-2}|} + \cdots + \frac{|\phi_{j,1}|}{|\phi_{j,2}|}\right), \tag{10}$$

$$J_2(\phi_j) = \lambda_1 \sum_{t=1}^{j-1} |\phi_{j,t}| + \lambda_2 \sum_{t=1}^{j-2} \frac{|\phi_{j,t}|}{|\phi_{j,t+1}|}, \tag{11}$$

3. Numerical results

In this section we compare adaptive banding to other methods of regularizing the inverse. Our primary comparison is with the Lasso method of Huang et al. (2006) and with nonadaptive banding of Bickel and Levina (2007); these methods are closest to ours and also provide a sparse estimate of the Cholesky factor. As a benchmark, we also include the shrinkage estimator of Ledoit and Wolf (2003), which does not depend on the order of variables.

Simulation data: Simulations were carried out for three different covariance models. The first one has a tri-diagonal Cholesky factor and, hence, a tridiagonal inverse:

$$\mathbf{\Sigma}_1 : \phi_{j,j-1} = 0.8; \qquad \phi_{j,j'} = 0, \qquad j' < j-1; \qquad \sigma_j^2 = 0.01.$$

The second one has entries of the Cholesky factor exponentially decaying as one moves away from the diagonal. Its inverse is not sparse, but instead has many small entries:

$$\mathbf{\Sigma}_2 : \phi_{j,j'} = 0.5^{|j-j'|}, \qquad j' < j; \qquad \sigma_j^2 = 0.01.$$

Both these models were considered by Huang et al. (2006), and similar models were also considered by Bickel and Levina (2007). In both Σ_1 and Σ_2, all the rows have the same structure, which favors regular non-adaptive banding.

To test the ability of our algorithm to adapt, we also considered the following structure:

$$\mathbf{\Sigma}_3 : k_j \sim U(1, \lceil j/2 \rceil); \qquad \phi_{j,j'} = 0.5, \qquad k_j \le j' \le j-1;$$

$$\phi_{j,j'} = 0, \qquad j' < k_j; \qquad \sigma_j^2 = 0.01.$$

Here $U(k_1, k_2)$ denotes an integer selected at random from all integers from k_1 to k_2. For moderate values of p, this structure is stable, and this is what we generate for p = 30 in the simulations below. For larger p, some realizations can generate a poorly conditioned true covariance matrix, which is not a problem in principle, but makes computing performance measures awkward. To avoid this problem, we divided the variables for p = 100 and p = 200 into 3 and 6 independent blocks, respectively, and generated a random structure from the model described above for each of the blocks. We will refer to all these models as $\mathbf{\Sigma}_3$. The structure of $\mathbf{\Sigma}_3$ should benefit more from adaptive banding.

For each of the covariance models, we generated n = 100 training observations, along with a separate set of 100 validation observations. We considered three different values of p: 30, 100 and 200, and two different distributions: normal and multivariate t with 3 degrees of freedom, to test the behavior of the estimator on heavy-tailed data. The estimators were computed on the training data, with tuning parameters for all methods selected by maximizing the likelihood on the validation data. Using these values of the tuning parameters, we then computed the estimated covariance matrix on the training data and compared it to the true covariance matrix.

There are many criteria one can use to evaluate covariance matrix estimation, for example, any one of the matrix norms can be calculated for the difference (L_1, L_2, L_∞, or Frobenius norm). There is no general agreement on which loss to use in which situation.

$$\Delta_{\mathrm{KL}}(\mathbf{\Sigma}, \hat{\mathbf{\Sigma}}) = \mathrm{tr}(\hat{\mathbf{\Sigma}}^{-1}\mathbf{\Sigma}) - \ln|\hat{\mathbf{\Sigma}}^{-1}\mathbf{\Sigma}| - p. \tag{12}$$

Another popular loss is the entropy loss for the covariance matrix, which was used by Huang et al. (2006). The entropy loss is the same as the Kullback–Leibler loss except the roles of the covariance matrix and its inverse are switched.

The results for the normal data and the three models are summarized in Table 1, which gives the average losses and the corresponding standard errors over 50 replications. The NA values for the sample appear when the matrix is singular. The J_0 penalty has been omitted because it is dominated by J_1 and J_2.

In general, we see that banding and adaptive banding perform better on all three models than the sample, Ledoit–Wolf's estimator and Lasso. On $\mathbf{\Sigma}_1$ and $\mathbf{\Sigma}_2$, as expected, banding and adaptive banding are very similar (particularly once standard errors are taken into account); but on $\mathbf{\Sigma}_3$, adaptive banding does better, and the larger p, the bigger the difference. Also, for normal data the J_2 penalty always dominates J_1, though they are quite close.

TABLE 1 Multivariate normal simulations for models $\mathbf{\Sigma}_1$ (banded Cholesky factor), $\mathbf{\Sigma}_2$ (nonsparseCholesky factor with elements decaying exponentially as one moves away from the diagonal) and $\mathbf{\Sigma}_3$ (sparse Cholesky factor with variable length rows).

p	Sample	Ledoit–Wolf	Lasso	J_1	J_2	Banding
			$\mathbf{\Sigma}_1$			
30	8.38(0.14)	3.59(0.04)	1.26(0.04)	0.79(0.02)	0.64(0.02)	0.63(0.02)
100	NA	29.33(0.12)	6.91(0.11)	2.68(0.04)	2.21(0.03)	2.21(0.03)
200	NA	90.86(0.19)	14.57(0.13)	5.10(0.06)	4.35(0.05)	4.34(0.05)
			$\mathbf{\Sigma}_2$			
30	8.38(0.14)	3.59(0.02)	2.81(0.04)	1.42(0.03)	1.32(0.02)	1.29(0.03)
100	NA	18.16(0.02)	16.12(0.09)	5.01(0.07)	4.68(0.06)	4.55(0.05)
200	NA	40.34(0.02)	32.84(0.11)	9.88(0.06)	9.28(0.06)	8.95(0.06)
			$\mathbf{\Sigma}_3$			
30	8.68(0.12)	171.31(1.00)	4.62(0.07)	3.26(0.05)	3.14(0.06)	3.82(0.05)
100	NA	945.65(2.15)	35.60(0.71)	11.82(0.13)	11.24(0.12)	14.34(0.09)
200	NA	1938.32(3.04)	118.84(1.54)	23.30(0.17)	22.70(0.16)	29.50(0.14)

To test the behavior of the methods with heavy-tailed data, we also performed simulations for the same three covariance models under the multivariate t3 distribution (the heaviest-tail t distribution with finite variance). These results are given in Table 2. All methods perform worse than they do for normal data, but banding and adaptive banding still do better than other methods.

Because the standard errors are larger, it is harder to establish a uniform winner among J1, J2 and banding, but generally these results are consistent with results obtained for normal data.

TABLE 2 Multivariate t3 simulations for models $\Sigma_1, \Sigma_2, \Sigma_3$

p	Sample	Ledoit–Wolf	Lasso	J_1	J_2	Banding
			Σ_1			
30	30.33(0.65)	9.22(0.65)	7.60(0.74)	4.32(0.21)	3.68(0.19)	4.22(0.60)
100	NA	58.24(2.61)	38.99(1.44)	15.58(0.78)	13.85(0.72)	13.74(0.72)
200	NA	139.21(3.02)	111.62(2.73)	31.45(1.80)	28.22(1.71)	27.95(1.70)
			Σ_2			
30	30.33(0.65)	6.20(0.15)	8.44(0.20)	5.91(0.24)	5.21(0.22)	5.23(0.24)
100	NA	24.37(0.67)	31.92(0.83)	21.76(0.76)	18.87(0.71)	19.33(0.85)
200	NA	50.40(1.41)	64.28(1.98)	44.58(2.00)	38.46(1.75)	39.81(1.98)
			Σ_3			
30	30.77(0.74)	199.73(4.32)	14.48(0.40)	11.47(0.44)	11.57(0.47)	11.69(0.39)
100	NA	1061.54(12.62)	82.05(1.47)	43.38(1.14)	45.01(1.13)	42.78(1.04)
200	NA	2182.54(21.29)	182.82(9.51)	87.5(2.75)	91.25(2.79)	85.65(2.49)

4. Conclusion

The study presented a new covariance estimator for ordered variables with a banded structure, which, by selecting the bandwidth adaptively for each row of the Cholesky factor, achieves more flexibility than regular banding but still preserves sparsity in the inverse. Adaptive banding is achieved using a novel nested Lasso penalty, which takes into account the ordering structure among the variables. The estimator has been shown to do well both in simulations and a real data example. Zhao et al. (2006) proposed a related penalty, the composite absolute penalty (CAP), for handling hierarchical structures in variables. However, Zhao et al. (2006) only considered a hierarchy with two levels, while,in our setting, there are essentially $p - 1$ hierarchical levels; hence, it is not clear how to directly apply CAP without dramatically increasing the number of tuning parameters.The theoretical properties of the estimator are a subject for future work. The nested Lasso penalty is not convex in the parameters; it is likely that the theory developed by Fan and Li (2001) for non-convex penalized maximum likelihood estimation can be extended to cover the nested Lasso (it is not directly applicable since our penalty cannot be decomposed into a sum of identical penalties on the individual coefficients). However, that theory was developed only for the case offixed p, $n \to \infty$, and the more relevant analysis for estimation of large covariance matrices would be under the assumption $p \to \infty$, $n \to \infty$, with p growing at a rate equal to or possibly faster than that of n, as was done for the banded estimator by Bickel and Levina (2007). Another interesting question for future work is extending this idea to estimators invariable under variable permutations.

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PUBLICATION CERTIFICATE

This publication certificate has been issued to

Dr. Pallavi Shah

For publication of research paper titled

COIVD -19 – Setback of world Economy

Published in *Purakala with ISSN 0971-2143 (9)*

Vol. *31* **Issue** *9* **Month** *April* **Year** *2020*

Impact Factor *5.60*

The journal is indexed, peer reviewed and listed in UGC Care.

Editor

Note: This eCertificate is valid with published papers and the paper must be available online at https://www.purakala.com/index.php/0971-2143

Purakala ISSN: 0971-2143
(UGC Care Journal) Vol-31-Issue-09-April-2020

COIVD -19 – Setback of World Economy

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Sheth NKTT College, Thane

ABSTRACT

The deadly virus which emerged from the city of Wuhan, China has been sweeping the entire nations & economies off its feet. Death rates are catastrophic in European countries, people are dying like flies. In midst of the chaos of death, no one is particularly bothered about the financial crisis that is impending once the COVID threat is abolished. Saving the economy is considered as a battle for another day. This paper would try to highlight on key indicators which the Indian economy should consider during the lockdown to mitigate the impact of the Financial Emergency.

KEYWORDS – COVID, Financial Emergency, lockdown, virus.

Objectives –

i. **To study the impact of the COVID - 19 outbreak on global economy.**
ii. **To analyse measures to rebound from the financial and economic turmoil caused by the COVID – 19 outbreak.**

COIVD -19 – SETBACK OF THE WORLD ECONOMY.

It could be said that India was well prepared for the viral outbreak and took decisive steps to mitigate the health and hygiene of the population. Thus, it could save lakhs of lives in the process. But when it comes to shutting all the doors of trade and commerce, it has suffered a heavy setback.Financial crisis not only started in the month of march post lockdown; it could be traced back to Financial Year 2019-20 when the GDP had dipped to 5% mark.
Irrespective of the clear world indicators, somewhat we were caught surprised in the stage of lockout; supply chains were not channelized, gap demand and supply equilibrium were not

ISSN: 0971-2143
Vol-31-Issue-09-April-2020

filled & the sudden lock down has brought the economy to a sudden standstill. The financial predictors have suggested that theeconomy would bounce back from present 5% GDP growth rate to 8% by mid-2020; but that dream has been shattered.

With the magnitude of the infectious states are rising, new hotspots being identifies, some of the anti-social elements causing havoc, gross negligence towards lockdown, hospitals & nursing units being sealed due to staff catching up with corona infection – the recovery time of the disease is said to be 3 to 6 months from the date. (with the recurring / relapsing nature of the viral attack still unknown) Economy is in as worse shape as it could be since the Financial Crisis state of 1969 or 2007.

In the recent times we had seen a paradigm shift of revenue generation of services surpassing that of manufacturing & in the era of outsourcing, where in service-oriented industry was supposed to be immortal & unaffected by changes; we are observing disturbing consequences. Manufacture industry is in total shut down, but service industry is also not in pretty good shape. People are hesitant to order online. E-commerce has a negative revenue slope. Life essential good purchased online are being frowned upon due to several health and hygiene factors. Home delivery from restaurants is at lowest possible working capacity. All the wheels of the economy are now frozen.

GLOBAL GDP GROWTH FORECASTS in Q -1 as per CCC#

*	2019	2020 (Q1)	2020 (Q3)	2021	2022
US	2.3	-1.3	-5.2	6.2	2.5
Europe	1.2	-2.0	-7.3	5.6	3.7
Germany	0.6	-1.9	-6.0	5.6	3.3
France	1.3	-1.7	-8.0	4.3	4.5
Spain	2.0	-2.1	-8.8	5.1	4.3

ISSN: 0971-2143
Vol-31-Issue-09-April-2020

UK	1.4	-2.0	-6.5	6.0	3.2
China	6.1	2.9	1.2	7.4	4.7
India	5.3	3.6	1.8	7.5	6.5

Source – S&P Global Economics & Oxford Economics

 # - Credit Conditions Committee

* *- Fiscal year ending in March*

As seen in the diagram above, the economy is seen to be sinking in the year 2020, while the 2021 is not sufficient enough to offset the economic loss contracted in the previous year. The momentum change in the economy only could be observed to be rising in the year 2022. Since the off year 2019, the shut down year 2020; burden of productivity is huge on the year of 2021 & final settling of the dust of all the losses would be accounted for with slight little profit in the year 2022.

The world economy would face a change of weight from advanced economies to the developing economies. Under developed countries have a huge advantage to grab the spill overs from the developed countries. Due to the logistical embargoes trans-Atlantic & trans-Pacific Southern European countries & Asia-Pacific regions are facing a lot of unemployment crisis. Ports like Dubai, Singapore, Italy etc are in total lockdown. Not a single cargo ship is being docked or leaving from these places.

In European Union, most of the countries have called for prolonged lockdowns, with no likely exit strategy. The free European market has also been shut down with countries barricading entry points. This would affect economy in a longer spectrum and in linear way with reference to the investment decisions. Also, the countries earning their bread and butter on tourism would be affected. Oil prices are dropping, world is being set for a greater marginal recession, exports are at standstill killing custom duties for the government; all these factors contribute towards lack of confidence of the public on the governments.

ISSN: 0971-2143

Vol-31-Issue-09-April-2020

The next problem in the list becomes that of unemployment and the pampering of the trapped unemployed migrants & students. Logistics & transport routes are sealed which has hampered the moment of the migrants to get back to their domicile state. They are added burden on the respective state governments. Tough the government is not complaining, but the resource scarcity could be felt for the permanent residents of the state. Government is bound to provide them food & shelter in addition to basis necessities along with weekly unemployment wages & other subsidies to encourage them to stay in the refugee camps. The monetary and non-monetary benefits are result of rising encouragement amongst the refugees.

Some investment firms are of the opinion that taking advantage of the virus several Asset Management Firms are rising to the opportunity to build op reserves in the money markets, stocking up commercial papers, margin calls & leveraging liquid asset at 30 – 60% below their market values.

But even 3 months in the outbreak, no sign of 2007 financial crisis are being observed. Sub-prime loans / mortgage / assets are still in good books. They are not being casted out as tentative non-performing assets. Uncertainty relating to equity , debt instruments and exposures to subprime risk had caused a lot of panic amongst the investors. We had seen a flush of withdrawals from capital markets even at the loss of 20 – 80 % of the invested values.

CONCLUSION -

Even if the risk of the downfall and the likely recovery from the pandemic remains a big IF; the global market seems to be quite immune to the overall chaos. The market trajectory seems to be unidirectional; the spectrum and the volume of the transactions is relatively unpredictable – market will recover is a hope all the market analysts have predicted. Still a lot of risk are to be considered –

i. Normal household buying behaviour post lockdown.
ii. Normal health & psychology after the nullification of threat.
iii. Quick and easy recovery from PTSD.
iv. No rebounding of COVID 19.

ISSN: 0971-2143
Vol-31-Issue-09-April-2020

v. Alternate scenarios for extension of lockdown.

vi. Designing a Road Map for recovery.

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Studies in Indian Place Names
(UGC Care Journal)
ISSN: 2394-3114
Vol-40-Issue-54-March-2020

Use of Public Private Partnership and collaborative approach for Sustainable Development by Urban Local Body: A case study of Thane Municipal Corporation.

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ABSTRACT
Environmental management has emerged as a major worldwide concern. To analyze the interface between economics, ecology and institutions, the trade-off between growth and ecological balance and to evolve an appropriate strategy for the management of natural resources is thus important. 74th Constitutional Amendment Act (CAA) 1992 has ushered in a new era of urban governance and environmental management in India, with important role assigned to Urban Local Bodies. Development should involve a local approach, with the participation from various stakeholders. Present study attempts to identify the areas where participatory approach and collaborative management prevails in Thane city for attainment of Sustainable Development.

1. INTRODUCTION

The world is currently exploring the concept of sustainable development. The goals that society pursues change over time. This makes economic growth, somewhat a moving target. It is a fundamental challenge for the humanity to ensure simultaneously an improved standard of living and better quality of environment. This challenge can be met only through a paradigm shift in the process of planning and implementing of various development projects. It should involve a local approach, with the participation from various stakeholders. Such an approach to development can further environmental sustainability and development in the urban areas. Present study attempts to identify areas where participatory approach and collaborative management prevails in Thane city.

2. REVIEW OF LITERATURE

Kundu et. al. (1999) in their paper have emphasized on prevalence of wide disparities in urban basic amenities in the nineties. Privatization, partnership arrangements and promotion of community-based projects have emerged as the only options for undertaking investments in basic amenities due to resource crunch in the government. However, this is likely to accentuate the disparity in the levels of amenities across the size class of urban settlements.

As discussed in the paper by Ghodke (2000) to finance infrastructure, choice is to be made between public and private sector funding. For small local bodies a concept of pooled financing is advocated as prevalent in US, and applied successfully by TNUDF. To extend the existing concept and work without the state as an intermediary is suggested. The concept is also tested for the ULBs in Ahmednagar District of Maharashtra.

3. RESEARCH METHODOLOGY

Profile of the study region: Thane city

The city of Thane is one of Maharashtra's major industrial town and the district headquarters. The National Decennial Census 2011 pegged the population of the city at 18,18,872. The geographical jurisdiction of the Thane city spreads over an area of 128.23 sq. km. The area is governed by TMC.

Studies in Indian Place Names (SIPN) with ISSN 2394-3114 is UGC Care listed journal

About Journal

Studies in Indian Place Names (https://archives.npsindia.org/index.php/sipn) (SIPN) with ISSN 2394-3114 is UGC Care listed journal for research publication. SIPN considers review and research articles related to Social Science and Humanities: Arts and Humanities, Physical Education, Library Science, History, Anthropology, Management, Commerce, Home Science, Sociology, Hotel Management, Tourism, Mass Communication, Accounting, Education, Economics, Law, Philosophy, Finance, Political Science, Visual Arts, Performing Arts, English. Science: Engineering (All Branches), Psychology, and Architecture, Geography and Geology, Agricultural, Biological Sciences, Environmental Science, Ecology, Archaeology, Biodiversity and Conservation, Entomology, Health Science: Medicine and Dentistry, Nursing and Allied Health Science, Ayurveda.

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For publication of research paper titled

A study of effect on productivity and mental health of employees due to 'work from home' arrangement in Mumbai Metropolitan Region (MMR) during COVID-19 Pandemic

Published in *Purakala with ISSN 0971-2143 (9)*

Vol. *31* **Issue** *9* **Month** *April* **Year** *2020*

Impact Factor *5.60*

The journal is indexed, peer reviewed and listed in UGC Care.

DH Tiwari

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Note: This eCertificate is valid with published papers and the paper must be available online at https://www.purakala.com/index.php/0971-2143

Purakala
(UGC Care Journal)
ISSN: 0971-2143
Vol-31-Issue-09-April-2020

A Study of Effect on Productivity and Mental Health of Employees due to 'Work from Home' Arrangement in Mumbai Metropolitan Region (MMR) during COVID-19 Pandemic

Dr. (Ms.) H.A.Chande
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Thane, Maharashtra

Introduction

Pneumonia of unknown cause detected in Wuhan in Hubei province, China was first reported to the WHO Country Office in China on 31st December 2019. The outbreak was declared a Public Health Emergency of International Concern on 30th January 2020 by WHO and on 11th March 2020, WHO declared the novel Coronavirus (COVID-19) outbreak -a global pandemic.

The first case of the Coronavirus pandemic in India was reported on 30th January 2020, originating from China. As on 8th April 2020, Ministry of Health and Welfare confirmed a total of 5,194 cases, 402 recoveries (including 1 migration) and 149 deaths in the country. On 23rd March, Chief Minister of Maharashtra announced that borders of all the districts will be closed, and a strict curfew will be implemented state-wide. On 24th March, Prime Minister Narendra Modi announced a complete nationwide lockdown, starting from midnight for 21 days affecting the entire 1.3 billion population of India.

Under lockdown and curfew there prevails uncertainty. People feel restless and stressed. Uncertainty might also connect to uncertainty about other aspects of our lives. Lockdown and curfews have led to work from home arrangement for major part of working population.

In present paper, researcher attempts to study effect of COVID-19 Pandemic on employees' productivity and mental health due to 'work from home' arrangement in Mumbai Metropolitan Region (MMR). MMR is spread over 4355 sq km consisting of 8 municipal corporations, 9 municipal councils, along with more than1000 villages in Thane and Raigad District.

Objectives

1. To study effect on productivity of employees due to 'work from home' arrangement
2. To study effect on mental health of employees due to 'work from home' arrangement

Hypothesis

1. There is adverse effect on employees' productivity due to 'work from home' arrangement during COVID-19 Pandemic.

APPROVED UGC CARE

ISSN - 2229 - 3620

SHODH SANCHAR BULLETIN

JOURNAL OF ARTS, HUMANITIES AND SOCIAL SCIENCES

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

Ref. No. SSB/2020/SI-31

Date : 20-08-2020

SPECIAL ISSUE - 1

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Dr. Dhanashree Pramod Sawant

Associate Professor

Department of Economic

Sheth NKTT College, Thane

TITLE OF RESEARCH PAPER

Improvement in the Share of Tourism Industry in the Economic growth of Ratnagiri District of Maharashtra- An Overview

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Shodh Sanchar Bulletin, Volume 10, Issue 39, July to September 2020

Editor In Chief

SHODH SANCHAR BULLETIN

BILINGUAL INTERNATIONAL

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JOURNAL OF CRITICAL REVIEWS

ISSN- 2394-5125 VOL 7, ISSUE 14, 2020

CHANGING ROLE OF TOURISM INDUSTRY IN SINDHUDURG DISTRICT OF MAHARASHTRA- A CASE STUDY

Dr. (Ms.) Dhanashree Pramod Sawant

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Received: 14 March 2020 Revised and Accepted: 8 July 2020

ABSTRACT: Tourism industry is the fastest growing industry all over the world. Many countries in European continent, UAE and South Asian region have been developing the tourism business since few years. Indian tourism industry is also growing well. Maharashtra government has declared Sindhudurg district as 'Tourist District' in1997. Considering the natural factor conditions in Sindhudurg, it can be stated that there is much potential for the growth of tourism activity in the district. The study is based on the objective to understand the changes taking place in the tourism industry in Sindhudurg and to analyze the role of tourism industry on economic growth in Sindhudurg. The study hypothesizes that the Growth and changes in tourism industry in Sindhudurg have helped the regional development of Konkan. The study overviews the surveys, reports and other related publications and analyses with the help of simple statistical methods. It is concluded that the changes in the tourism industry have contributed to the increase in the share of tourism in the district income of Sindhudurg. This has helped to attain the economic growth of the district and so the regional development in Konkan.

KEYWORDS: Tourism related activities, tourism district, tourism policy and regional development.

I. INTRODUCTION

Governments of many countries have recognized the importance of tourism in economic development with the falling employment opportunities in traditional regions on account of advent of technologies and migration of the young to the cities. Among the fast-growing business activities, the tourism industry has occupied a fair position in terms of employment and foreign exchange earning throughout the world as well as India. Available data on tourism indicated that around 9% of the people in the economy are employed in this sector. The foreign exchange earnings from this sector were 5931 million US dollars in 2005-06. India is blessed with a wide and diverse climatic condition, culture, history, beautiful coastline. There is much scope for medical tourism, religious tourism, agro tourism and so on in our country.

Maharashtra government has declared Sindhudurg district as 'Tourist District' in1997. The report by Tata Consultancy stated that, out of 50 tourist spots, 22 needed to be developed with priority. Owing to globalization and other economic reforms initiated by the government, the region earns a good amount of foreign exchange for the exports of famous Alphonso mango, cashew nuts and fishes. Other sources of livelihood are fisheries, dairying and poultry. Industrial activities are mainly supported by Maharashtra Industrial Development Corporation (MIDC) estate. Food processing and fruit processing activities also run of a big scale in the region. Means of transportation consist of western and central railways in Thane district, and Konkan railways in other three districts of Konkan. Prior to Konkan Railways, the district depended on state transport buses and other private transport means. The region has NH-7 roadway passing through different districts of Konkan. In earlier times the region also had seaways running between Mumbai and Goa, which was used by Konkan region as well. Interior parts of the region make use of State Transport buses and Auto Rickshaws. The region has an airport at Ratnagiri but it is not used for commercial purpose. Foreign tourists make use airport at Dabolim in Goa, which is near Sindhudurg district. Considering the natural factor conditions in Sindhudurg, it can be stated that there is much potential for the growth of tourism activity in the district. Similarly, with new policy of tourism, the tourism can fetch an increasing share in the district income and employment.

II. OBJECTIVES

1. To understand the changes taking place in the tourism industry in Sindhudurg.
2. To analyze the role of tourism industry on economic growth in Sindhudurg

PUBLICATION CERTIFICATE

This publication certificate has been issued to

Mrs. Dipalee B. Mulmulay

For publication of research paper titled

Critical analysis of Effects of Marriage between NRI and Indian Girl in the Light of The registration of Non-Resident Indian Bill 2019

Published in *Purakala with ISSN 0971-2143 (9)*

Vol. *31* **Issue** *9* **Month** *April* **Year** *2020*

Impact Factor *5.60*

The journal is indexed, peer reviewed and listed in UGC Care.

DN Tiwari

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Note: This eCertificate is valid with published papers and the paper must be available online at https://www.purakala.com/index.php/0971-2143

ISSN: 0971-2143
Vol-31-Issue-09-April-2020

Critical Analysis of Effects of Marriage between NRI and Indian Girl in the Light of the Registration of Non-Resident Indian Bill 2019

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Abstract

When an Indian girl marries with Non-resident Indian (hereinafter referred as NRI), She has many dreams for her marital life. But many times it happens that her dreams break into pieces. The main reason behind this is that the NRA abandons her, abuses her, desserts her. And she is left with no other alternative than to return to India. After returning to India, her legal battle starts. However, unfortunately she falls under the purview of private international law. Moreover, personal laws of both the countries are involved. And the civil laws of foreign countries, specially in the field of marriage and divorce, are far more lenient than Indian laws. Therefore she falls prey to those laws and Indian laws can-not come to her rescue because there is no comprehensive law which will specifically deal with the marriage of Indian girl with an NRI. Recently central government has drafted a bill relating to NRI marriages which is referred in the paper. However, this bill is not comprehensive. So hardly it can give any justice to such Indian girls. This paper is a sincere attempt to deal with the issue and suggest some possible solutions.

Introduction

Non-resident of India, Popularly known as NRI and increasing percentage of Indian girls marrying to NRIs is a big problem of today before India. Non-resident of India is a person who is Indian Citizen but is staying outside India. Indian girls and their parents are very much interested in getting married within NRI. However this can be a big trap. Neither Indian girls nor their parents are aware that if the marriage does not work successfully, then even if the marriage

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ISSN - 2277 - 5730

Volume - IX, Issue – I, January - March - 2020

Impact Factor 2019 - 6.399 (www.sjifactor.com)

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ISBN / ISSN

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For publication of research paper titled

The Self in Indian Social Milieu- Understanding Female Adolescence Crisis and its Underlying Identities in a Selected Indian Movie

Published in *Purakala with ISSN 0971-2143 (9)*

Vol. *31* **Issue** *9* **Month** *April* **Year** *2020*

Impact Factor *5.60*

The journal is indexed, peer reviewed and listed in UGC Care.

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ISSN : 2394-7780

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SJIF (A division of InnoSpace)

International Journal of Advance and Innovative Research
Volume 7, Issue 1 (XVII): January - March, 2020

ISSN 2394 - 7780

CORPORATE SOCIAL RESPONSIBILITY OF TATA STEEL COMPANY IN SPORTS AND ENVIRONMENT

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ABSTRACT

India has a long history of business involvement in social causes for national development such as donations to charity, services to the community and enhancing employee welfare. The study aims at understanding the concept corporate social responsibility and the main provisions of Companies Act 2013 and with reference to CSR activities of TATA Steel Company in Sports and Environment. The study hypothesizes that the TATA Steel Company's CSR activities in sports and environment are satisfactory. The research paper is completely based on secondary data. For the purpose of research, secondary data has been collected from relevant books, Annual reports of companies and related web sites. It has been found that the TATA steel company has provided an excellent infrastructural facility which, has helped in creating an atmosphere for sports promotion and also created champions who have made the country proud. The company has its carbon accounting system (Moni CA) for monitoring and benchmarking CO2 emission performance. My study found that public sector companies are not only more aware about CSR but consciously taking many initiatives in tackling various social problems more appropriately.

Keywords: Social responsibility, sports infrastructure and environment protection.

INTRODUCTION

When the company is incorporated under the act, the company is vested with distinct legal persons and exists independent of its members. But the company's legal existence is not merely to earn maximum profit, but it is a rather legal device for the attainment of any social or economic goal and to a large extent it is also responsible for the society. This brings us to the concept of corporate social responsibility (CSR) as many companies derive wealth from society, create wealth for society and earn profit by dealing with the wealth for society. Thus in the large perspective, it is the society that actually gives permission to business to operate in society and earn money.

India has a long history of close business involvement in social causes for national development such as donations to charity, services to the community, enhancing employee welfare. After India became independent

APPROVED UGC CARE ISSN - 2229 - 3620

SHODH SANCHAR BULLETIN

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Shodh Sanchar Bulletin, Volume 10 Issue 37 January to March 2020

Date : 24-02-2020

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ISSN - 2348-2397
APPROVED UGC CARE

SHODH SARITA

SHODH SARITA
Vol. 7, Issue 26, April to June 2020
Page Nos. 184-187

AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

Analysis of Effectiveness of Pre – Placement Training on Recruitment Process.

Aditi Pramod Mone*

ABSTRACT

The primary aim of graduation courses is to make students industry ready. All colleges and education institutes are always trying to develop and enhance the skills of graduate students in reference to make them ready to take the real time challenges. Along the syllabus and other soft skills development, it has become important to groom them for placement. Many graduates as well as post graduate lack in skills required for encashing the job opportunity, resulting into failure of at very starting steps of recruitment process. So, to provide students with an insight to business world and what are minimum expected industry standards for hiring any candidate along with good academic record. Many organizations under their corporate social responsibility have taken initiative to groom students through their tie ups with different colleges in Thane region by providing them training and making them ready for the recruitment process. This process includes Soft skill training, technicaltraining, resume writing, interview skills, group discussion etc.

Key Words: Pre-placement training, Recruitment process, CSR

Research objective

To study the importance of pre placement training.

To analyse the impact of placement grooming sessions on students.

To test effectiveness of pre placement training in recruitment process

Locale of Study

Research was conducted with the students of colleges from thane region

Research Methodology

For purpose of data collection 82 respondents are surveyed and for studying the effectiveness of pre placement study on students.

Findings of the Research.

Considering the responses given by respondents I have found that majority of students have experience rise in their confidence level, improved communication and presentation skills

INTRODUCTION

Training is an integral part of any professional. Training presents an opportunity to expand man's knowledge. It helps in overcoming weakness and strengthen the existing skills. Training enable people to perform their task in better way. It boosts self-confidence, motivates morale of a person and generate leadership quality in a person. Different training is given to employees at different levels. The following training methods are used For the training of skilled workers and operators- Specific job training programmes, Technical training at a training with live demos, Internship training, Training via the process of rotation of job, on the job training etc. Trainings are also given to college students in the area of soft skill development, group discussion etc.

In my article I have focused on effectiveness of preplacement training on recruitment process.

Placement training recruitment play a very vital role

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in student's life. The pre-placement training is the basic building stone for enhancing the transferable and life skills for the successful career. The Grooming and training sessions are arranged for the candidates so that their chances of selection increase. Hence every institution not only guide students to choose right career but also train students and motivate them to perform well in the recruitment process. Such pre placement trainings are conducted by in house trainer as well as experts from industry by building network with companies who either provide internship training or class room training.

Literature Review

Giannationio and Hurley (2002) have presented a study on "Executives insights into training practices". Over 1100 human resource training executives responded to a 41 survey concerning their perceptions of the training issues their companies are facing the role of training in their organization the skills training employees should possess, and the substantive training knowledge that graduates of training programmes should be able to demonstrate results suggest the most important issues facing training executives today is managing the change Executives felt that it has been extremely important for the professionals to be able to create a recruitment program in today's labour market. The result of this research provides several implications for the design and the delivery of training educational programme.

"Relationships between prior experience of training, gender, goal orientation and training attitudes" by Anupama Narayan and Debra Steele-Johnson (2007), Relationships were examined between prior experience with training, goal orientation, gender and training attitudes. Participants (n = 165) had a minimum of six months of work experience. Results from regression analysis indicated that mastery-approach goal orientation had a beneficial effect on training attitudes for men but not for women. In addition, prior experience with training had a beneficial effect on training attitudes, and women had more favorable attitudes than men. The results provide initial evidence that gender moderates goal orientation effects in training contexts

Objectives of Pre placement Training is:

To identify need and expectation of the companies and bridge the gap between the fresher's and industry for recruitment process.

To boost the confidence of students and overcome stage fear.

To Assist students in planning their career

To guide students in overcoming weakness.

To make them ready for recruitment process.

Pre-placement Training includes

Personality development

Communication and vocabulary

Resume preparation and email writing.

Group discussion

Interview skills

Aptitude test

Foreign language

Personality development, is a method of developing necessary characteristics that make up your overall personality. To achieve anything we need to use our potential fullest and understand the interferences that are preventing us from doing so. Pre placement training sessions focuses on behavioural training by counselling students and motivating them in overcoming their weakness and highlighting their strength. They also help students in changing their mind-set towards any obstacle / fear etc.

The way the candidate speaks in front of the interviewer decides his future. If he communicates in a strong, confident and impulsive manner his chances are high to get selected for the job.Personality is enhanced by having a good communication skill. Here when I say communication it includes both verbal as well as non-verbal. Under these training session the train students on how to speak confidently, how to put front their points in the group discussion effectively, which words are nit to be used at the time of interview etc. The trainer also focuses on improving vocabulary skills of students by giving them list of words that the student may overcome at during interview like CTC, probationary period etc. Just having a good verbal communication is not enough to get a job, your body language also plays a vital role. Students are also groomed on their body language so that their personality looks impressive.

Resume is a tool of marketing yourself, it outlines your skills qualification, background to the potential employer. Hence drafting a resume effectively is most important. Students are trained on how to write resume meticulously, comprehensively etc.

Recruitment process also includes aptitude test, such test are conducted to assess the potential and ability of candidate suitable for doing a job. Students are trained on numerical ability, psychometric test, language proficiency test etc. through lectures and mock test for practice sessions.

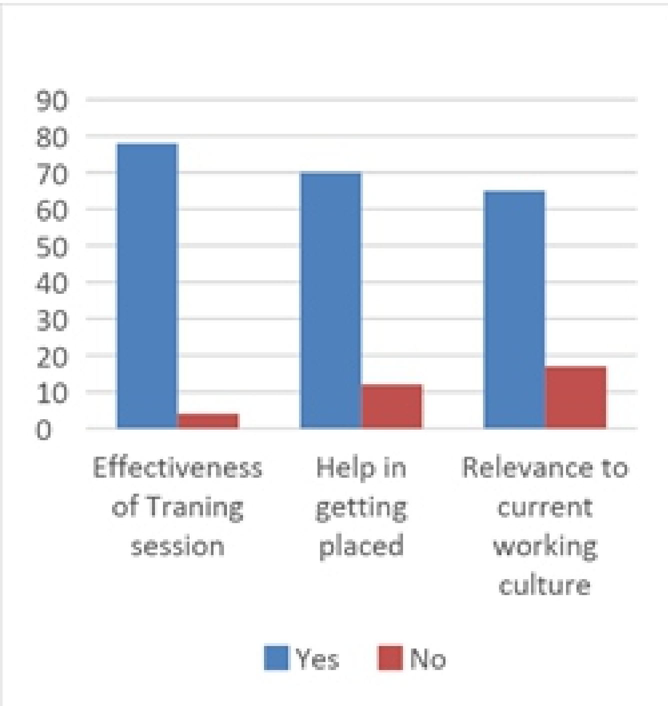
Internship training also forms a part of pre placement training here students are given on job training for certain period viz 45 days, 60 days etc. interns are given exposure to the real workplace environment, and if the intern performs well he is also absorbed by the company.

Methodology

The methodology used for present research is Sampling, Questionnaire and in depth interview. A sample of 82 respondents on the basis of stratified random sampling. In depth interviews are carried out with HR representative of 5 organizations.

Results

There were few basic questions asked to respondents; which highlighted the key elements about the pre placement training sessions.



When few questions were asked to students regarding the effectiveness of training session of 82 respondents 78 respondents have found the sessions effective. When respondents were asked about the getting placed at 70 respondents out of 82 were placed in less than 3 interviews sessions. When respondents were asked regarding the relevance of the training content to current working culture 64 respondents have responded in favor of the relevance with current workplace while 18 have not found it as relative.

When students were asked about in what way the session was helpful? 30% respondents were of opinion that session helped them in boosting confidence. 10% of the respondent have got clarity about to represent themselves as an asset during interview. 43% respondents were successfully able to crack the interview. 17% respondents were of opinion that this session have helped them developing overall personality.

When HR representative of the companies were asked about the candidates who have appeared for recruitment process 3 out of 5 representative were of the opinion that the candidates were confident, groomed, and knowledgeable.

When open ended question regarding suggestion for improvement of training session were asked to the respondents 48 respondents out of 82 were of opinion that the session should also contain at least 15 days of industrial training as it will give immediate exposure, which will enrich the session effectiveness.

For understanding the effectiveness of training mean value of 82 respondents is 4.19 which is close to 4. It means the average response was “Very Good”. In case of orientation given during the training session mean of responses of 82 respondents was 3.78 which is close to 4. It indicates the average response was “Agree”. For Enhancement of Skills, mean value of 82 respondents is 4.23 which are close to 4. It clearly says that the average response was “Very Good”. The mean value for boosting of self-confidence; of 82 respondents was 4.67 which is close to 5. So here average response was “Excellent”. In case of grooming mean value of 82 respondents was 4.17 which is close to 4. It means the average response was “Very good”. The overall impact of the training session as per the mean value of 82 respondents is 4.20 which is close to 4. This clearly states that the average response in “Very Good”.

The table indicates the Mean value for effectiveness of pre-placement training on recruitment based on 82 respondents.

Table: Mean

	Mean
Effectiveness	4.19
Orientation	3.78
Skill enhancement	4.23
Boosting of confide	4.67
Grooming	4.17
Overall Impact	4.20

Analysis.

The Research work thus elaborates that the effectiveness of training session as per the responses of respondent is Excellent. The course orientation was also very good. As per the response of respondent for skill enhancement is Excellent which strongly affirms that the trainees have developed the skills that are required to get through the recruitment process.

The next parameter based on boosting of confidence has scored 4.67 points which signifies that the respondents have marked in as excellent. The next mean 4.17 indicate that the trainees are groomed in an effective way. The overall impact for the session is very good i.e. it have trainees are overall satisfied by the sessions and are now ready for going through recruitment process.

Conclusion

The present research work highlights that such session have a very positive impact on students as it has provided an opportunity to overcome their weakness and strengthen their skills. This session have guided students in accomplishment of their dream by giving a booster dose at the very entry level of their career. The sessions were so interactive that each and every student in a class would willingly participate in every activity. Sessions have trained students in overcoming their stage fear. Students find it easy to cark aptitude test and personal interview round. Students have also found the relevance of content of training session with their current workplace. Thus seeking a better placement plays a vital role in creating a great career and recruitment is the very first step to your long lasting career.

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AARHAT PUBLICATION & AARHAT JOURNAL'S
108, Gokuldham Park, Dr. Ambedkar Chowk, Near T.V. Tower, Badlapur (E)-421503.
Email ID: aarhatpublication@gmail.com • **Phone:** 9822307164
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CERTIFICATE OF PUBLICATION

This is to certify that, Mr./Mrs/Dr.

PROF (DR.) MAHESH BABURAO PATIL

has contributed a paper as author/co-author to **Electronic International Interdisciplinary Research Journal ISSN 2277-8721**.Volume–IX, Issues– II March - April 2020 under the Title **Recent Trends In Service Sector.**

The Editor in chief and The Editorial Board appreciate the Intellectual Contribution of the author/co-author

PThokle

PRAMILA THOKALE
Managing Editor

aarhat/amierj.cert/2020/17

www.aarhat.com

ISSN: 2395-7069
Impact Factor 5.660
UGC Valid Journal (The Gazette of India Extraordinary Part III, Section 4, Dated July 18, 2018)

Inspira-

Journal of Commerce, Economics & Computer Science(JCECS)

(A National Quarterly Peer Reviewed Refereed Journal)

Vol.07 | No.03 | July – September, 2021

Journal of Inspira Research Association

Indexing Status: Inspira - JCECS is Indexed and Included in:
COSMOS Foundation & Electronic Journal Library EZB, Germany || Directory of Journals Indexing (DOJI)
International Institute of Organized Research (I2OR) || Global Society for Scientific Research (JIF)
International Accreditation and Research Council (IARC) || Research Bible || Academic Keys
International Society for Research Activity (ISRA) || Open Academic Journals Index (OAJI)
Directory of Research Journal Indexing (DRJI) || International Scientific Indexing (ISI)
Journal Factor (JF) || General Impact Factor (GIF) || Scientific World Index (SCIWIN)
International Innovative Journal Impact Factor (IIJIF).

ISSN 2319 - 8508
AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

GALAXY LINK

Volume - X Issue - I November - April - 2021-22

English / Marathi Part - I

**Peer Reviewed Refereed
and UGC Listed Journal
Journal No. 47023**

ज्ञान-विज्ञान विमुक्तये

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❖ PUBLISHED BY ❖

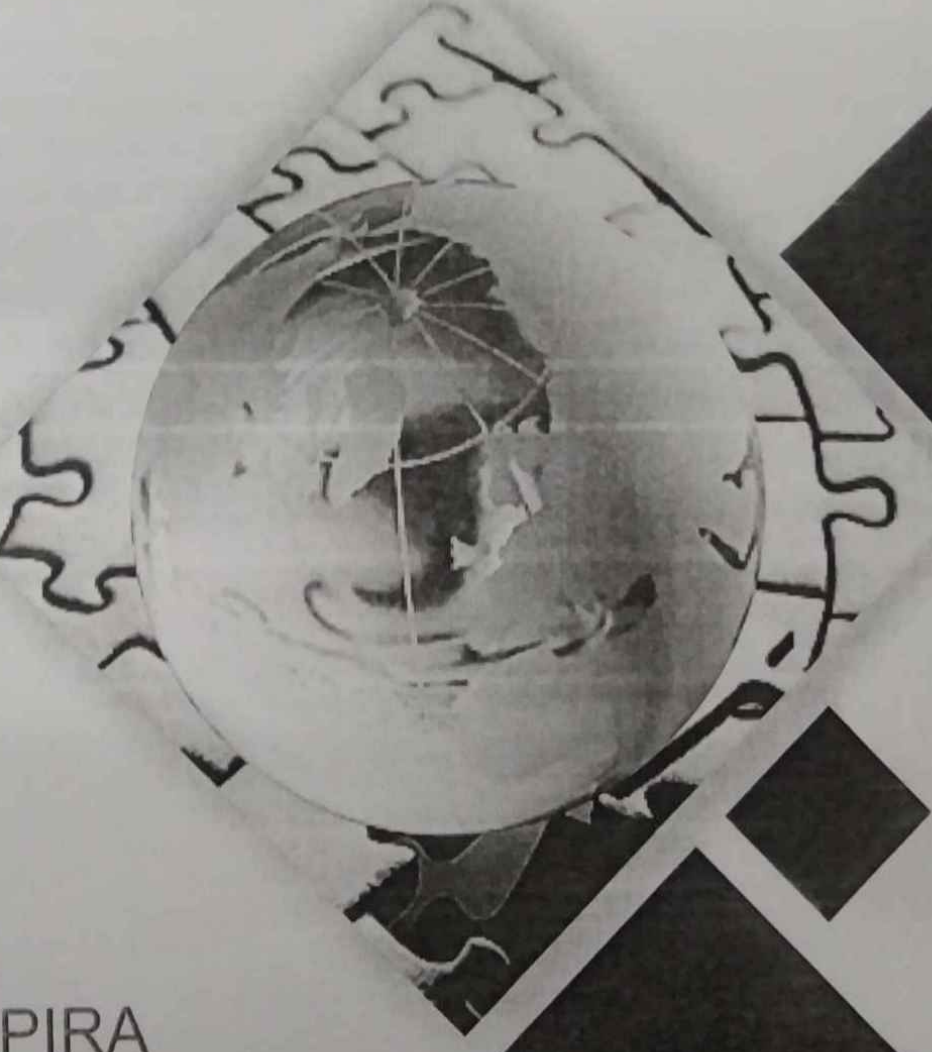
Ajanta Prakashan
Aurangabad. (M.S.)

CONTENTS OF ENGLISH PART - I

ISSN: 2581-7930
Impact Factor 5.880

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMMERCE MANAGEMENT & SOCIAL SCIENCE (IJARCMSS)

An International Quarterly Peer Reviewed Refereed Journal
Vol. 04 | No. 03(II) | July - September, 2021



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Indexing Status: IJARCMSS is Indexed and Included in:
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ISSN 2277 - 7539 (Print)
Impact Factor - 5.631 (SJIF)

Excel's International Journal of Social Science & Humanities

An International Peer Reviewed Journal

November - 2021
Vol. I No. 20

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ISSN: 2231-167X (Print)
Impact Factor 6.280

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A National Quarterly Peer Reviewed Refereed Journal

Vol.11 | No.03 | July-September, 2021

Journal of Inspira Research Association

Indexing Status: Inspira-JMME is Indexed and Included in:
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ISSN: 2581-9925
Impact Factor 6.340

INTERNATIONAL JOURNAL OF EDUCATION, MODERN MANAGEMENT APPLIED SCIENCE & SOCIAL SCIENCE (IJEMMASSS)

A bi-lingual Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Vol. 03 | No. 03(III) | July-September, 2021

Indexing Status: IJEMMASSS is Indexed and Included in:
COSMOS Foundation & Electronic Journal Library EZB, Germany
International Scientific Indexing (ISI) || **General Impact Factor (GIF)**

ISSN: P-2455-0515 E- 2394-8450

ERJ EDUCREATOR RESEARCH JOURNAL

-VIII, Issues- IV July-Aug 2021

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Educreator Research Journal

Volume-VIII, Issues- IV July - Aug 2021

IMPACT OF COVID-19 ON THE TOURISM INDUSTRY IN INDIA- AN OVERVIEW

Dr. Dhanashree Pramod Sawant,
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Abstract:
Before the outbreak of COVID-19, the tourism industry was the fastest growing industry all over the world. Many countries in European continent, UAE and South Asian region have been developing the tourism business giving them good revenue.
Among the fast-growing business activities, the tourism industry had occupied a fair position in terms of employment and foreign exchange earning throughout the world as well as India. Available data on tourism indicated that around 9% of the people in the economy are employed in this sector. The foreign exchange earnings from this sector were 5931 million US dollars in 2005-06. India is blessed with a wide and diverse climatic condition, culture, history, beautiful coastline.
Sudden outbreak of COVID-19 has shaken almost all types of economic activities worldwide. Of all these, Tourism industry has been affected the most. The present study focuses on the impact of COVID-19 on tourism industry in India. The study reviewed the online reading material, reports and articles.
It is concluded that with a set of necessary efforts and hygiene maintenance at tourist places, tourists can be assured of security and protection from the disease. This will help tourism industry for its revival.

Introduction:
Before the outbreak of COVID-19, the tourism industry was the fastest growing industry all over the world. Many countries in European continent, UAE and South Asian region have been developing the tourism business giving them good revenue as well. Indian tourism industry was also growing well. Many countries had recognized the importance of tourism industry in economic development with the falling employment opportunities in traditional regions. This is because tourism industry has not just had positive impact on revenue to the governments, but also it created good impact on direct and indirect employment of people, such as travel agencies, hotel industry, tour managers, tour guides, restaurants, local business, local artifacts and many more.
Among the fast-growing business activities, the tourism industry had occupied a fair position in terms of employment and foreign exchange earning throughout the world as well as India. Available data on tourism indicated that around 9% of the people in the economy are employed in this sector. The foreign exchange earnings from this sector were 5931 million US dollars in 2005-06. India is blessed with a wide and diverse climatic condition, culture, history, beautiful coastline.

ISSN: P-2455-0515 E- 2394-8450

Educreator Research Journal

olume–VIII, Issues– IV July - Aug 2021

Sudden outbreak of COVID-19 has shaken almost all types of economic activities worldwide. Of all these, Tourism industry has been affected the most. The pandemic situation has affected tourism industry consisting of travel business, hotels, restaurants, tour agencies etc. Further leading to unemployment, losses, less revenue to the government and less investment.

Objectives:

1. **To study the impact of COVID-19 on tourism industry in India.**
2. **To review the measures for the revival of tourism industry.**

Importance of Tourism Industry:

Broadly, the role of tourism is summarized into following points viz.

i) Overall utilization of natural resources,
ii) Increase in foreign exchange earnings,
iii) Improvement in international trade relations,
iv) Creation of employment or job opportunities,
v) Development of markets or business,
vi) Increase in national income,
vii) Contribution to the government revenue,
viii) Helps economic development and
ix) Regional development.

Having known about the above role of tourism industry, let us study how the tourism industry has been affected severely due to COVID-19 in India.

Review of Literature:

A. Tourism Industry before COVID-19-

1. **GDP share of Tourism Industry:**
   a. Article by Nidhi Singh, on "The Impact of Covid-19 on Travel & Tourism Industry in India and its Future" on 30th April 2020. In 2018, travel & tourism contributed 9.2% in India's GDP. She also pointed out that the restaurant industry in India, had an annual turnover of ₹4 lakh crore ($53 billion).
2. **Creation of Employment:**
   a. Article on "COVID-19 – Impact on Travel and Tourism in India" published on 7th Sept. 2020. As per IBEF report, 4.2 crore jobs were generated in 2019 by tourism industry, however as per FHRAI report 38 million people have lost their jobs due to pandemic. Indian states like, Rajasthan, Goa, Sikkim and Keral who highly depend on revenue from tourism are severely affected.
   b. In 2018 tourism industry' generated 26.7 million jobs. The author pointed out that the tourism industry not only employed workers in cities but also provided an employment to rural population. Further she gave statistics the tourism sector, stating that it accounted for 12.75% of employment in India, 5.56% of it is direct and 7.19% is indirect. She mentioned that, over 87 million people were employed in the travel sector in 2018-19 in India. This industry provided direct employment to more than 7 million people. Adding to this Singh mentions about India's air transport industry which employed over 400,000 people directly and 940,000 are employed in related supply chains.

c. Goswami A. & Nirupama S. (2020) stated that the Indian tourism industry employed 8.75 crore people (12.75 per cent of the total employed population in 2018-19). Mostly overing the population from the hospitality industry, tour operators, travel agents, homestay owners, drivers, guides, small traders, artisans etc.

B. Tourism Industry after COVID-19:

1. **Impact on GDP-**

   a. Goswami A. & Nirupama S. (2020) pointed out that the sector also has strong forward and backward linkages to other sectors such as agriculture, transport, handloom and so on. The authors critically put that the disruptions in tourism sector will render many people in unemployed. Continuing that they stated that the food and hospitality sector is already reeling under pressure from high fixed costs and no footfalls. The authors stated that the Federation of Associations of Tourism and Hospitality Industry (FAITH), has estimated a loss of Rs 10 lakh crore for the industry due to COVID-19. This will also impact inflow of foreign tourists, which means a drastic fall in foreign exchange earnings which was close to Rs 2,10, 981 crores in Q1-Q3 2019.[ii]

   b. Business Standard viewed that the Indian tourism industry's projected revenue loss would be of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations after the onset and spread of the coronavirus (Covid-19) pandemic.[iii]

   c. During April-June, the Indian tourism industry is expected to book a revenue loss of Rs 69,400 crore, denoting a year-on-year (y-o-y) loss of 30 per cent.[iv]

2. **Impact on Employment:**

   a. Goswami A. & Nirupama S. (2020) stated that the Indian tourism industry employed 8.75 crore people (12.75 per cent of the total employed population in 2018-19). Mostly overing the population from the hospitality industry, tour operators, travel agents, homestay owners, drivers, guides, small traders, artisans etc. So, it can be said that due to COVID-19, tourism industry's employment has reduced to that extent.

   b. As per Nidhi Singh also tourism industry has lost 12.75% of employment in India, 5.56% of it is direct and 7.19% is indirect. Further The restaurant industry in India, which created jobs to more than 7 million people has been lost. She also pointed the loss of employment in India's air transport industry which employed over 400,000 people directly and 940,000 are employed in related supply chains.

3. **Impact on Foreign Exchange Earnings-**

   a. **An article in the Business World stated that** "During H2 2020, assuming the virus impact subsides, we expect FTAs to still be lower affecting the FEEs (foreign exchange earnings) by about 50 per cent to reach Rs 56,150 crore vis-à-vis Rs 112,300 crore during H2 2019," the report said.[v]

   b. Aviation business has been affected due to the pandemic situation. "It is one of the biggest hit industries, this sector has a high probability of suffering most from the recession without the direct intervention from the government. Since people are unlikely to travel for leisure for months to come, it will impact the inflow of tourists in all the countries drastically reducing the money flow in this sector."[vi]

4. **Impact on Domestic tourism:**

ISSN: P-2455-0515 E- 2394-8450

Educreator Research Journal

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July - Aug 2021

a. Given various travel restrictions imposed by the Indian government as well as governments across the globe, forward bookings for various conferences and leisure travel bookings to foreign destinations have already been cancelled. In India, most of the summer holiday bookings (for the states of Kerala, Rajasthan and Goa) have also been cancelled (about 40-50 per cent), thereby impacting domestic tourism.

b. "The National Restaurant Association of India (NRAI) which represent the majority of Indian restaurants had advised its members to shut down their dine-in services when the lockdown began which majorly impacted the dine-ins, pubs, cafes and also food delivery platforms such as Swiggy and Zomato which faced drop of 60% in revenue."[vii]

5. **Impact on MSME sector:**

a. Pravakar Sahoo, Ashwani (2020) estimated that India's MSME sector may have a decline of 2.1 per cent and this loss of 5.7 per cent. The writers further evaluated that, the loss is more skewed in manufacturing sector to the tune of 3.5 per cent in scenario A and 8.3 per cent in the scenario D. further they stated that the MSMEs dealing in trade and other services activities can bear the decline in GVA in the range of 1.4–4.5 per cent. So, they concluded that the impact of the pandemic across sectors and in different scenarios of complete and partial lockdown and at different levels of capacity utilization is massive on the Indian economy. The impact is particularly severe on trade, manufacturing and the MSME sector which contribute substantially to India's employment and growth.[viii]

Methodology:

Different online material has been referred to understand the statistics of the COVID-19 issue. Government surveys and reports are also reviewed to study the issue.

Findings:

It is found out that the tourism sector has been hit worse than any other sector due to COVID-19. Tourism sector has not just affected foreign exchange earnings from international tourism but also affected domestic tourism in India. Though the majorly affected sectors include travel and tourism, logistics, auto, metals, drugs and pharmaceuticals and retail, among others, education as we know it, has completely changed and is impacted too.[ix]

Suggestions:

1. It is suggested to identify areas, where public-private partnership approach and collaborative management can be prevailed for the development of tourism industry is necessary for the revival.
2. It is suggested to provide sanitary and hygiene services at the tourist spots and use of these should be mandatory for hotels, restaurants, and other eateries.
3. It is suggested that promotional efforts are to be undertaken to publicize tourism spots and its hygiene efforts. More publicity of the government efforts to develop tourism sites of Indian states need to be given.
4. People should be assured of the availability of immunity foods, yoga or medical tourism

Summary and Conclusions:

It is summarised that the tourism industry after the pandemic can be revived. With the introduction and enforcement of precautionary steps to control the disease, the tourism industry can regain its past status.

It is concluded that slowly the domestic tourism in India is trying to improve the tourism business in prominent tourist places in different states of India. It can be expected that the international tourism would also regain its position in near future.

ISSN: P-2455-0515 E- 2394-8450
Educreator Research Journal
Volume-VIII, Issues-- IV
July - Aug 2021

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ISSN: P-2455-0515
E- 2394-8450

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GOVT. OF INDIA RNI NO.: UPBIL/2015/62096
UGC Approved Care Listed Journal
ISSN 2229-3620

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SHODH SANCHAR Bulletin

SPECIAL ISSUE

An International Multidisciplinary Quarterly Bilingual Peer Reviewed Refereed Research Journal

Vol. 11
Issue 41
January to March 2021

Editor in Chief
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GOVT. OF INDIA RNI NO. UPBIL/2015/62096

ISSN 2229-3620

UGC Approved
Care Listed Journal

SHODH SANCHAR Bulletin

Certificate of Publication

Ref. No.: **SSB/2021/SIK35**

Date: **27-03-2021**

Authored by

Ms. Dipalee B. Mulmulay
Sheth N.K.T.T. College of Commerce
and Sheth J.T.T. College of Arts, Thane

for the Research Paper titled as

AN ANALYSIS OF IMPACT OF COVID-19 PANDEMIC ON MENTAL HEALTH OF UNDERGRADUATE STUDENTS

Published in

Shodh Sanchar Bulletin, Volume 11, Issue 41, January to March 2021

PUBLISHED BY

sanchar
Educational & Research Foundation

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Journal of
The Maharaja Sayajirao University of Baroda

Certificate of Publication

Certificate of publication for the article titled:

AN ANALYSIS OF AWARENESS AMONG LEGAL PRACTITIONERS ON LEGAL ISSUES INVOLVED IN NRI MARITAL DISPUTES

Authored by

Ms. Dipalee B. Mulmulay

ज्ञान-विज्ञान विमुक्तये

UGC

Volume No .56 No.3(II) -2022

Approved Journal

in

Journal of The Maharaja Sayajirao University of Baroda

ISSN : 0025-0422

(UGC CARE Group I Journal)

MSU of Baroda

Editor

Journal MSU of Baroda

AN ANALYSIS OF AWARENESS AMONG LEGAL PRACTITIONERS ON LEGAL ISSUES INVOLVED IN NRI MARITAL DISPUTES

Ms. Dipalee B. Mulmulay

ABSTRACT

A sound and healthy marriage system is a root of Indian culture. However there has been tremendous growth in fake/fraudulent NRI marriages resulting in great hardships for abandoned Indian wives and their minor children. Legal practitioners are the protectors of justice and in any legal system. However due to non-implementation of Uniform Civil Code, Indian advocates face challenges to be thorough with various personal laws to deal with any marital issue. In NRI marital dispute, this challenge becomes an even more complex problem, as knowledge of Indian personal laws is not sufficient and he has to get himself informed about Foreign law which is applicable and provisions of Private International law. This paper is an attempt to analyse awareness among Indian lawyers about complexity of Indian and foreign laws associated with NRI marital disputes.

Keywords – NRI, Legal practitioners, marital disputes, Bill, Personal laws, Private International Law.

INTRODUCTION

In modern India, the very root of the marriage system and its sanctity has come to stake because of failed/fraudulent NRI marriages and marital grievances arising from them. As per Section 6 of the Income-tax Act, NRI is defined as "an individual is said to be non-resident in India if he is not a resident in India.

And an individual is deemed to be resident in India in any previous year if he satisfies any of the following conditions:

1. If he is in India for a period of 182 days or more during the previous year; or
2. If he is in India for a period of 60 days or more during the previous year and 365 days or more during 4 years immediately preceding that year.

However, in respect of an Indian citizen and a person of Indian origin who visits India during the year, the period of 60 days as mentioned in (2) above shall be substituted with 182 days. The similar concession is provided to the Indian citizen who leaves India in any previous year as a crew member or for the purpose of employment outside India."

Though one cannot deny that there can be injustice caused by NRI wife on Indian husbands, very rarely such disputes are reported. Typically, most of the cases reported are related with injustice caused to Indian wife by NRI husband. According to the Parliamentary Standing Committee on "The Registration of Marriage of Non-Resident Indian Bill, 2019" noted that 5,298 complaints have been received related to NRI marital grievances between January 2016 and October 2019. The problem Fake/fraudulent NRI marriages cause great physical and mental torture and agony not only to Indian wives, but also to their parents and their minor children. Day by day the craze among Indian girls to marry NRI husband is growing day by day. The prominent reason behind this is the respect the person gets if he is NRI. There are many other reasons as well behind interest of Indian girls behind such marriages and their increasing number, such as professional opportunities, not having adequate career opportunities in India, escape route for solemnizing inter caste or inter religious marriages, hope and expectation of economic wellbeing, glamour, freedom and liberal lifestyle. Another prominent reason

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ISSN 2277 - 7539 (Print)
Impact Factor - 5.631 (SJIF)

Excel's International Journal of Social Science & Humanities

An International Peer Reviewed Journal

May - 2021
Vol. I No. 17

EXCEL PUBLICATION HOUSE
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(An Peer Reviewed International Journal) *ISSN 2277-7539 (Print)*
Vol. I No.17 - May, 2021 *Impact Factor 5.631 (SJIF)*

Impact of Global Economic Slowdown on Indian Automobile Sector

** Ms. Geetanjali B. Chiplunkar*

Introduction:

According to current scenario, Indian economy is the fifth largest economy in the world. In 2019 GDP of India was $ 2.94 trillion which was more than United Kingdom and France. In Purchasing power parity, India's GDP was $ 10.51 trillion which is higher than Japan and Germany. From 2014 to 2018, an annual average GDP growth rate has been between 6% to7% which turned India into fastest growing major economy. According to World Bank report 2018, the annual growth rate of India's GDP was 6.8% which was more than GDP growth rate of Australia (2.9%), China (6.6%), Germany (1.5%), United Kingdom (1.4%), USA (2.9%) and UAE (1.9%). Important factors for this growth are a young as well as increasing working age population, increasing literacy rate, increasing per capita income resulted into increase in demand for consumer goods etc.In spite of these entire strengths India's growth rate was marked as slowest in the last six years. In first quarter of financial year 2020, GDP growth rate was 5% and in second quarter it was marked as only 4.5%.However Indian economy experienced economic slowdown i.e. slow economic growth from the year 2018. Demonetization, introduction of GST, collapse in private consumption and investment, higher debts etc. are responsible for economic slowdown in India. This slowdown is experiencing by

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some of the very significant sectors like FMCG, automobiles, steel, consumer durables and real estate. This paper will focus on impact of economic slowdown on Indian automobile industry.

Objectives of the Study:

1. To understand the causes of global economic slowdown.
2. To evaluate the effect of economic slowdown on Indian automobile industry.
3. To suggest some constructive measures to recover automobile industry in India from economic slowdown.

Research Methodology:

This paper is based on Primary as well as secondary data. Primary information was collected from different automobile companies through interview method and secondary data collected from sources like various reports of the government, websites of different automobile companies, newspapers, articles and research papers etc.

Brief Information about Automobile Industry in India:

The Indian automobile industry includes two-wheeler, three-wheelers, cars, buses and trucks. Before independence India was the major importer of vehicles. It only concentrates on servicing, dealership, financing and maintenance of vehicles. After independence Indian automobile industry experienced certain changes. Now India is known as Asia's 4th largest exporter of vehicles after Japan, South Korea and Thailand.Now India is one of the largest markets in the world in case of automobile sales. In the year 2017-18 automobile industry registered double digit growth rate. The automobile industry in India observed sales growth of 9.2% with total sales of 4.02 million units during the financial year 2018-19. Maruti Udyog Ltd., Ashok Leyland, General Motors in India, Ford India Ltd., Eicher Motors, Bajaj Auto, Daewoo Motors India, Hero Motors, Hindustan Motors, Hyundai Motors India Ltd., Royal Enfield Motors, Telco, TVS Motors, DC Designs and Swaraj Mazda Ltd. are the top and major manufacturers in Automobile industry in India. According to report of Department of Industrial Policy and Promotion (DIPP) Indian automobile industry has attracted Foreign Direct Investment (FDI) worth US $ 20.85 billion during the period 2000 to

2018.According to The New York Times, India's strong engineering base and expertise in the manufacturing of low-cost, fuel-efficient cars has resulted in the expansion of manufacturing facilities of several automobile companies like Hyundai, Nissan, Toyota, Volkswagen, and Maruti Suzuki. Renault, Datsun, Honda, Toyota, Nissan, BMW etc are the foreign automotive companies that manufacture and market their products in India.

Impact of economic slowdown on automobile industry:

From the last 11 months automobile industryin India is showing decline in growth. The automobile sector, which contributes more than 7% of India's GDP, one of the biggest employment providers is facing one of its worst downtrend. Domestic sales across passenger vehicles (PVs), commercial vehicles (CVs) as well as two- and three wheelers fell 12% year-on-year. The slowdown across the automobile sector has finally begun to impact the jobs within the sector. This slowdown was started from July 2018. Companies have, therefore, started to go for production cuts. Several companies such as Maruti Suzuki, Tata Motors, Ashok Leyland, among others have cut vehicle production for the days and weeks. Decrease in production leads to the increase in unemployment as companies started labour cut especially contractual employees. Companies are offering VRS to their old employees. Number of employees loses their jobs from automobile showrooms, service centers, suppliers. Economic slowdown affects top automobile companies in Indiawhich is shown in following table-

Table - 1 Total sales of vehicles by top automobile companies in India

Name of the Company	Total Sales (Domestic and Export)		% Change in total sales
	2018-19	2019-20	
Maruti Suzuki	1,555,691	1,332,395	-14.4%
Tata Motors	421,359	305,491	-27%
Ashok Leyland	14,718	10,378	-29%
Bajaj Auto	3,93,089	3,54,913	-10%
Hero Motors	5,82,660	5,01,622	-13.9%

Source- Data published in Economic Times, February 2020

The above shows that 5 top automobile companies in India has experienced negative growth due to economic slowdown in their total sales of current year as compared to last year. The automobile industry in India has been experiencing major stagnation for the past four quarters of the financial year 2019-20.Some of the important reasons for this slowdown are:

- Due to higher GST, customers are postponing their demands for the purchase of new automobile. Customers are also expecting discounts in the price especially in rural areas.
- NBFC crisis had curtailed financing to new vehicles at the same time NBFCs were financing customers who were not preferred for financing by banks. Hence, revival of lending by NBFC is critical for demand revival.
- In next two years, vehicle prices are estimated to be rise; insurance cost also rose due to higher GST. This increase in vehicle prices can restrict the recovery.
- Automobile industry is facing high competition from pre-owned car market. Demand for new car is shifting towards a pre-owned car market because of significantly lower costs of second-hand vehicles as compared to the new ones. The pre-owned car market in India has been expanding considerably in the past few years.
- The increased availability of rental automobile such as Ola, Uber and other companies, promotes consumers to rent vehicles instead of buying them.
- Factors like the lack of a clear migration policy towards Electric Vehicles (EV) creates confusion among buyers, deficit monsoon and liquidity crunch in the economy are also contributing towards a reduction in auto sales.
- In July 2018, the government increased the official maximum loadcarrying capacity of heavy vehicles by 20-25% with the aim of bringing down logistics costs. However, the decision adversely affected the sale of automobiles, particularly commercial vehicles and is believed to have a weightage of 10% in explaining the decline in the auto industry sales.

Suggested Measures to recover automobile industry from economic slowdown:

- Government should revise the GST. Government can modify the slabs or can remove the cess.

- Government can reduce registration fees, which have gone up very substantially and a roll back of the increases in road tax mandated by state governments after the introduction of GST.
- The industry has also been demanding that banks and other lenders pass the cut in rates by the Reserve Bank of India (RBI) to the consumers so that demand is revived. The auto industry needs to lend support for suppliers as well as the dealers.
- The government can develop India as a global manufacturing and R&D hub for automobile sector.
- There is a provision of income tax benefit on interest paid on Housing loan. A similar scheme on interest paid on car loan should be introduced.
- The government of India encouraged foreign investment in the automobile sector and allowed 100% Foreign Direct Investment (FDI) under the automatic route.

Some of the recent initiatives taken by Government of India for strengthening automobile industry are:

- Under Union Budget 2019-20, government announced to provide additional income tax deduction of Rs 1.5 lakh (US$ 2,146) on the interest paid on the loans taken to purchase EVs.
- The government aims to develop India as a global manufacturing centre and an R&D hub.
- The Government of India is planning to set up R&D centres at a total cost of US$ 388.5 million to enable the industry to be on par with global standards.
- The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The government will also set up incubation centre for start-ups working in electric vehicles space.
- In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US$ 1.39 billion) for FY20-22.

Conclusion:

Global economic slowdown affects almost all the sectors of an economy. The automobile industry also coincides with an overall economic slowdown. However Automobile sales in India across categories declined 19.08% in February 2020 as economic slowdown continued to hit demand, besides lower production in view of transition to BS-VI emission norms affecting wholesale dispatches. Hence, government intervention is needed before there is further deterioration in sales because the auto industry has a multiplier effect on the economy, with linkages to consumer demand and industrial demand. The need of the hour is a corrective course of action by the government that will at least stop vehicle sales from falling further.

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Certificate

This is to certify that the Research paper entitled "Impact of Global Economic Slowdown on Indian Automobile Sector" submitted by Ms. Geetanjali B. Chiplunkar has been published in "Excel`s International Journal of Social Science and Humanities (An Peer Reviewed International Journal)" Vol. 1 No.17 May 2021 Issue, ISSN 2277-7539 (Print) Impact Factor 5.631 (SJIF). The Research contribution was greatly appreciated and well received by the Review Board Members. The excel publication house would like to express deep sense of gratitude for your esteemed contribution.

Date: 01-06-2021

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ISSN No. 2277-7067

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This is to certify that

Saummya Rai
Assistant professor, Sheth NKTT college of Commerce and Sheth J.T.T. College of Arts, Thane (W).

For the paper entitled

A STUDY ON IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOR OF YOUNG MINDS

Volume No. VIII, Issue 2(I), 2021-2022

in

Shodhsamhita

UGC Care Group 1 Journal

Editor-in-Chief

SHODHSAMHITA
शोधसंहिता
ISSN 2277-7067
UGC CARE Group 1

A STUDY ON IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOR OF YOUNG MINDS

Saummya Rai
Assistant professor, Sheth NKTT college of Commerce and Sheth J.T.T. College of Arts, Thane (W).

Abstract:
Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and can access more information than ever before. It has become a place where we spend many hours of the purpose of business or leisure or socializing with others or other purposes. The present study attempts to find out the impact of youth in the usage of social media especially college students in various fields of arts and commerce streams. The study compromises of 130 students selected randomly from various academic institutions in Thane city.
Keywords: Social media, youth, buying behaviour.

Introduction:
As per oxford dictionarysocial media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks.
Nowadays the cost of attracting customers can be massive, so it’s important to keep them while we engage with them. Engagement will exist if the consumer is interested in buying and consuming more goods. Constructing a powerful brand with a positive viewpoint leads to the brand being the preferable and unique and over time the brand loyalty will be built. Modern consumers are exposed to a great number of advertising messages daily, as a result of which they quickly react by buying.
Media has a vital role to play in enhancing desires among females to buy various products ranging from foods to cosmetic. All formats of media including print, electronic and social media have become the most effective factor influencing consumers especially those housewives who watch television and use online networking sites to purchase different goods.
Social media is the most recent form of media and have also gained astounding worldwide growth. It has become a part of everyone's life. Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. It is a place where you can transmit information about other people. Social media is a vehicle for communication and it let everyone share content that other people can share, in turn, with their online connections. It provides young people with a range of benefits and opportunities to empower themselves in a variety of ways.
From the beginning of the 21stcentury, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world become a global village due to social media. Users can connect with other people within seconds and share their ideas and give comments by video conferencing. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. Students use social media for learning purpose, for entertainment, and for innovation.
A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The impact of social networks on young people is significant. It is becoming increasingly clear that social networks have become part of people’s lives. Many adolescent people are using their laptops, tablet computers and smart phones to check Tweets and status updates from their friends and family. Due to the advancement in technology, people are pressured to accept different lifestyles. Social networking sites can assist young people to become more socially capable. Social media is a web-based form of data communication. Social media platforms allow users to have conversations, share information and create web content. Social media has different forms, together with blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information

and make connections. On an individual level, social media allow us to communicate with our friends and relatives, gain knowledge of new things, develop your interests, and be entertained.
Social Media is a innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site. People can track or get information from all over the world.
The social networking site on (SSN) is a platform for providing the youth a golden opportunity in exchanging knowledge, finding employment and social quotient among them. The youth specifically interested and sharing the personal experience, video and picture. There are two main impacts one is positive impact, and other one is negative impact. The Positive impact deal with the SNS helped for youth population in a various aspect. Now a day the young population lived in various location to share material on an experience person and using the research purpose.

Review of literature:
Paul Kirschner and ArynKarpinski define Facebook and other social network sites as an online directory that allows people to find their friends, family and colleagues through looking them up on social network sites (Kirschner and Karpinsk, 2010). Curtis states that teens all over the world are starting to lose interest in the use of Facebook and are using Snapchat, Twitter and Instagram (Curtis, 2013). Victoria Rideout states that, among the younger generation, the time they spend on social media, what she calls 'entertainment media' is "more than twice the average amount of time spent in school each year." (Rideout, 2012, p. 5) .She also adds that an American child spends on average seven and a half hours a day just for having fun on the media, not only that, but they multi-task, between all the different media they use. For example, they can be listening to music, sending a tweet and also posting on Facebook. Rideout says, that since social media is seven days a week, unlike school or having a full-time job, over the years the amount of time one could spend over the internet "has exploded" (Rideout, 2012, p. . Abelardo Pardo believes that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. He adds that, social media is also a platform that allows students to interact with one another, with their teachers and communities that share their same education. Pardo also states that these types of interaction are "an essential part of how humans learn." (Pardo, 2013, p. 45) Kirschner and Karpinski, discuss Wim Veen's new term, "Homo Zappiens", which refers to the learners of the new generation, and the new way they use to learn. This new way is known as "meta-cognitive skills," meaning they learn on their own without the need for instructions, it is also called "discover-based learning." They also add that, the younger generation shares an unclear bond with technology since their birth, leading them to multi-task. They note that 46% of the younger generation who access the internet use it to help them with their school assignments (Kirschner and Karpinski, 2010). June Ahn discusses in her research a theory called 'Signalling Theory', this theory refers to how individuals on social network sites present themselves, and develop their identities and build trust with others. She also adds that, by having many friends on the different platforms, this causes the individual to lose the trust of their friends because they start adding people they do not know, to show others how popular they are (Ahn, 2011b).

Objective of the Study
- To understand social media and its various uses.
- To understand buying behavior of young people on social media platform.
- To analyze various factors like convenience, brand awareness, variety, accessibility etc.

Research Methodology: A sample of 136 students were taken. Questionnaire was designed to collect primary data from the selected sample. In questionnaire, Likert scale (Strongly Agree, Agree, Disagree and Strongly Disagree) was utilized.

Research Findings:

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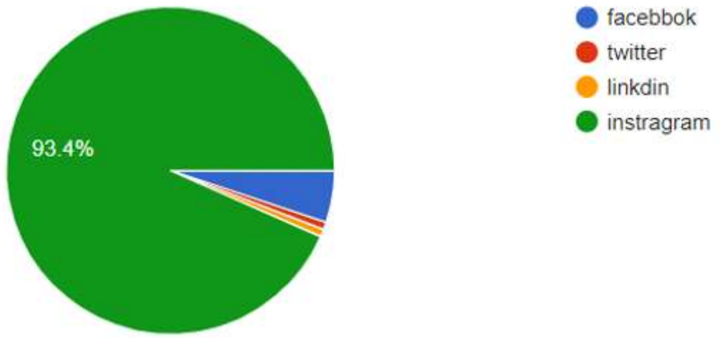
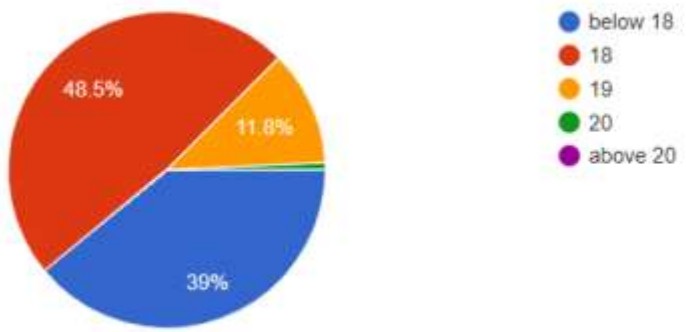
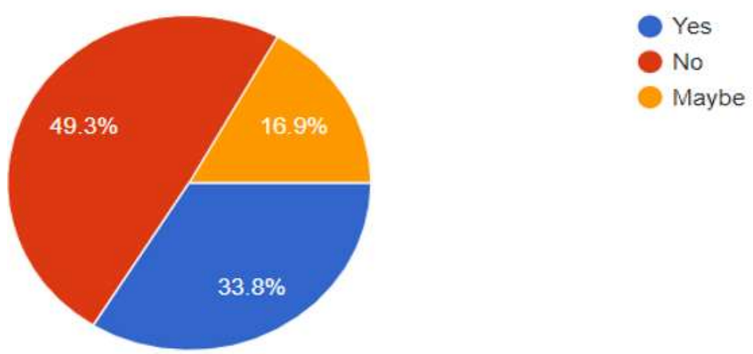
1) Type of social media platform.



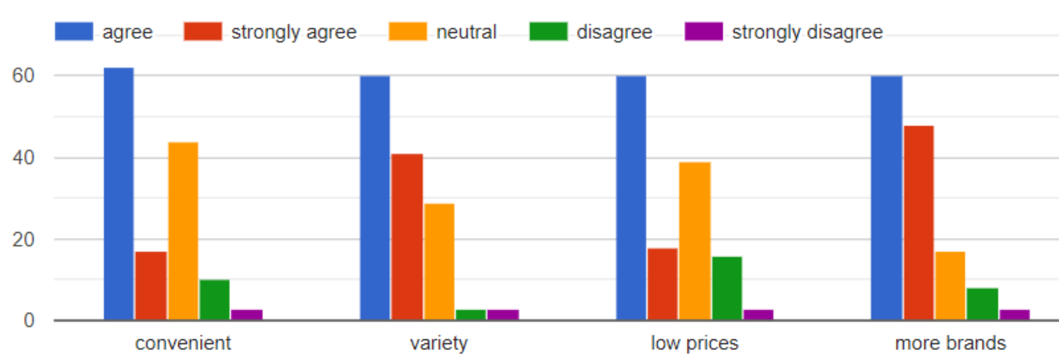
2) Age



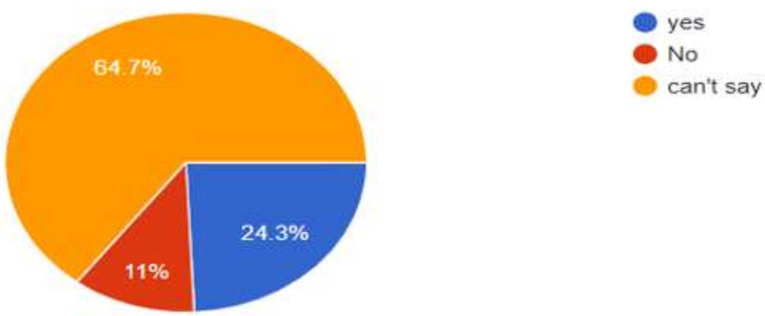
3) Social media purchse by the youth



4) Use of social media for purchases



5) Is social media safe?



Conclusion: New media have been established over the last decades. An increasingly critical place in the lives of young people, providing numerous challenges and opportunities. Social media is one of the fastest modes of communication and it has huge impact in shaping the personal lifestyles of youth. As the impact of new media continues to expand, it will be important to develop evidence-based approaches to encouraging and making more effective use of social media in young people.From the above data, it can concluded that youth still uses social media for entrainment purpose. Most of our younger generation is not using social media to its full potential and still using conservative buying techniques.

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Frequency: Monthly
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ISSN: 2717-7564 (Online)
Publication Frequency: Monthly.

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Blended Teaching-Learning System, a new option for system in post-COVID period- A case study of Thane Colleges

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Email: dpssawant@gmail.com

Abstract –

In the Post-COVID era, the different sectors have undergone massive changes, the not an exception to this. Educationists, students and policy makers and other stake giving their opinions and suggestions with respect to new education system. A Learning System (BTLS) may prove to be a new normal. Therefore, it is important to think about various pros and cons of the Blended Teaching-Learning System. The aims to understand, analyse the pros and cons of Blended Learning System and t Author of the study hypothesized that Blended Teaching-Learning System is g COVID period. However, it is imperative that sufficient and affordable internet co necessary infrastructure is available for BTLS. Author has taken primary data thr method from the stakeholders, i.e., students, parents and teachers of various colle is concluded that taking into consideration the post-COVID issues, Blended Teachi would be a new normal. However due precautions and sufficient infrastructure wo best results.

Keywords – Blended Teaching-Learning System (BTLS), Covid-19, education po and teachers

Introduction –

In the Post-COVID era, the different sectors have undergone massive changes, the education system is not an exception to this. Educationists, students and policy makers and other stakeholders have started giving their opinions and suggestions with respect to new education system. A Blended Teaching-Learning System may prove to be a new normal. The quality of

Research Methodology:

Researcher has made use consisting of books, journ have an update on the issue. undertaken primary data f students (244), educators, parents (54). Teachers fr colleges of Thane cit questionnaire to fill up

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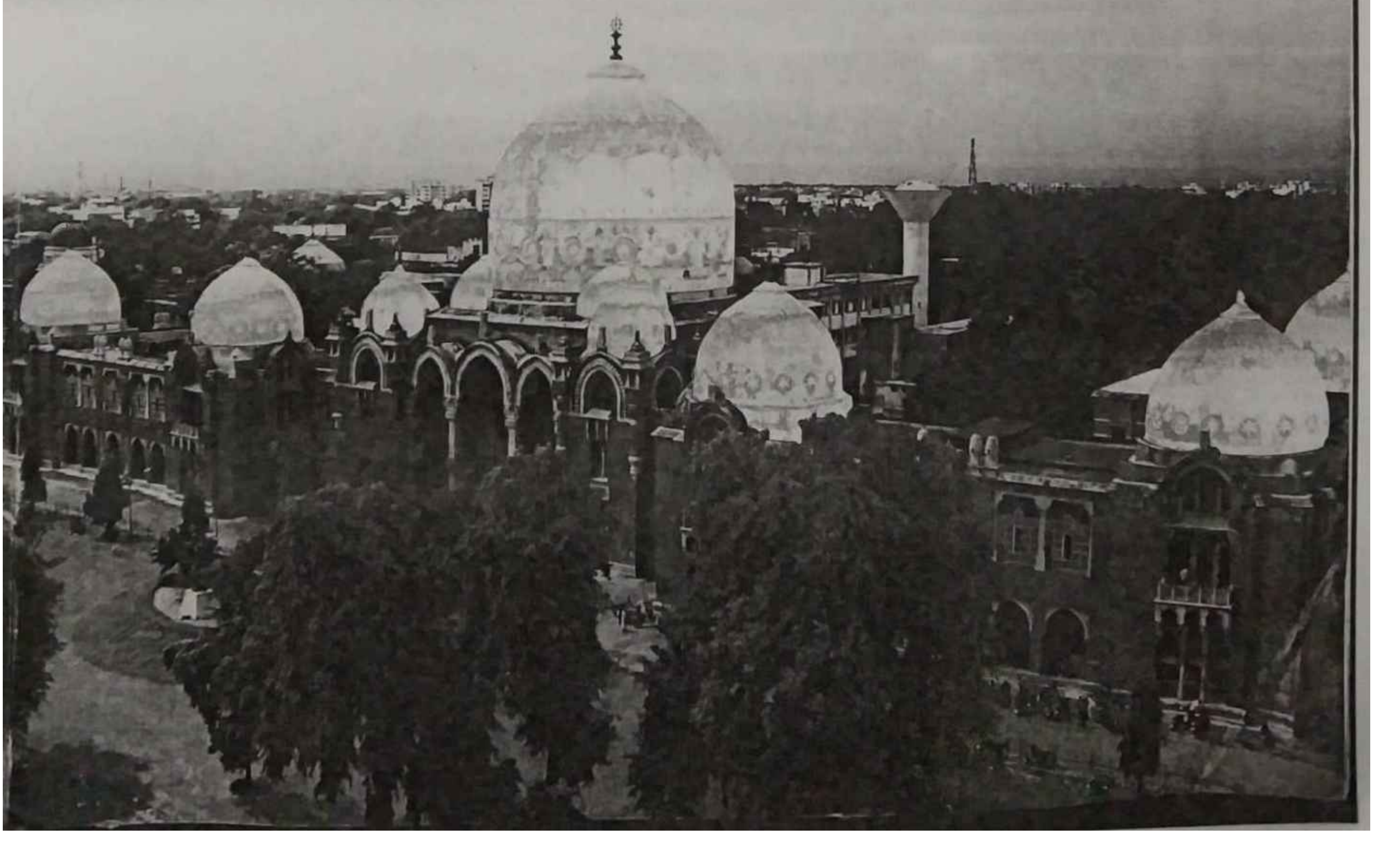

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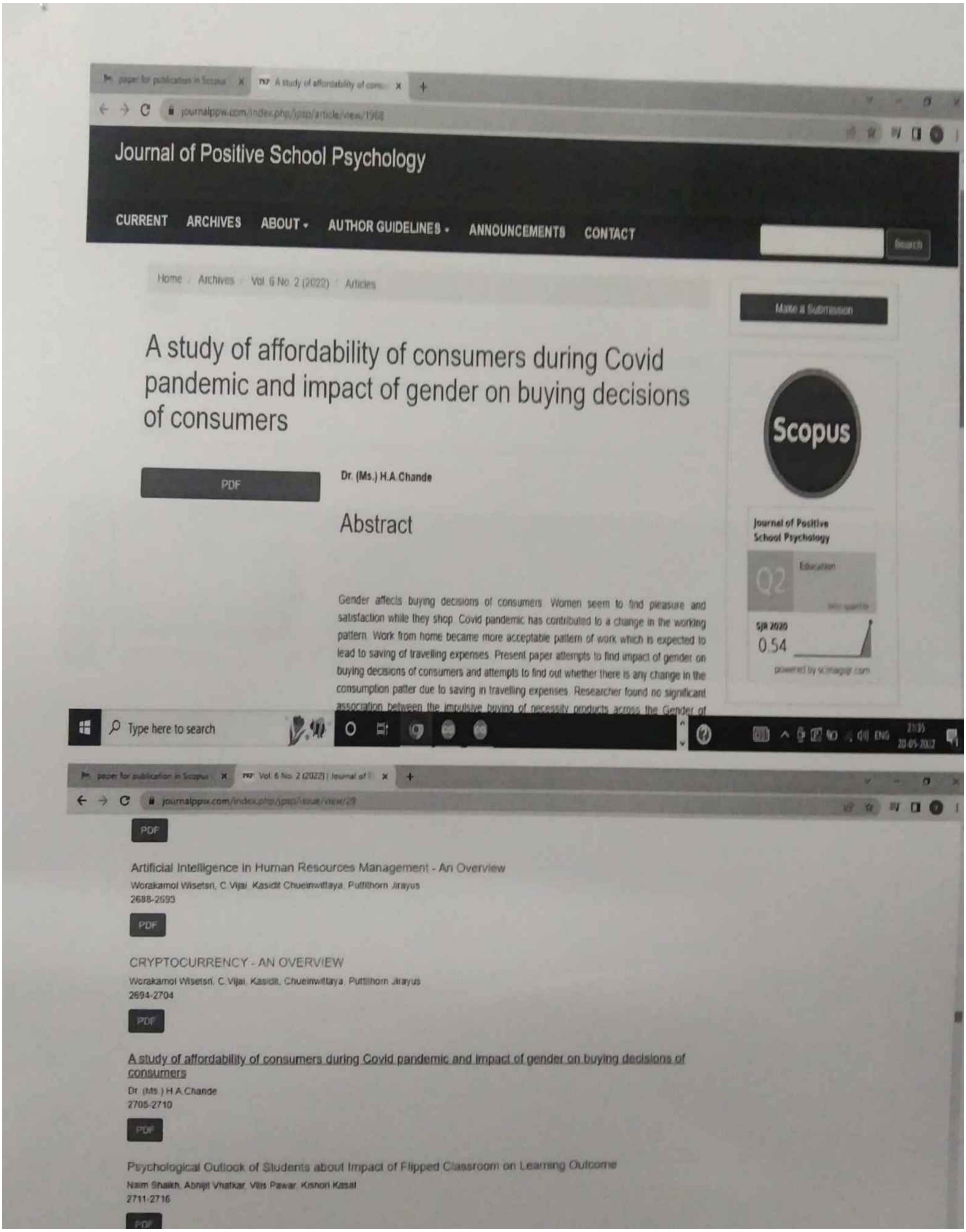

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A study of affordability of consumers during Covid pandemic and impact of gender on buying decisions of consumers

PDF

Dr. (Ms.) H.A.Chande

Abstract

Gender affects buying decisions of consumers. Women seem to find pleasure and satisfaction while they shop. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work which is expected to lead to saving of travelling expenses. Present paper attempts to find impact of gender on buying decisions of consumers and attempts to find out whether there is any change in the consumption patter due to saving in travelling expenses. Researcher found no significant association between the impulsive buying of necessity products across the Gender of

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17-03-2022

Dear Author (s) Dr. (Ms.) H.A.Chande

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Corresponding Author: Dr. (Ms.) H.A.Chande

The title "A study of affordability of consumers during Covid pandemic and impact of gender on buying decisions of consumers"

It's our great pleasure to inform you that your above-mentioned manuscript has been reviewed and ***accepted*** for publication in **Journal of Positive School Psychology** with **ISSN 2717-7564**. This letter of acceptance is considered as an official acceptance of your manuscript with no further amendments required.

Your article will be published in forthcoming Regular Issue.

With warm regards

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Journal of Positive School Psychology
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A study of affordability of consumers during Covid pandemic and impact of gender on buying decisions of consumers

Dr. (Ms.) H.A.Chande

Associate Professor and Head, Department of Economics, Sheth N.K.T.T. College of Commerce and Sheth J.T.T. College of Arts, Thane, Maharashtra, India.

Abstract

Gender affects buying decisions of consumers. Women seem to find pleasure and satisfaction while they shop. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work which is expected to lead to saving of travelling expenses. Present paper attempts to find impact of gender on buying decisions of consumers and attempts to find out whether there is any change in the consumption patter due to saving in travelling expenses. Researcher found no significant association between the impulsive buying of necessity products across the Gender of respondents. The affordability of the respondents to buy more products during Pandemic as they are saving on travel expenditure is found to be significantly different.

I. Introduction

Buying decisions of consumers are affected by gender. Covid pandemic has contributed to a change in the working pattern. Work from home became more acceptable pattern of work, leading to saving of time and cost to travel to workplace. In present paper researcher attempts to find out impact of gender on buying decisions of consumers and whether there is any change in affordability of consumers during Covid pandemic as they are saving on travel expenses.

II. Review of literature

According to Bakshi swarna (2020), men and women work differently with regard to the need recognition through the evaluation of alternatives to the post purchase behaviour with different types of stimuli and different parameters of evaluations. Women seem to find pleasure and satisfaction while they shop whereas men appear to be more disdain towards shopping. Study by V. Vijaya Lakshmi et al. (2017) pointed out that men and women approach shopping with different motives, perspectives, rationales, and considerations. Gender has an important role in consumer behaviors. The differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behaviours. According to Maria Nicola et.al. (2020) savings on petrol will not lead to rise in expenses by consumers as there is uncertainty about jobs and also as they are instructed to practise social distancing.

III. Research Methodology

Objectives

1. To study whether impulsive buying of necessity products is dependent on Gender.
2. To compare across gender whether making purchases make the respondents feel better.
3. To study whether purchases made during Covid pandemic made the respondents happy
4. To study whether respondents can afford to buy more products during Pandemic as they are saving on travel expenses.

Hypothesis

1. There is a significant association between the impulsive buying of necessity products across the Gender of respondents.
2. There is a significant association between 'feeling better about purchase' and the Gender of respondents