

# **INTERDISCIPLINARY NATIONAL WEBINAR ON EMPLOYMENT, ENTREPRENEURSHIP AND EXTENSION**

**August 28<sup>th</sup> 2021**

## **WEBINAR PROCEEDINGS**

(ISBN : 978-81-951460-6-2)

### **Editors**

**Dr. Naushad M. Mujawar**

**Dr. Sunita H. Ambawade**

Jointly organized by

INTERNAL QUALITY ASSURANCE CELL, SHRI VENKATESH  
MAHAVIDYALAYA, ICHALKARANJI

&

DEPARTMENT OF LIFELONG LEARNING AND EXTENSION,  
SHIVAJI UNIVERSITY, KOLHAPUR

&

CENTRE FOR SKILL AND ENTREPRENEURSHIP DEVELOPMENT,  
SHIVAJI UNIVERSITY, KOLHAPUR

e-mail: [mshrivenkatesh@yahoo.com](mailto:mshrivenkatesh@yahoo.com),

Website: [www.venkateshcollege.com](http://www.venkateshcollege.com)



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ON  
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**Organized by**

**INTERNAL QUALITY ASSURANCE CELL  
of**

**Shri N. B. Education Society's  
SHRI VENKATESH MAHAVIDYALAYA, ICHALKARANJI  
ISO9001:2015 Certified, NAAC Accredited with Grade B  
(Affiliated to Shivaji University, Kolhapur)  
Govindrao Highschool Campus, Rajwada Chowk, Ichalkaranji-416 115  
Dist.: Kolhapur, State: Maharashtra**

**In Collaboration with  
DEPARTMENT OF LIFELONG LEARNING AND EXTENSION,  
CENTRE FOR SKILL AND ENTREPRENEURSHIP DEVELOPMENT  
SHIVAJI UNIVERSITY, KOLHAPUR, MAHARASHTRA  
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E-mail: rbpklp774@gmail.com

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**IN  
REMEMBRANCE  
OF**



**LATE HONOURABLE MADANLALJI BOHARA**  
**Former President**  
**Shri. Narayanrao Babasaheb Education Society, Ichalkaranji**  
**Dist: Kolhapur, Maharashtra**





## CHAIRMAN'S MESSAGE

### MR. HARISH S. BOHARA

Chairman

Shri Narayanrao Babasaheb Education Society,  
Ichalkaranji, Dist: Kolhapur, Maharashtra

It is indeed a moment of delight that Shri Venkatesh Mahavidyalaya, Ichalkaranji, one of the reputed streams of our institution, is organizing Interdisciplinary National Webinar, in collaboration with Shivaji University, Kolhapur. In the year 2019 the college had organized International Conference with a grand success. This is another such a step to create platform for academic exercise. Nowadays, due to pandemic situation and subsequent lockdown scenario, all activities of life have turned into virtual world. The field of education is no exception to it. Hence I am happy that in spite of the adverse conditions outside, our institution is not deviated from its aims and objectives of imparting, disseminating and updating our youth through various platforms. The honourable principal of Shri Venkatesh Mahavidyalaya, Dr. V. A. Mane, and his team have taken keen efforts to materialize the aims and objectives of the institution. I am sure that this virtual seminar will be a great opportunity to the students, teachers and other stakeholders of the society to come up with new ideas discussed in this webinar on the theme of 'Employment, Entrepreneurship and Extension.'

The contribution of the researchers from various fields is going to be compiled in the form of Webinar Proceedings. It is really a wonderful task. I am hopeful that the present webinar proceedings with ISBN will be a source of knowledge with several innovative ideas, shared and exchanged in the webinar. I greet my best wishes to the principal of Shri Venkatesh Mahavidyalaya, Dr. V. A. Mane, the convener of this webinar, Dr. S. N. Jarandikar, and the Chief Editor of the Webinar Proceedings, Dr. N. M. Mujawar. I would like to express my sincere gratitude to Dr. A. M. Gurav, I/C Director of Department of Lifelong Learning and Extension for extending his collaborative support to make this event fruitful and successful.

With best regards,

**Dr. Harish S. Bohara**



## PRINCIPAL'S MESSAGE

**DR. V.A. MANE**

M.Com., M.B.A., Ph.D.

Principal

Shri Venkatesh Mahavidyalaya, Ichalkaranji

Dist: Kolhapur, Maharashtra

It is a matter of great pleasure that Internal Quality Assurance Cell of our college is organizing Interdisciplinary National Webinar on 28<sup>th</sup> August, 2021. Since March 2020, the world has been undergoing a critical phase of life. The pandemic situation has affected the very face of the society. It was thought that a massive lockdown and the social distancing would help to overcome this situation and the world may return to its normal. However, though the preventive measures taken by the nation are bringing positive results, we are still under the shadow of fear and anxiety. In such a scenario, every sphere of life has sought different modes of keeping its field of work continue. The academic world has shifted from its traditional ways and has been adapting new modes of communication for sharing and exchanging its knowledge among its stakeholders.

Higher education institutions that mostly deal with the youth of the society, are perceiving a critical change coming in the future of this young generation. It is discernable that due to lockdown there has appeared a steep decline in the employment sector and several of the trades and business have come to an end bringing out the new issues of employment and entrepreneurship. Hence, we felt a need to organize a webinar on this particular issue. A purpose behind organizing this webinar is to explore new possibilities of employment and entrepreneurship and make the young generation aware of the need of adapting new skills required in this changing scenario. The institution feels that such a webinar can construct a platform for the academicians, industrialists and the well-wishers of the society to come up with ideas regarding new forms and modes of employments the job aspirants of the future generation need to look for.

In this endeavor, we have sought a collaborative support of the Department of lifelong Learning and Extension as well as Center for Skill and Entrepreneurship Development of Shivaji University, Kolhapur, which seem to be the most suitable platforms working in this direction. I am really happy that the in charge Director of these Departments, Dr. A. M. Gurav accepted our proposal for the joint venture and have played a very pivotal role in organizing this webinar.

The interdisciplinary webinar is a step forward in exploring new ways and means of extension activities too that may help in forming novel modes of employment and entrepreneurship development in coming days. I am sure that the deliberations expounded by the chief speakers of the webinar, Dr. Nandakumar Mekoth, Dr. B. M. Hirdekar and Dr.

Anil Rao-Paila will definitely pave the new lines of thoughts in relation to the theme of the webinar. I sincerely hope that the research articles presented in this webinar will bring certain insights in regard to the main and sub themes of the webinar. We are happy to compile them in the form of webinar proceedings under the editorial efforts of Dr. N. M. Mujawar.

At this occasion, I take an opportunity to express my deep sense of gratitude towards the authorities of N. B. Education Society for providing us encouragement and support in this task. As the chairman of IQAC of the college, I extend my best wishes to the convener of this webinar, Dr. S. N. Jarandikar, co-convener, Dr. S. H. Ambawade and the chief editor of this webinar proceedings Dr. N. M. Mujawar. I express my thanks to all the teaching and administrative staff of Shri Venkatesh Mahavidyalaya, Ichalkaranji and the technical staff of Dept. of LL& E and CSED.

My best wishes to the team and participants of this webinar for making this event fruitful.

With best regards,

**Dr. V.A. Mane**



## KNOWLEDGE PARTNER'S MESSAGE

**Prof. (Dr.) A. M. Gurav**

I/C Director, Department of Lifelong Learning and Extension

Center for Skills and Entrepreneurship Development  
Shivaji University, Kolhapur

It is indeed a moment of happiness that the Department of Lifelong Learning and Extension and Centre for Skills and Entrepreneurship Development of Shivaji University, Kolhapur organized an Interdisciplinary National Webinar on the theme of “Employment, Entrepreneurship and Extension” in collaboration with Shri Venkatesh Mahavidyalaya, Ichalkaranji. The very objective of LL&E and CSED is to create a platform for the development of employability skills and to create opportunities of entrepreneurship in the society. The Department of LL&E is keen to enhance field outreach activities. It also seeks to develop skills for community research. I feel to emphasize that to bridge gap between formal and non-formal education, to reach to deprived groups of society, to provide need-based learning opportunities to social communities or to build a platform for vocational education and employment are the very core activities that the Department of LL&E undertakes. At present it offers 79 on and off the campus courses, in collaborative and interdisciplinary manner.

In this direction, organising webinar on the said theme and working on it in a collaborative form was really a wonderful task for us. I must specifically mention the innovative practice we introduced in this webinar and that was ‘making an online live marketing of the region- specific goods as the part of the webinar activity. We also introduced the online cultural programme as a presentation of skills, students can use for identifying their employability skills. I feel that these innovative practices are first of its kind in the organisation of national webinar. I am indeed delighted that such an activity has led us to materialize the objectives of the Department in its true sense. Dr. V.A. Mane, honourable Principal of Shri Venkatesh Mahavidyalaya, Ichalkaranji had been very keen in initiating such a joint venture and all the team of Shri Venkatesh Mahavidyalaya and LL&E and CSED has taken efforts in executing the plan of organising such a kind of interdisciplinary national webinar.

At this occasion I would like to express my sincere thanks to honourable Vice-Chancellor, Prof. (Dr.) D. T. Shirke who approved and appreciated our act of collaborative efforts and with his auspicious presence graced the inaugural ceremony of the webinar. The webinars of such kind are actually the platforms where sharing, exploring and churning of new ideas and thoughts are possible. It was very fortunate for us that Prof. (Dr.) Nandkumar

Mekoth, Prof. (Dr.) Anil Rao, Dr. B. M. Hirdekar and Prof. (Dr.) Dilip Patil who are the renowned personalities in their own fields accepted our invitation and expounded their innovative ideas in regard to the theme of the webinar. It is definitely a great achievement of the webinar. I must thank them all.

As the major objective of the webinar was to initiate a discourse by the academicians, industrialists, thinkers and the representatives of the young generation from different disciplines on the possibilities of new employment opportunities and need of extension activities in developing entrepreneurial skills, we are happy to receive the participants' responses in the form of research articles. We are publishing certain selected research articles in the form of webinar proceedings. I wish to express my thanks to the delegates who participated and presented their ideas in the webinar. I hope that the webinar proceedings will be received by the several stakeholders and will initiate a new dialogue further.

I greet my best wishes to the coordinating team of the webinar and thank all of those who contributed in making this event fruitful.

**Prof. (Dr.) A. M. Gurav**



## CONVENER'S MESSAGE

### DR. S. N. JARANDIKAR

M.A. (Eng.), Ph.D.

Asst. Professor in English

Shri Venkatesh Mahavidyalaya, Ichalkaranji

Dist: Kolhapur (M/S)

We are very much aware that the Covid-19 pandemic has disrupted the whole world to an unimaginable extent. Several conventional practices and skills needed for employment and entrepreneurship have turned outdated and require adaptation to sustain in such an extreme situation. In return, the world has been surging with several new concepts and forms of employment in various fields. Digital transformations, hybrid models of human resources and emergence of new digital skills for employment have changed the very fabric of society resulting in finding out more new modes of recruitments and entrepreneurship. Along with the world of trade and business, a change is also perceptible in the field of arts and languages regarding the employment opportunities. In this connection extension systems working in the academic and non-academic platforms seem to play major role in equipping coming generations of employees to adapt new employment and entrepreneurial skills. Several extension activities such as conducting new programs, providing training, organizing workshops and including the collaborative activities through linkages in the areas of research, human resource management and several other frontiers can strengthen the employability and other necessary skills in this new environment. Keeping in mind such a demand in this 'new normal' world, the IQAC of Shri Venkatesh Mahavidyalaya, Ichalkaranji, planned to conduct a virtual seminar.

I am indeed happy and wish to express my sincere thanks to the principal of our college who provided me an opportunity to work as a convener for such an academic endeavour. In organizing this webinar the IQAC of the college had the following objectives in mind:

- 1) To explore the nature, scope and opportunities of employment in various fields in new normal
- 2) To identify new trends of entrepreneurship in the current scenario
- 3) To explore the new employability skills in various fields
- 4) To churn out new ideas for better recruitment/ employment prospect of the youth in the society in changing scenario
- 5) To discuss emerging systems of extension activities to boost entrepreneurial and employability skills
- 6) To envisage emerging threats to employment and entrepreneurship for the employable groups of the society

Shivaji University, Kolhapur through its Centre of Skills and Entrepreneurship Development and LL & E has been remarkably working in the same direction. Therefore the IQAC of the college sent a proposal for the collaborative activity to the university and we received a favourable response. I extend my sincere thanks to Dr. A. M. Gurav, in charge director of LL&E and CSED who took a major initiative and contributed to a large extent in conducting the webinar. I would also like to thank honourable Vice Chancellor Prof. Dr. D. T. Shirke for accepting our invitation to inaugurate the webinar. It is my sincere duty to thank Dr. Nandkumar Mekoth, Dr. B. M. Hirdekar and Dr. Anil Rao-Paila whose deliberations on the theme of the webinar have opened up very new avenues. We have tried to bring their ideas in a printed form in the webinar proceedings . I feel it my honest duty to express my thanks to the participants of this webinar who have added new insights through their research articles. It is my immense pleasure to put forth all these research contributions in a form of webinar proceedings under the editorialship of Dr. N. M. Mujawar. My sincere thanks are due to him. I honestly hope that the proceedings of the webinar would serve a purpose of documenting those various ideas that have propped up through the discussions at the webinar. Though everything cannot be tapped in one attempt and many things are yet to be sought, we know that research is a continuous process and these kinds of webinar help to pave the further way for a journey ahead.

Before I conclude, I extend my whole hearted thanks to the office bearers of N. B. Education Society. I owe my deep sense of gratitude towards co-convener Dr. S. H. Ambawade who constantly went through the research articles to bring them to the mark of proceedings, my colleagues, administrative staff of our college and the authorities as well as the technical staff of Shivaji University, Kolhapur for providing me a continuous support in organizing the webinar. I hope that all of you will welcome the online publication of the Webinar Proceedings and extend your cooperation in future too.

**Dr. S. N. Jarandikar**

**ABOUT THE WEBINAR:**

The Covid-19 pandemic has disrupted the whole world to an unimaginable extent. Several conventional practices and skills needed for employment and entrepreneurship have turned outdated and require adaptation to sustain in such an extreme situation. In return, the world has been surging with several new concepts and forms of employment in various fields. Digital transformations, hybrid models of workforces and emergence of new digital skills for employment have changed the very fabric of society resulting in finding out more new modes of recruitments and entrepreneurship. Along with the world of trade and business, a change is also perceptible regarding the employment opportunities in the field of arts and languages.

In this connection, extension systems working in the academic and non-academic platforms seem to play pivotal role in equipping coming generations of employees to adapt new employment and entrepreneurial skills. Several extension activities such as conducting new programs, providing training, organizing workshops and including the collaborative activities through linkages in the areas of research, human resource management and several other can strengthen the employability and other necessary skills in this new environment. In this regard the present webinar seeks to attain the following objectives:

**OBJECTIVES OF WEBINAR:**

- 1) To explore the nature, scope and opportunities of employment in various fields in new normal
- 2) To identify new trends of entrepreneurship in the current scenario
- 3) To explore the new employability skills in various fields
- 4) To churn out new ideas for better recruitment/ employment prospect of the youth in the society in changing scenario
- 5) To discuss emerging systems of extension activities to boost entrepreneurial and employability skills
- 6) To envisage emerging threats to employment and entrepreneurship for the employable groups of the society

The academicians, industrialists, thinkers and the youth with the innovative spirit are most welcome in this endeavour.

**ABOUT SHRI NARAYANRAO BABASAHEB EDUCATION SOCIETY:**

In 1892 Shrimant Narayanrao Babasaheb Ghorpade became Jahagirdar of Ichalkaranji. Though there were limited resources at the disposal of his Jahagiri, he encouraged the industrial development of the town in every possible way. Along with its industrial development, Shrimant Ghorpade also dreamt of developing Ichalkaranji educationally. The steps towards materializing this dream were taken by starting Govindrao High School in the then Ichalkaranji province in 1898. Thereafter, by his blessings and



initiatives of five donors, who were the ex-students of the then Govindrao High School, Shri Narayanrao Babasaheb Education Society was established on 6<sup>th</sup> Nov. 1950.

With the history of over a century now, this institution presently manages seven different units providing education from KG to PG. The institution with its motto '*Satkriya Aacharavi*' has been contributing consistently in the field of Education. With its encouraging and determined management, committed and dedicated faculty and administrative staff in each unit the institution aspires to bring the generations of responsible students that will be the main agents of change to bring prosperity to the society.

#### **ABOUT SHRI VENKATESH MAHAVIDYALAYA, ICHALKARANJI:**

Shri Venkatesh Mahavidyalaya, Ichalkaranji, founded by Shri N. B. Education Society, in 1983, is one of the prime educational locations situated at the heart of Ichalkaranji town. Ichalkaranji is popularly known as the Manchester of Maharashtra. Since its inception the institution has consistently been striving to impart quality education to its students and consequently has been bestowed two times with the honour of 'Quality College' by Shivaji University, Kolhapur.

Though begun with a modest number of 111 students, the college has flourished to accommodate 2000 students on its roll now. It offers B. Com. and BBA programmes at Undergraduate level and M. Com. programme with specialization in the subject of Advanced Accountancy. Apart from its conventional education, the college is keen to enrich students' learning experience by providing them the Professional skills based Certificate courses and Value added courses. The college feels a sense of pride for its students and alumni who have been contributing in the fame of the college by achieving success in the fields of education, sports and culture. In its leading journey of progress, one more feather of success has been added to the college as it has received 'ISO9001:2015' Certification in the academic year 2020. From the academic year 2021-22 the institution is introducing a new undergraduate programme, "B.Com with IT". At present the institution is facing assessment and accreditation process from NAAC for its fourth cycle.

#### **ABOUT SHIVAJI UNIVERSITY, KOLHAPUR:**

Shivaji University, established in 1962, is named after the great Maratha Warrior and the founder of the Maratha Empire Chhatrapati Shivaji. It was inaugurated on 18<sup>th</sup> November, 1962 by Dr. S. Radhakrishnan, the then President of India. One of the major objectives behind the foundation of this university was to cater to the regional needs of South Maharashtra. The jurisdiction of the university is spread over three districts viz. Kolhapur, Sangli and Satara with strength of about 3,00, 000 students studying in 273 affiliated colleges and recognized institutions. Under the innovative and socially reformist leadership of Chhatrapati Shahu Maharaj, the princely ruler of Kolhapur, the city has become a focal point for the educational opportunities for all classes and social communities of South Western Maharashtra and northern parts of neighboring Karnataka state. The

university has been accredited with A++ Grade by NAAC with CGPA 3.52.

#### **ABOUT DEPARTMENT OF LIFELONG LEARNING AND EXTENSION:**

Department of Lifelong Learning and Extension, Shivaji University, Kolhapur has been providing various certificate courses to various stakeholders of society, including students, parents, social workers, industrialists traders, NGOs, people from deprived classes, executives, and senior citizens etc. Courses are need based and suitable to the participants, spread over the duration of one month to twelve months. The philosophy of lifelong learning as the part of total education programme has been accepted by the department. The goal of the department is to develop human resources through continuous education programme with enhancing skills and providing platform to strengthen education in Yoga or Naturopathy.

The objectives of the Department are to bridge gap between formal and non-formal education, to reach to deprived groups of society, to provide need based learning opportunities to social communities, to build a platform for vocational education and employment, to enhance field outreach activities, to develop skills for community research and to provide recreation activities for senior citizen. The Department also aims to imbibe national integration, cultural and universal values among communities. At present it offers 79 on and off the campus courses, in collaborative and interdisciplinary manner.

## PATRONS

**Hon. H. S. Bohara**  
(Chairman, NBES)

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**Hon. Shri M.S. Bandwalkar**  
(Trustee, NBES)

**Hon. Shri A.B. Joshi**  
(Trustee, NBES)

### ADVISORY COMMITTEE:

- **Dr. A. M. Gurav** (I/c Director, Lifelong Learning and Extension, Shivaji University Kolhapur)
- **Dr. V. A. Mane** (Principal, Shri Venkatesh Mahavidyalaaya, Ichalkaranji)
- **Dr. N. M. Mujawar** (Vice Principal & Head, Dept. of Commerce, Shri Venkatesh Mahavidyalaaya, Ichalkaranji)
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- **Dr. A. J. Pawar** (Assistant Professor, New College, Kolhapur)

### WEBINAR COORDINATING COMMITTEE:

- **Dr. S. N. Jarandikar:** Convene (Contact No::9960404967)
- **Dr. S. H. Ambawade:** Co-convenor (Contact No:: 9405056990)
- **Dr. B. N. Kamble** (Contact No:: 9420583980)
- **Prof. A. I. Bandar:**(Contact No::9922772202)
- **Prof. Y.S. Bokil:** (Contact No::8551861717)
- **Shri A.S. Gaikwad:**(Contact No::9890352923)
- **Shri. Mahesh Chavan** (Contact No::7743892089)
- **Mr. Atul Etavadekar** (Contact No::9673963399)

## TABLE PROGRAMME

**Date:** Saturday, 28<sup>th</sup> August, 2021

**Venue:** WebEx. Link:

<https://shivajiuniversity.webex.com/shivajiuniversity/j.php?MTID=mb18b7e0d46324e92ff7d508164bb6bcd>

Time	Programme	Name
11.00 am - 11.30 am	Registration and OnlineMarketing	<ul style="list-style-type: none"> <li>All Participants</li> </ul>
11.30 am - 12.30 pm	Inauguration	<ul style="list-style-type: none"> <li>Introduction of Theme: Prof. (Dr.) A. M. Gurav</li> <li>Introduction of Guest: Prin.(Dr.) V. A. Mane</li> <li>Chief Guest: Hon'ble Prof. (Dr.) D. T. Shirke</li> <li>Vote of Thanks: Dr. S. N. Jarandikar</li> </ul>
12.30 pm - 1.00 pm	Key Note Speech	<ul style="list-style-type: none"> <li>Introduction: Dr. S. K. Buwa</li> <li>Speaker: Prof. (Dr.) Nandkumar Mekoth, Goa</li> <li>President: Prin. Dr. V. A. Mane</li> <li>Vote of Thanks: Shri Y. S. Bokil.</li> </ul>
1.00 pm - 1.30 pm	Session -I Entrepreneurship Development: A Need	<ul style="list-style-type: none"> <li>Introduction: Dr. S. N. Jarandikar</li> <li>Speaker: Dr. B. M. Hirdekar, Kolhapur</li> <li>President: Dr. N. M. Mujawar (VMI)</li> <li>Vote of Thanks: Dr. S. H. Ambawade</li> </ul>
1.30 pm - 2.00 pm	Session -II Extension for Selfand College/Institute Development	<ul style="list-style-type: none"> <li>Introduction: Dr. S. N. Jarandikar</li> <li>Speaker: Prof. (Dr.) Anil Rao-Paila, Bangalore</li> <li>President: Prof. Dr. Dilip Patil, Mumbai</li> <li>Vote of Thanks: Mrs. A. S. Ghorpade</li> </ul>
2.00 pm - 04.00 pm	Session - III: Paper Presentation Track I - Employment	<ul style="list-style-type: none"> <li>Introduction: Dr. S. R. Thakar</li> <li>Chairman: Dr. B. N. Kamble</li> <li>Co-ordinator: Mr. T. H. Naykawade</li> <li>Vote of Thanks: Dr. S. R. Thakar</li> </ul>
2.00 pm - 04.00 pm	Session - III: Paper Presentation Track II - Entrepreneurship	<ul style="list-style-type: none"> <li>Introduction: Dr. P. R. Gaikwad</li> <li>Chairman: Dr. N. M. Mujawar</li> <li>Co-ordinator: Mr. Talib Mulla</li> <li>Vote of Thanks: Dr. P. R. Gaikwad</li> </ul>
2.00 pm - 04.00 pm	Session - III: Paper Presentation Track III - Extension	<ul style="list-style-type: none"> <li>Introduction: Dr. D. S. Kamble</li> <li>Chairman: Dr. V. K. Sawant</li> <li>Co-ordinator: Mrs. K. V. Jaganade</li> <li>Vote of Thanks: Dr. D. S. Kamble</li> </ul>
4.00 pm - 4.30 pm	Valedictory Session	<ul style="list-style-type: none"> <li>Introduction: Dr. (Smt.) Suman K. Buwa</li> <li>Feedback: (Participants)</li> <li>Presidential Address: Prof. Dr. A. M. Gurav</li> <li>Vote of Thanks: Dr. S. N. Jarandikar</li> </ul>
4.30 pm - 5.30 pm	Online Marketing andCultural Programme	<ul style="list-style-type: none"> <li>All Participants</li> </ul>



**Prin. Dr. B. M. Hirdekar**  
Former Controller of Examinations,  
Shivaji University, Kolhapur (M/S)

### **Resource Person for National Webinar**

#### **SESSION-I: ENTREPRENEURSHIP DEVELOPMENT: A NEED**

Our Age (2021) is an Entrepreneurial age and at the same time it is an age of 'Innovation.' Fortunately, these innovations are disruptive. The global landscape of business is changing with fast speed. It is time to re-imagine everything. In this realm of startups we have to accelerate innovation. In Agricultural Age 'Land' was the major asset. In Industrial Age big machines, factories were physical assets. In this knowledge society with knowledge economy, service economy many assets are 'intangible.' They are methods adopted in doing things, designs, software and platforms used. This world is now digitally driven world and businesses are being operated in altogether different ways.

New entrepreneurs are coming up from all corners of the different states in India. There is small revolution and it is propelled by these new breed of entrepreneurs. They are changing equations, assumptions. They are aspiring for world class quality. Entrepreneurship is the last resort, option for young graduates from different fields and disciplines. There is awful shrinkage of jobs in government sector. Some of the jobs are substituted by robots and machines. Instead of searching jobs and spending most valuable and productive years of life, young people have to struggle for doing something new, innovative disruptive and entrepreneurship is the right answer. It is high time to create an entrepreneurship.

One has to have some competencies to enter into the world of entrepreneurship. It is unpredictable, volatile, challenging, no doubt. If you have ability to develop some things , create something, if you are ready to organize, and run business of any nature, if you have strong desire to establish, if you have passion to succeed, then you can overcome all challenges and take charge of your enterprise. Open mind, risk taking, positive attitude, ability to get along with people from diverse background and different capacities, these

attributes are essential to become successful entrepreneur. Joseph Alois Schumpeter, famous economist and famous 20<sup>th</sup> century intellectual is known as the father of entrepreneurship. 'Creative destructive' was famous term coined by him. He was advocating strongly that entrepreneurship is the source of innovation and it is must for economic growth.

In India, many entrepreneurs are doing business with grand success. Govt. of India and some state governments also are pro-active and supporting entrepreneurs in general and women entrepreneurs in particular. Collaboration with big corporates like Cisco are established. Help is provided for skilling and mentorship. Incubations, programs for financial and marketing assistance are undertaken. National Entrepreneurs Network has been created. The institutes such as IIM-Ahmedabad, IIT-Bombay, BIT's Pilani are the founding fathers. Entrepreneurship is the youngest discipline In India. Universities and Colleges across India have established 'e' cells and have promoted this discipline.

Many Indian Startups are role models of entrepreneurs and they are models or global companies. Just to name few of them are 'Oyo Rooms' by Ritesh Agarwal, 'Yourstory' by Shraddha Sharma, 'OLA cabs' by Bhavesh Agarwal, 'Paytm' by Vijayshekhar Sharma, Zomato by Deepindar Goyal, Flipcart by Binay Bansal and Sachin Bansal, 'Make myTrip' by Deep Kalra, BYJU by Byju Ravindran. All these companies and their owners are successful entrepreneurs. They are all marching from zero club to hero club. Even *Vadawalas*, *Bhelwalas*, *Biryaniwalas* in cities across the country are small entrepreneurs. Nilim Mishra's Godhadi (Blanket), Jagjit Singh's Honey, Kanegonkar's Perfumes Nandkishor Choudary's handwoven rugs are the best examples of ambitious entrepreneurs.

All these visionary and enterprising minds ventured in different field of businesses and they have generated very good job opportunities for millions of people. They have given boost to Indian economy and at the same time have provided different kind of prompt and speedy services to customers and consumers.

Thomas Watson of IBM says 'Work is the best therapy' you do not need any supplement if you are busy with a good work. Young minds have to follow this idea of great industrialist and entrepreneur in the world.

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# THE SOCIAL CHALLENGES OF WOMEN MANAGERS IN THE 21<sup>ST</sup> CENTURY: AN EMPIRICAL STUDY

**Mr. Litton Prosad Mowalje**

Research Scholar,

Department of Commerce & Management, Shivaji University, Kolhapur, Maharashtra

**Prof. A.M. Gurav**

Professor,

Department of Commerce & Management, Shivaji University, Kolhapur, Maharashtra.

**ABSTRACT:** In recent times, the contributions of women have become engines for economic growth. It is critical for enterprises now than before to have gender diversity to improve business outcomes. Due to growing needs, a substantial number of women entered the workforce over the past couple of decades. However, women remain underrepresented in business, especially in senior management. Despite having similar skills, expertise, and aptitude as men, women still struggle to get proper recognition and promotion at the workplace. The reasons behind these perpetual problems are many, some of which involve social and cultural perceptions, stereotypical mentality, gender discriminations, patriarchal mentality, suppression of freedom of women, glass ceiling, and so on. The present research paper built on the preceding context, first of all, deals with the social challenges of women managers in India. Secondly, the paper provides practical suggestions and recommends strategies to reduce and remedy the ongoing challenges of women managers. The study is empirical. The data has been collected from 222 women managers from five different sectoral clusters of Kolhapur district, Maharashtra, India to derive and present meaningful conclusions and suggestions.

**Key Words:** Social Challenges, Underrepresentation of Women Managers, Community Pressure, Value and Dignity of Women, Women in Management

## INTRODUCTION:

Women are playing a highly significant role in our contemporary global economy. There's a steady increase of women employees across industries globally. The corporate world has gone through immense transformations over the past few decades. Companies now consider workplace diversity and a gender-neutral environment a vital key to success. Companies reckon it to be a pride to have an inclusive and diverse workforce. It further deems diversity as "integral to innovation and creativity" (Saxena, 2019). Therefore, women have entered into almost every arena of work. Organizations of all types realized that women have keen sensibilities and multitasking acumen that are greatly useful in the dynamic and competitive workplace of the 21<sup>st</sup> –century world. Further, governments along

with national and international NGOs, social organizations are working tirelessly to bring gender equality in all areas of work and life all over the world. Irrespective of this great movement towards an inclusive workplace and recognition of the contribution of women, the workplace engagement of women has not increased significantly. Dimovski (2021), pointed that the global workplace participation of women was about 47% before the pandemic. The participation of women with children under the age of 18 was about 72%. He also added that the workplace participation of women in the USA was about 56.2%. India however shows a downward trend as statistics reveal that workplace participation of women has fallen from 31% in 2005 to 20% in 2021. However grim these figures appear, we still have to look at them positively as the global workplace participation of women was just 20% in 1920. Considering the recent data, it is apparent that the participation of women in the workplace indicates a positive trend. However, the representations of women in senior leadership roles are still poor. The reasons for this slothfulness are many which include social, cultural, perceptual, economic, etc. problems and gridlocks. This paper is written against the backdrop of the existing social and cultural challenges of women managers both at the workplace and in society. The paper is empirical. The first attempt of the paper is to disclose the social challenges of women managers and the second is to provide practical suggestions to remedy the social challenges that impede women manager's leadership representation and progress at the workplace. The data used for this research work has been collected from the women managers of the Kolhapur District in India.

### **REVIEW OF LITERATURE AND RELATED WORK:**

Research findings of Catalyst revealed that the proportion of women in senior management roles was only 29% in 2020, which is just less than 1/3<sup>rd</sup> of the total senior management positions worldwide. The study further indicated that about 80% of global mid-market companies had a minimum of one woman in senior positions. In Australia, men had domination over the senior management positions. In India, only 8% of management roles and 2% of CEOs' roles were held by women. In Canada, 90% of C-Suite level executive roles were held by men. In the case of the USA, about 13 companies are run by a man for every company that is run by a woman (Catalyst, 2020). Another study by McKinsey in 2020 revealed that women's representation in senior-vice-president and C-Suite positions in corporate America were 28 % and 21% respectively. The study further signaled that there were modest signs of progress in regards to the representation of women in the corporate pipeline as the figure has improved from 17% in 2015 to 21% in 2020. (Corry et al., 2020). ETHRWorld published a report on March 3, 2021, pointing that the global average of women in senior positions stands 31% in 2021. The report by Global Consulting firm Grant Thornton reveals that India ranks in 3<sup>rd</sup> position in regards to women's representation in a senior position in 2021. Therefore, representations of women in senior management have not improved to the extent of expectations. According to the global gender gap report of 2020, if the current rate of progress persists, it will take about 100 years to reach gender parity and

equality in the workplace (Froehlicher et al., 2021). The question is what are the roadblocks to women managers' progress and women in general?

Honestly, there are many. Women managers face numerous hurdles which include but are not limited to perceptual, social, and cultural barriers. Wright & Tellei (1993), pointed that women who pursue a career apart from their duties at home are often criticized for being selfish. They are thought to be advancing themselves at the cost of others. In addition, society often discourages the self-advancement of women as managers, the competitive attitude of women, and so on (p.37). Adler (1993) identified that some of the constraints of women managers' representations and contributions at the workplace are societal, organizational, and psychological (p.11). Gupta et al. (1998), explained that the barriers to women's managers' advancement in India were stereotypical treatments of women, exclusions from informal communication networks, requirements to concentrate on family responsibilities, and so on. (p.17) Therefore, it is crystal clear from the discussions above that women managers and women in general face various social, cultural, and structural setbacks to their progress and advancement at the workplace.

### **OBJECTIVES:**

The objectives of this research paper are as follows:

- 1) To explore the social challenges of Women Managers in 21<sup>st</sup> Century
- 2) To propose practical suggestions to reduce and remedy social challenges of women managers.

### **RESEARCH METHODOLOGY AND MATERIALS:**

This paper is empirical and the data has been collected from primary sources. The geographical scope of the study is Kolhapur District, Maharashtra, India. The population of the study is Women Managers at the workplace. A total of 222 women managers from five different sectoral clusters have been chosen as the sample of the study. The sectoral clusters involve services and trading, manufacturing and related, agriculture and agro-processing, education, NGOs, and Social welfare. The study is very unique and data was not available in one place, therefore the data has been collected using the snowball sampling method. A pretested structured questionnaire was used to collect the data from the women managers. The internal consistency of the questionnaire was tested using Cronbach Alpha. The Cronbach Alpha value is 0.943 which is above the acceptable range of 0.70. The researcher used both the survey method and the questionnaire method to collect the data from the women managers. Short interviews were also conducted to gather additional information from the women managers. Statistical software like MS Excel and SPSS 20 has been used to analyze and interpret the data. The secondary data has been collected from national and international Journals, various national and internal reports, professional websites, whitepapers, etc.

**FINDING, ANALYSIS, AND INFERENCES:**

Women managers all over the globe succumb to various social and cultural issues. However, to explore the social issues and challenges of women managers in India and particularly in Kolhapur District, five categorical variables were set. The categorical variables that have been considered for this research paper include ‘Condition of Social Law and Order’, ‘Social Acceptance of Women Managers’, ‘Tolerance of Women Managers in the Society’, ‘Social Status and Dignity’, and ‘Community pressure Faced’. The details of the findings, analysis, and interpretations are as follows:

**Table 1 - Condition of Social Law and Order** towards Women Managers -

Sr. No.	Particulars	Kolhapur District	
		Frequency	Percentage
1	Supportive	58	26
2	Partially Supportive	112	51
3	Not supportive	45	20
4	Not Aware	5	2
5	Can't Say	2	1
<b>Total</b>		<b>222</b>	<b>100</b>

Source: Field Work

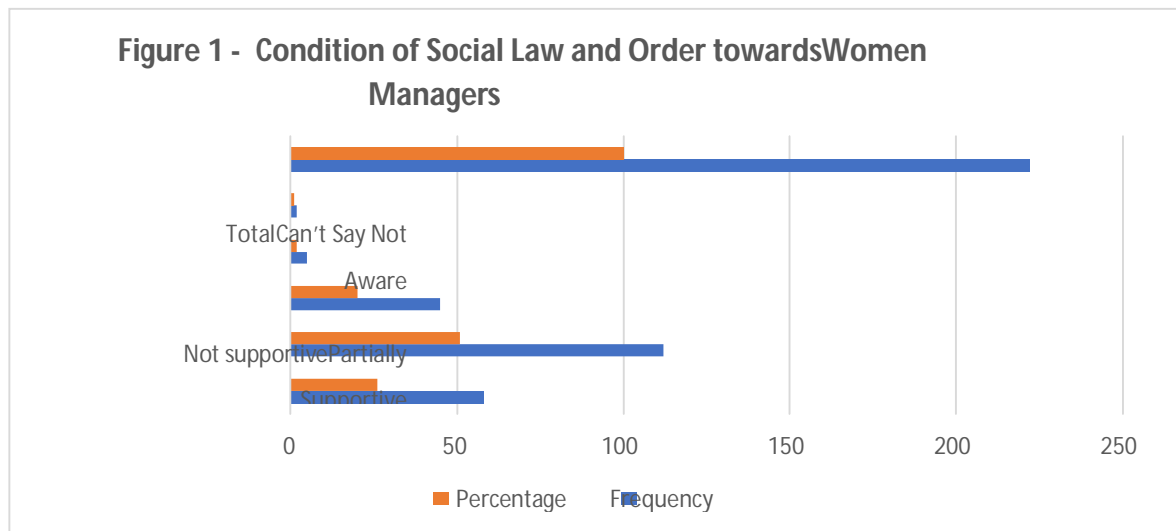


Table No.1 outlines the conditions of social law and order towards women managers at the workplace and in society. The social structure, traditions, laws, and order can either put a barrier to women's progress or can support women to grow. Therefore, to find out about the social challenges of women managers both at her workplace in their society, the categorical variable of nominal scale 'condition of social law and order' has been chosen for the study. This table unravels that 26% of women managers responded 'supportive', 51% of women managers responded 'partially supportive', 20% of women managers' response was 'not supportive', 2% of women managers responded 'not aware'

and 1% of women managers' response was 'can't say in regards to the condition of social law and order towards women managers at their workplace and in society.

It can be interpreted based on the analysis that the majority (51%) of women managers of Kolhapur district pointed that the condition of social law and order towards them in their workplace and the society was partially supportive to them. It reflects that the women managers were not quite happy in terms of social law and order towards women managers. Thus it posed a partial challenge to their growth, development, and wellbeing. However, less than 1/3<sup>rd</sup> (26%) of the women managers expressed that the condition of social law and order towards them at their workplace and their society was supportive. It highlights that about 1/4<sup>th</sup> of the women managers received needed support both from their workplace and their society. It also reveals a positive work culture in the Kolhapur district and throws light on the gradual change that is taking place in regards to social law and orders towards women managers in the Kolhapur district. However, a grim picture emanates from the responses of 1/5<sup>th</sup> of women managers who pointed that condition of social laws and order was not supportive to them both at their workplace and even in their respective societies. It reflects that a substantially significant number of women managers had to face severe challenges due to poor social support and rigidity, and the social law and order negatively impacted their life and well-being.

Therefore, it is found that the women managers in Kolhapur district faced challenges in the context of the social law and order both at the workplace and in society which is a great impediment to women managers' growth and development, and success as an individual.

**Table 2 - Whether Community accepts the Role of Women Managers -**

Sr. No.	Particulars	Kolhapur district	
		Frequency	Percentage
1	Yes	123	<b>55</b>
2	To Some Extent	0	0
3	No	86	39
4	Can't Say	13	<b>6</b>
<b>Total</b>		<b>222</b>	<b>100</b>

*Source: Field Work*

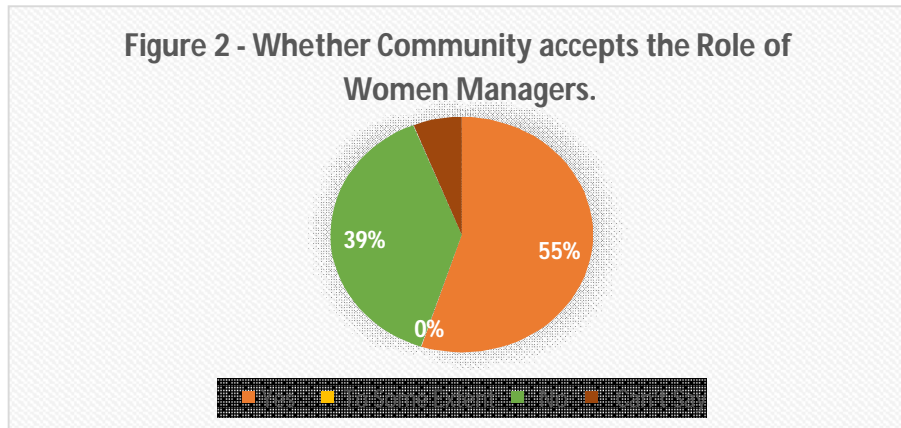


Table No.2 describes the social challenges of women managers in the context of community acceptance of women managers' roles. Many societies and communities around the globe are patriarchal where the only male has the right and authenticity to lead and dictate what women should do. Therefore, to find out about the social challenges of women managers, the categorical variable of nominal scale 'community accepts the role of women manager' has been chosen for the study. The table above deliberates that 55% of women managers responded 'yes, there was none to respond for 'to some extent' option, 39% of women managers responded 'no' and 6% of women managers responded 'can't say in regards to whether their community accepts the role of women managers and views positively or not.

It can be inferred that the majority (55%) of the women managers of the Kolhapur district agreed affirmatively that their community did accept the role of women managers and viewed it positively. This suggests that most women managers of Kolhapur district enjoyed good social status, had better social acceptance, and improved social recognition in their community or society. However, it is seen that close to  $2/5^{\text{th}}$  (39%) of the women managers pointed that their community did not accept the role of women managers and didn't treat them positively. It implies that a significant number of women managers faced difficulty in regards to their social recognition, social acceptance, and value as their communities were still patriarchal and were rigid in valuing women's leadership. Therefore, though most women managers were of the positive opinion that their leadership was accepted in their communities and were treated positively, however, a highly significant number of women managers faced challenges in regards to their social acceptance and value.

**Table -3 Percentage of Tolerance of Women Managers in the society -**

Sr. No.	Particulars in Percentage	Kolhapur District	
		Frequency	Percentage
1	0 to 25%	73	33
2	25 to 50%	103	<b>46</b>
3	50 to 75%	30	14
4	75 to 100%	16	<b>7</b>
<b>Total</b>		<b>222</b>	<b>100</b>

*Source: Field Work*

Table No.3 reports about the social challenges of women managers in the context of social tolerance of women managers and their leadership. In general, patriarchal systems of societies find it difficult to tolerate the leadership behavior of women at home and even at the workplace. Therefore, to find out about social challenges of women managers in the context of tolerance about women managers in the society and the workplace, the numerical variable of interval scale 'percentage of tolerance about women managers' has been chosen for the study. This table narrates that 33% of women managers responded '0 to 25%' in regards to their social tolerance. 46% of women managers' response was '25 to 50%'. 14% of women managers' pointed '50 to 75%' and 7% of women managers pointed that the tolerance about women managers in the society was between 75 to 100%. Based on the analysis of the study, it can be inferred that about half (46%) of the total women managers of Kolhapur district responded that the percentage of tolerance about women managers in the society was between 25 to 50%. This implies that the social tolerance of women managers was below average in the Kolhapur district despite women's recent progress and workplace involvement, thus women managers faced acute social challenges in the context of their acceptance as leaders. This finding resonates with the answers to the open-ended discussion questions in which women managers pointed that high patriarchy still exists in the society and men are still not able to tolerate women's leadership positively. The aforesaid notion holds truth as it has been observed that a significant number (33%) of women managers also pointed out that the percentage of tolerance about women managers in the society was between 0 to 25% suggesting very high social discrimination of women managers and intolerance issue in the society. The observation reconfirms strongly about the patriarchal biases of men towards women, the social and cultural constraints, and stereotypical treatment towards women managers and women in general which have not improved much in Kolhapur district.

However, a better picture has been observed from the response of 14% of women managers who pointed that the percentage of tolerance about women managers in the society was between 50 to 75% and only an insignificant number (7%) of women managers pointed that tolerance about women managers in the society was between 75 to 100%. It implies that

very few women managers of the district were well tolerated in the society and this could be because of their financial status, their education, or because of their socio-political influence. Therefore overcoming these challenges is of utmost importance.

**Table 4 - Faced Social or Community pressure for being a Woman Manager**

Sr. No.	Particulars	Kolhapur District	
		Frequency	Percentage
1	Yes	40	18
2	To Some Extent	57	26
3	No	118	53
4	Can't Say	7	3
<b>Total</b>		<b>222</b>	<b>100</b>

*Source: Field Work*

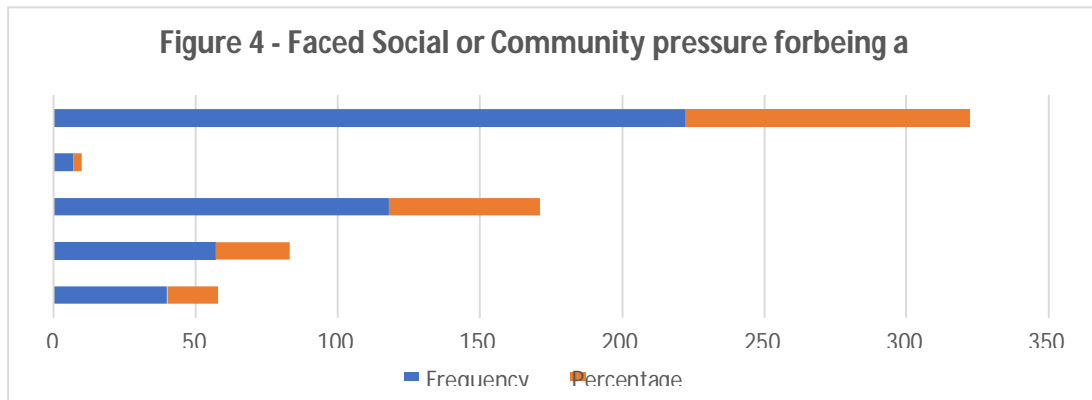


Table No.4. exhibits the social challenges of women managers in the context of facing social or community pressure for being a woman manager. Many conservative societies don't allow women to go out of their homes and work. Conservative societies put a lot of religious and traditional barriers to what and how women should act and work. Therefore, to find social challenges on women managers in the context of social or community pressure, the categorical variable of nominal scale 'social or community pressure' has been chosen for the study. This table conveys that 18% of women managers responded 'yes' in regards to facing social and community pressures. 26% of women managers responded 'to some extent. 53% of women managers responded 'no' and 3% of women managers responded 'can't say in regards to facing the community pressure for being a woman manager.

It can be inferred that the majority (53%) of the women managers agreed that they faced no social or community pressure for being a woman manager in the Kolhapur district. This revelation suggests that most women managers of the Kolhapur district had no challenges regarding social pressure for being a woman manager. However, it is also found that a significant number (26%) of the total women managers acknowledged that they faced partial social and community pressure for being women managers or leaders in the district.



This reveals that women managers of the Kolhapur district were under substantial patriarchal influence and dominance and they had challenges to break out of it and move against it. Further, it has been observed that about 1/5<sup>th</sup> of the women managers affirmed that they faced major social and community pressure for being a woman manager which reiterates that women managers had a lot of social hurdles against them, and their society was unsupportive and dogmatic thus posed pressures on women managers. Thus, it can be stated that though most women managers had no social and cultural pressure on them however a significant number of them suffered and faced challenges.

**Table 5 - Whether Women Manager enjoy Good Status and Dignity in the Society**

Sr. No.	Particulars	Kolhapur District	
		Frequency	Percentage
1	Yes	88	40
2	To Some Extent	104	47
3	No	30	13
<b>Total</b>		<b>222</b>	<b>100</b>

*Source: Field Work*

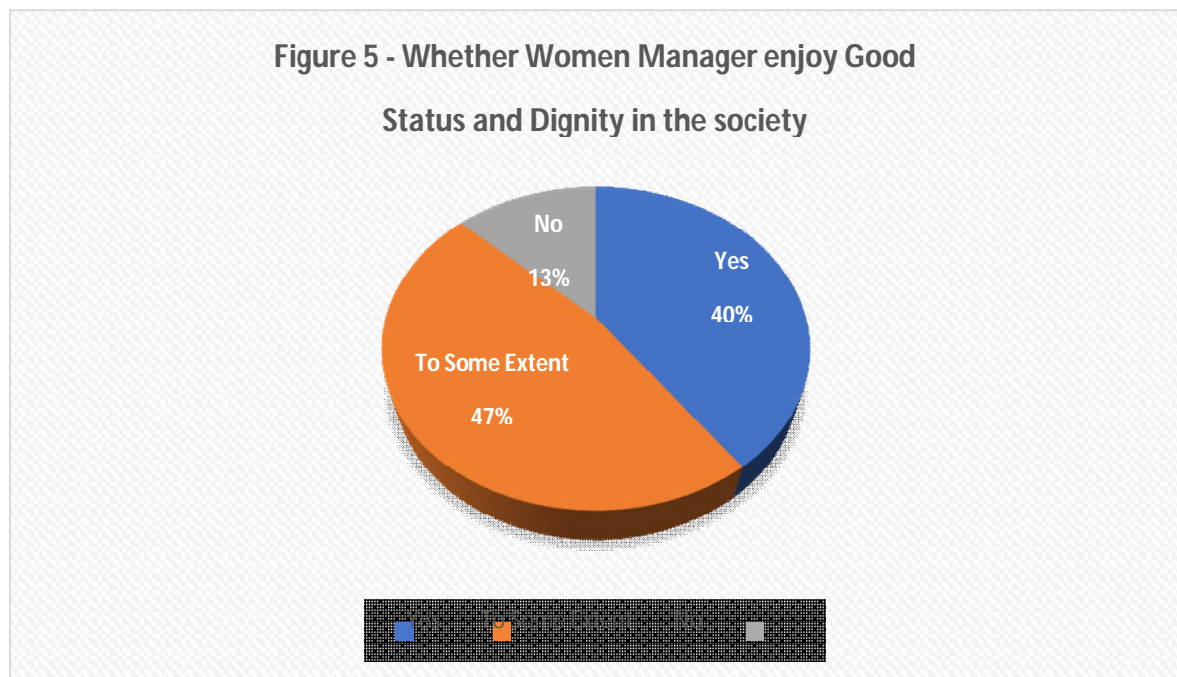


Table No.5 narrates the social and cultural impact on women managers in the context of their status and dignity in society. Social status is the person's standing or importance in comparison to other people within a society. Dignity is the quality of being worthy of honor

and respect. Women manager's social status and dignity go along with what a society believes and how it treats its women. Therefore, to evaluate the social challenges of women manager in the context of good status or dignity in society, the categorical variable of nominal scale 'good status and dignity' has been chosen. This table reveals that 40% of women managers responded 'yes', 47% of women managers' response was 'to some extent' and 13% of women managers responded 'no' in regards to whether they enjoy good status and dignity in society or not.

It can be inferred based on the analysis that about half (47%) of the total women managers of Kolhapur district had partially good status and dignity in the society. It reflects that women managers of Kolhapur district were not given equal value and dignity thus the socially they remained deprived and devalued. In addition, about 13% of women managers pointed that they did not enjoy any social status and dignity in the society. This further elaborates how women managers were subdued from their equal value and dignity in society. However, it has been discovered that a significant number (40%) of women managers confirmed that they enjoyed good status and dignity in the society which reflects that about 2/5<sup>th</sup> of the total women managers were well accepted, were given good respect in the society thus did not face any major challenge regarding their status and dignity.

#### **SUGGESTIONS AND RECOMMENDATIONS:**

1) It is observed that a total of 71% (51% +20%) of women managers of Kolhapur district pointed out that the condition of social law and order towards women managers were not fully positive at their workplace and in the society, therefore it posed a challenge towards their well-being and progress. Thus, it is suggested that organizations of the Kolhapur district should be cautious about giving equal opportunities, equal pay, and equal promotions to women managers for their growth at all organizational hierarchies. The HRD policies in regards to various opportunities, promotions, and positions should be aligned with the existing Labour laws of India like the Equal Remuneration Act, 1976 which stipulates that "Employers shall pay equal remuneration to its male and female employees who are carrying out the same or similar work. Employers cannot discriminate between men and women while recruiting unless there is a restriction under the law to employ women in certain industries".

2) It is advised that the government both at the national and local level should apply the United Nation recommendation on - The Universal Declaration of Human Rights law of general recommendations, for examples law no.33 provides for women's access to justice, law no.34 points out about the rights of rural woman, No.22 on the right to sexual and reproductive health and No.23 on the right to just and favorable conditions of work." All these efforts would help women managers as well as women in general to overcome challenges of various biases and social discrimination both at the workplace and in society.

3) Communities are diverse and their belief systems are different too. However, all communities should value and uplift the women managers as they do for men. Since a significant number (39%) of women managers of Kolhapur struggled for their community acceptance and recognition, therefore, it is suggested that community, religious and social leaders should promote and modify their teaching on gender equality, justice, and human rights. If they teach appropriately, every community condition for women managers and women, in general, will improve.

4) It is recommended that the government of India should stress implementing various guidelines of the United Nations (i.e. elimination of discrimination against women and girls; empowerment of women, equality) ("Un Women," 2013). The law-and-order agencies also should be aligned with the government to eradicate child marriages, dowry, and various other social issues which are barriers to women's progress and value in society.

5) The findings of the study present that a total of 79% (46%+33%) of women managers confirmed that the percentage of tolerance towards women leadership in the society was only 50% and below in Kolhapur district. Therefore, it is recommended that the education for equality of sexes should begin at home. Every parent should give equal value to their children irrespective of their gender. Treating girls with discrimination is a social evil and it should be discarded. In addition, girls should not be discriminated from any rights from boys including educational opportunities and property rights. If families work at the root cause of discrimination, social conditions about girls, women, and women managers would improve.

6) The study shows that combinedly a total of 46% (i.e., 28%+ 18%) of women managers in Kolhapur pressed that they faced partial social and community pressure, which shows the social challenges and gridlocks of women managers. It is found from the census report of 2011 of India that women's literacy was only 65.46 percent in India. Rural women were the worst in this (Basantia, 2017). Therefore, educational opportunities should reach every nook and corner of the district. The NGOs, social organizations, business enterprises should support the government and work hand in hand in ensuring the education of women along with men. An only educated and enlightened society would be able to dispel the darkness of social and communal rigidity against women and their social acceptance. It is advised that women managers should engage themselves more and more in social and community programs. The more they would involve and take leadership; the better would be their social acceptance. Rules that are in existence to combat sexual harassment at the workplace, Eve teasing, Equal pay, Child Marriage, Dowry, female infanticide, Devdashi Pratha should be strictly enforced and the culprit should be given exemplary punishment thus a change will be seen in the society gradually.

7) Social change is gradual and therefore it requires a long time to change the mentality of people. Education and government interventions are showing some fruitful results but more can be done by applying the following guidelines of United Nations Women as presented in World Economic Forum by Jane Arscott (2018). It is suggested that both women and men of Kolhapur district should jointly raise their voice against social discrimination of women and women managers and this can be done collaboratively with social organizations or NGOs working for women empowerment. Women managers' also should render support to one another through mutual friendship and knowledge sharing. In addition, women managers should participate in online conversations like social media (i.e. Facebook, Twitter, Linked In, etc.). These online platforms can expound women's collective voices and can bring about a change in society. Ministry of Women and Child Development, Government of India and International Organizations working in India should provide financial support to those who are working for women's cause because it requires time and money to reach everyone and to bring about a social change.

### CONCLUSION:

Women constitute about half of the world's population. However, women's representation at senior management globally is still very insignificant. The progress towards involving more women at the board or C-Suit level is very slow irrespective of a great influx of qualified women at the workplace. Social stigma, stereotypical mentality, disregards towards women's leadership, patriarchal mentality, social restrictions on women's mobility and freedom, social and community pressure, etc are some of the major social setbacks that impede women managers' progress, peace, and well-being. Women managers' contribution is essential in our contemporary competitive world. They have immense potentialities, skills, and capabilities that can contribute to the social, cultural, and economic progress of India and the world as a whole. To make that happen, social barriers against women need to be reduced and eradicated. It might take centuries to make the society fully supportive and enthusiastic towards women's progress and their leadership, however, the journey towards that ideal should begin immediately. Everyone in society should partner in this great movement and make the world a better place for us, future generations, and women managers.

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## YOUTH ENTREPRENEURSHIP: UNLEASHING THE POTENTIAL OF YOUTH

**Dr. Abid Yunus Salati**

Associate Professor and Director of Students' Welfare  
Sanjay Ghodawat University, Kolhapur

**ABSTRACT:** Entrepreneurship, both as a career option and economy developer has emerged as a strong tool to boost self-confidence and economic empowerment. Owing to its underlying benefits and advantages, many people especially youth is considering entrepreneurship as a viable career option where regular job opportunities fail to satisfy the needs and expectations of aspiring youth of both the developed and the developing societies. It not only provides employment to the entrepreneurs themselves but also to others who get employed in their undertakings. It spreads the desire for achievement, independence and progress among individuals. It boosts creativity as entrepreneurs are likely to come up with ideas and opportunities that have not been traditionally explored and implemented. Not just the creativity, it provides entrepreneurs with a chance to unveil their talent that they otherwise would have been unaware of.

Entrepreneurship has become an important subject of investment and thus governments are taking all the possible steps to strengthen its base in economy. However, as we say, it's easier said than done. The process of entrepreneurship from the day of inception of idea is a long one having its own share of problems and challenges. The lack of resources, knowledge, accurate information, legal complications and negative societal environment makes the process more tedious and painful. These problems discourage many young individuals from taking up the opportunity due to fear of losing and falling in financial crunch and thus for this reason it becomes important to comprehend the subject from youth perspective and list all the vulnerable areas.

Youth's natural outlook for innovation and change make young people well suited for entrepreneurship provided the community can give youth the right support to overcome their challenges. A country's economic development benefits from youth entrepreneurship in terms of employment creation, product and service innovation, market competition, community revitalization, and income generation. Unleashing the potential of young women and men as drivers of job creation and economic growth is not only desirable but critical for sustainable development. The study based on secondary data also throws a light on the challenges faced by youth entrepreneurs and steps that should be undertaken to tackle these challenges efficiently and encourage young individuals to start their ventures. The paper aims to provide suggestions that would help boost youth entrepreneurship and its impact for India.

**Key words:** Entrepreneurship, Youth Entrepreneurship, Employment Creation, Community Revitalization

**INTRODUCTION:**

Youth Entrepreneurship and self-employment provide economic opportunities for the world's largest-ever population of young women and men to create more and better jobs in the private sector. One possible way to address youth unemployment is to support young people in creating their own businesses. They have the interest and potential to become self-employed. Youth are more likely to have a preference for self-employment than adults.

Despite having a preference for self-employment, few youth are able to sustain themselves in self-employment. Young entrepreneurs, SMEs and young firms are often more dynamic than large firms where employment growth is concerned. Yet, with a growing number of young people entering the labour market and limited opportunities for job creation, unemployment and disengagement are threatening sustainable development and social stability, and may cause people to migrate in search of jobs. In fact, unemployment figures understate the true extent of the challenges in the youth labour market. More than 160 million young people in emerging and developing countries are working, but living in extreme or moderate poverty. When young people acquire the skills and economic opportunities to realize their potential, this demographic dividend can help stimulate youth-led job creation.

**CHALLENGES FACING YOUTH ENTREPRENEURSHIP:**

There is a need address the critical challenges that the youth encounter in their drive for entrepreneurship and self-employment. The main challenges are:

- ❖ Lack of role models or family support: Because of the inhibitions associated with entrepreneurship and its success rate many youth entrepreneurs find it difficult to gain family support. Absence of role models magnifies the difficulty for the first generation entrepreneurs who have to rely solely on their instinct. Also, high poverty rates make paid employment a better and more secure option for many Indian parents because of high risk and high capital investment linked with entrepreneurship.
- ❖ Higher Environmental Uncertainty: Entrepreneurial firms differ from established firms in the sense that entrepreneurial firms are younger and face more environmental uncertainty (Stinchcombe, 1965). The new firms face certain challenges because of their youth characteristic. Welsh and White (1981) highlight their two important characteristics- high environment uncertainty and youth, which make them different from their established counterparts.
- ❖ Lack of broad knowledge base: Because of their low experience and youth characteristic, these firms normally lack data making it harder for them to implement pricing strategies and foresee market trends (Romanelli, 1989). Talking specifically, these firms struggle because they are focused more on establishing roles, structures, and processes that are

feasible for all employees. Also, in the beginning, the young firm lacks understanding of pre-defined roles and relationships.

- ❖ Lack of reputation in the market: Because of their newness, the young entrepreneurs and their establishments lack market reputation which makes it difficult for them to stand against big competitors and create relationships (Gruber 2004).
- ❖ Lack of financial and human resources: Smallness and newness is also accompanied by scarcity of financial and human resources (Aldrich & Auster, 1986; Carson et. al., 1995). Lack of investors and personal finances stop them from exploring big opportunities or undertake creative projects. Also not many skilled professionals are willing to work with newly created ventures because of their uncertainty and inability to pay packages that are at par with market rates.
- ❖ Difficulty to understand pricing mechanisms: Pricing being the only function that generates revenue for an enterprise needs to be given utmost priority. However, many of the youth entrepreneurs find themselves stuck in the dilemma of earning profits or generating customer base and therefore usually end up with the case of over or under pricing (Reuber and Fischer, 2005). If they keep a low price, they risk their margins and if they keep the price level too high they risk their potential and actual customers. Therefore strategizing pricing becomes the key issue for these entrepreneurs.
- ❖ Lack of enabling policy, regulatory and institutional environments, including high registration costs for businesses, cumbersome administrative procedures, obstructive taxation and legal systems, and discriminatory policies and practices, including negative *misconceptions* about the entrepreneurial skills of differently-abled groups.
- ❖ Lack of awareness of potential for entrepreneurship among role models results in a lack of encouragement or even negative social attitudes.
- ❖ Education and training programmes generally do not do enough to nurture entrepreneurial attitudes and skills
- ❖ Lack of prior work and entrepreneurship experience is a major determinant to business start-up and entrepreneurship performance
- ❖ Fewer financial resources and difficulty obtaining external finance, including debt finance, hampers business start-up.
- ❖ Limited business networks and business-related social capital have consequences for business start-up and obtaining legitimacy
- ❖ Market barriers, including a bias in financial markets away from supporting youth-owned businesses and ‘discrimination’ in product markets



The initiatives are likely to increase the rate of startup activity in India. To truly realize the benefits, following steps must be undertaken:

- ❖ Government should frame policies to appreciate entrepreneurial efforts and provide educational and financial support to the young aspiring entrepreneurs.
- ❖ Entrepreneurship education should be made a part of college curriculum to teach youth about the aspects and prospects of entrepreneurship.
- ❖ Big and established entrepreneurs should come forward to help young entrepreneurs and teach them through their experience. Networking between big and young entrepreneurs should be encouraged as a part of social activity.
- ❖ Tax incentives and relaxations in the form of subsidies can help entrepreneurs keep running and growing. Reducing the tax burden would help them use their profits for securing required technology and resources. Also this would make them concentrate on their operating mechanisms rather than worrying about their tax liabilities.
- ❖ Campaigns should be run not just to boost entrepreneurial spirit but also to bring about a change in social environment. It is equally important to change the attitude of the society about the entrepreneurship.
- ❖ Training centres, skill imparting institutes and business incubators should be opened in rural areas to provide knowledge to their youth. Opening these centres in rural areas would also provide an opportunity to women of these areas to gain training who otherwise find it difficult to travel to cities for gaining practical education. This is necessary to harness the talent of youth of rural areas and remove regional disparities.
- ❖ Young future generation needs to be given not only the basic skills and technical know-how but also the right attitude and behavioural skills to come up with innovative solutions.

### **CREATING AND ENABLING YOUTH ENTREPRENEURSHIP:**

The scale and quality of entrepreneurship education and skills development, coaching and mentoring must be improved. Youth would be assisted by education and training providers in reducing existing skills mismatches and ensuring that curricula respond to existing market demand by including and enhancing technical, vocational, business, digital and soft skills components. It would foster the provision of guidance and business-specific advice to young entrepreneurs through close collaboration between business associations, coaches, mentors and industry experts. A particular focus would be placed on combining technical and entrepreneurial skills development activities.

Online and offline platforms, networks, hubs and communities will be strengthened to provide support services specific to youth, to facilitate the exchange of knowledge and to build business relationships. Peer-to-peer support will be of particular importance for young entrepreneurs, by tapping into their resourcefulness and harnessing their potential in identifying the needs of their peers and the challenges that they face.

**FACILITATING ACCESS TO MARKETS, NETWORKS, KNOWLEDGE AND SKILLS:**

Bringing young entrepreneurs and youth-led enterprises into local, regional and global value chains increases their access to markets, generates new business opportunities and encourages positive spillover effects in technology and information.

Appropriate skills development, particularly in the areas of vocational training, entrepreneurship skills and technical skills, helps equip young women and men with the skills that they need to pursue entrepreneurial activities. Skills development can be achieved through train-the-trainers programmes, the provision of toolkits for skills development, initiatives in partnership with the private sector and by integrating entrepreneurship into higher education curricula.

Evidence from India shows that business counseling and assistance has had a significant and immediate impact on the business activity of young entrepreneurs.

Information and communication technologies (ICTs) can significantly support young women and men in realizing entrepreneurial opportunities, by enabling young people to acquire useful skills, including financial, entrepreneurial and digital literacy skills, and increasing their exposure to clusters and access to markets. The use of mobile phones has proved to be an important business tool, especially for young entrepreneurs in rural areas, as it allows them to grow their business, through improvements in marketing, the location of customers and communication, and through time savings, in addition to improved information and connectivity.

**IMPROVED ACCESS TO FINANCE:****1. Increase availability of financial services specifically targeted at young people**

The development and delivery of financial services tailored to the needs of young entrepreneurs should be promoted. By strengthening the capacity of financial institutions and service providers, young entrepreneurs would have at their disposal financing mechanisms that overcome challenges such as limited collateral, high risks and high costs of financing.

**2. Increase access to finance for young entrepreneurs through innovative financial mechanisms**

The initiative will actively encourage the linking of young entrepreneurs with various financing opportunities, including crowd-funding, peer-to-peer mechanisms and impact investments. By capitalizing on ICTs, young entrepreneurs will have much better access to finance with increased information and new ways of realizing investment opportunities.

**3. Equip young entrepreneurs with financial capabilities**

Financial capabilities, which combine the attitude, knowledge, skills and self-sufficiency needed to make informed financial decisions, at both the enterprise and the household level, would be developed through customized training and capacity-building programmes for young entrepreneurs.

**PROMOTING AN INCLUSIVE ENVIRONMENT FOR ENTREPRENEURSHIP:**

Innovative approaches to promoting access to networks should focus on partnerships with youth associations and business organizations, including business associations, professional networks, chambers of commerce and new types of entities like business incubators, co-working spaces, accelerators, and entrepreneur communities and hubs.

**ENGAGING THE PRIVATE SECTOR AND YOUNG PEOPLE IN THE PROMOTION OF YOUTH ENTREPRENEURSHIP:**

Business incubators and accelerators are increasingly recognized as support mechanisms for young entrepreneurs to start and grow their businesses. These structures can have a variety of different forms, ranging from physical institutions and virtual platforms, to combined approaches. Their focus can be sector-specific (such as incubators in the ICT and agri-business sectors).

**CONCLUSION:**

Looking at the sustainability issues of youth entrepreneurs, there have been tremendous efforts undertaken by the Indian government to boost entrepreneurship and encourage young entrepreneurs. Various initiatives in the form of introduction of Make in India (2014), Start-up India (2015) and Digital India (2015) campaigns have been launched to strengthen manufacturing sector, make funding easier and connect rural areas by developing their digital infrastructure. These initiatives are expected to boost the confidence of entrepreneurs and make government services available in all areas. The initiatives are likely to increase the rate of startup activity in India.

It is important to create an environment that is suitable to youth entrepreneurship, where there will be a scope to experiment, to innovate and to learn, where failure is accepted and success is honoured, where there are no inhibitions as to the sustainability of start-ups, where young individuals are respected for giving ideas, where even the big entrepreneurs find it a privilege to support young ones.

Thus, Youth Entrepreneurship is that one tool which can save any nation from the alarming issues like high unemployment, poverty and stagnation.

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## NEW EDUCATION POLICY AND THE ISSUES OF EMPLOYABILITY

**Dr Shubhangi Jarandikar**

Asst. Professor,  
Shri Venkatesh Mahavidyalaya, Ichlakaranji  
Dist: Kolhapur (Maharashtra State)

**ABSTRACT:** The fourth industrial revolution altered the whole human life in every sense of the term. Almost all secondary sectors and service sectors have changed drastically due to the fourth industrial revolution. Day today human life seems to be benefitted a lot due to this revolution. However, all the comforts and fruits of the fourth industrial revolution appear to be a blessing in disguise. In reality, the invasion of automation and Artificial Intelligence is devouring the labour forces and the threat of unemployment is looming at large across the globe. The new revolution is tolling the death bell for the conventional employment avenues particularly white collared and blue-collared jobs. Employment and education go hand in hand. In case of India, the AISHE reports and the NIRF reports portray the grim picture of unemployment. At this backdrop, the New Education Policy, 2020 appears to be more promising.

**Key words:** 4<sup>th</sup> industrial revolution, digital revolution, education policy, employment, teacher

### INTRODUCTION:

With the beginning of ‘digital revolution’ in the decades of 1950s, in case of Europe and America, it is believed that there ushered the fourth industrial revolution. The gradual momentum of the digital revolution shifted its gear in the decades of 1990s or to be precise, in the wake of globalization, and this time the tornado of this new age revolution swept the every nook and corner of the world. The fourth industrial revolution altered the whole human life in every sense of the term. Almost all secondary sectors and service sectors have changed drastically due to the fourth industrial revolution. Day today human life seems to be benefitted a lot due to this revolution. However, all the comforts and fruits of the fourth industrial revolution appear to be a blessing in disguise. In reality, the invasion of automation and Artificial Intelligence is devouring the labour forces and the threat of unemployment is looming at large across the globe. The new revolution is tolling the death bell for the conventional employment avenues particularly white collared and blue-collared jobs. We are witness to the forthcoming crisis especially in case of India since the last decade. There is a drastic decline in recruitments in the service sectors of India. Now a days,

contractual job has become a buzz word where there is no assurance about tomorrow's employment. Secure and pensionable jobs have become a distant dream.

In case of India, according to one of many studies, there is an absolute decline in employment during the period from 2013-14 to 2015-16, perhaps happening for the first time in Independent India. The construction, manufacturing, IT and business process outsourcing sectors faced the worst over this period (The Economic and Political Weekly). Hence the present research paper intends to explore the nature of the new education policy and its role in creating employabilities.

### **SYNOPTIC VIEW OF EDUCATION POLICIES IN INDIA:**

It won't be incorrect to say that employment and education go hand in hand. So it's eye opening to see the facts released by the AISHE reports. The 2018-19 report shows a grim picture of demand and supply situation in India. The unemployment rate has been steadily increased from 7.03 to 8.19%. Out of 10 crore graduates in the country, 6.3 crore are in the labour force and around 94 lakh are without a job. There are massive vacancies in faculty positions in colleges and universities across the country. The total number of faculty members has been drastically come down from 15.18 lakhs (2015-16) to 12.84 lakhs (2017-18) (Sweta Dutta). As per the NIRF data, 25% of B. Tech students from the top engineering colleges are not placed. Some students pursued higher education, but it is clear from the data that many B. Techs left college, even top ones, without jobs (Nidhi Agarwal).

While standing in the doorsteps of the last phase of the fourth industrial revolution, the New World Order seems to be heavily dependent on technology. The near future will be primarily relied on the 5G communication technology with a promise of high speed data transmission, advanced robotics technology and the AI. So technology adaptation is going to be unstoppable. The picture is pretty clear now. If we continue with the existing education pattern, if we deny technology literacy and adaptation, we will be creating the generations of unemployed youths, which is definitely disastrous for the total social order. In this way, the major changes in the education policy were the dire need of time. The New Education Policy, 2020 (NEP) proposed by the government of India has come at the right time.

After Independence, India continued the legacy of the British education system for a couple of decades. The first major changes in India's education policy came when the Indira Gandhi government proposed the education policy in 1968. Its thrust was on compulsory education for all children up to age of 14, three language formula and 10+2+3 structure. In the year 1986, for the second time, India made the changes in the education policies. This time, the Rajiv Gandhi government took initiatives. The 1986 policy document was updated in the year 1992 by the P. V. Narsimha Rao government. The second education policy aspired for women's empowerment and adult literacy, and focused on modernization of education and the role of IT. The classic government schemes such as Sarva Shiksha Abhiyan, Mid-Day Meal Scheme, Navoday Vidyalayas and Kendriya Vidyalayas are the outcomes of this second education policy.

**NEW EDUCATION POLICY AND ISSUES OF EMPLOYABILITIES:**

The New Education Policy 2020 declared by the Narendra Modi government appears to be the most ambitious education policy declared so far. It aspires “the revision and revamping of all aspects of education”. The policy document is based on a draft proposed by the K. Kasturirangan Commission. “Over two lakh suggestions from 2.5 lakh gram panchayats, 6,600 blocks, 6000 urban local bodies, 675 districts were received” in connection with the K. Kasturirangan draft (Priscilla Jebaraj).

The NEP 2020 seems to be well aware of the crisis of unemployment and the role of education. The 60 plus pages document begins with the following remarks:

*“The world is going rapid changes in the knowledge landscape. With various dramatic, scientific and technological advances, such as the rise of big data, machine learning and artificial intelligence, many unskilled jobs worldwide may be taken over by machines, while the need for a skilled workforce, particularly involving mathematics, computer science, and data science, in conjunction with multidisciplinary abilities across the sciences, social sciences, and humanities, will be increasingly in greater demand.”*

The whole document is divided into four parts: 1. School Education, 2. Higher Education, 3. Other Key Areas of Focus, and 4. Making it Happen. From the document of NEP 2020, it's quite clear that it aspires to make the coming generations compatible to the newly emerging employment avenues. But the question is does it offer any employment opportunities to the present day youths in the forthcoming years? And for this question, we have to be hopeful.

At the very outset, the NEP has made it clear:

*The teacher must be at the centre of the fundamental reforms in the education system. The new education policy must help re-establish teachers, at all levels, as the most respected and essential members of our society, because they truly shape our next generation of citizens. It must do everything to empower teachers and help them to do their job as effectively as possible. The new education policy must help recruit the very best and brightest to enter the teaching profession at all levels, by ensuring livelihood, respect, dignity, and autonomy...*  
(5)

The NEP states that the existing 10+2 structure will be replaced by 5+3+3+4 structure, and will be considered as Foundational Stage (from Anganwadi to Grade 2), Preparatory Stage (from Grade 3 to Grade 5), Middle Stage (from Grade 6 to Grade 8) and Secondary Stage (from 9 to 12) respectively. The NEP considers the foundational stage to be very crucial in child's overall development. The government will focus mainly on this target group by providing all kinds of facilities, good infrastructure, sophisticated technology and above all the teachers. Then there are around 3.22 crore children in the age group of 6 –17 who are out of school. The government aspires to bring all these children into the flow of education. It also aims to achieve the goal of 100% Gross Enrolment Ratio in pre-school to secondary level by the year 2030. For such kind of huge enrolment, it is clear that a huge

force of teachers will be needed. In that connection, the NEP has assured that: “Teacher vacancies will be filled at the earliest, in a time bound manner” (8).

Another noteworthy thing of the NEP is that it has widened the scope of the concept of ‘teacher’. There will be no separation between curricular, co-curricular and extra-curricular activities; arts, humanities and sciences; vocational and academic streams. Each and every school activity will have the equal weightage. There will be increased flexibility and choice to students. So the teachers expert in fine arts and sports will be in great demand. There will be emphasis on mathematics and computational thinking; and coding will be introduced in the middle stage. So the experts in coding and computational skills will be needed. In the middle stage and the secondary stage, the children are expected to learn a classical language (such as Sanskrit, Tamil, Malayalam, Kannada, Odia, Pali, Persian and Prakrit) and a foreign language (such as Korean, Japanese, Thai, French, German, Spanish, Portuguese and Russian). It’s clear that these language experts will be in great demand in the coming years. During the middle stage, there will be the hands on experience to every child in vocational crafts such as carpentry, electric work, metalwork, gardening, pottery making, etc. For such vocational courses “the master instructors will be hired” (25)

Like school education, in higher education too, there will be major changes. The rigid system of faculty segregation will be no more existent. There will be large and multi-disciplinary universities at least one at every district with the enrolment of minimum 3000 students. Gross Enrolment Ratio is to be increased to 50% from the existing 26.3% (2018) by 2035. The higher education now onwards will be modelled on the concept of education which was existent in ancient India: Good education means the knowledge of 64 *kalas*. It will have multiple exit points. There will be flexibility in curriculum, autonomy to teachers, and novel and engaging career options for students. The main thrust will be on vocational education. A large number of human resources along with linguistic competencies and computational skills will be needed in the coming years. There will be strong and innovative government initiatives for adult education through distance mode and life-long learning. High quality programmes and degrees in Translation and Interpretation, Art and Museum administration, Archaeology, Artefact Conservation, Graphic Design, WebDesign within the higher education will be created. Strengthening of tourism industry will also be a part of the curriculum. Under ‘Ek Bharat Shrestha Bharat’, 100 tourist destinations in the country will be identified where educational institutions will send students to study these destinations and their history, scientific contributions, traditions, indigenous literature and knowledge, etc., as a part of augmenting their knowledge about these areas. For a quality work translations, interpretations and promotion of Indian languages the government will set up the Indian Institute of Translation and Interpretation (IITI). An autonomous body, the National Educational Technology Forum (NETF), will be created to provide a platform for the free exchange of ideas on the use of technology to enhance learning, assessment, planning, administration, and so on, both for school and higher education.



**CONCLUSION:**

Thus the construct of NEP reveals through its high ideal platform that the 'skills' is the keyword for employability of the coming future. Besides teachers, instructors and technology experts, a large number of human resources will be required in the coming years, as the government will be investing in creating the sophisticated infrastructure. All in all, if the implementation of the policy will be executed effectively the NEP 2020 appears to be a bag full of promises to the present day youths who are skilful and technology wise sound. Employability seems to be at the core of this policy.

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## ENGLISH AND EMPLOYABILITY IN IT-SECTOR

**Dr. Sunita Dalwai**

Principal

Vishwakarma Commerce and Science College, Kagal, Dist: Kolhapur (M/S)

**ABSTRACT:** Industry requires a different mix of skills, abilities, capabilities and competencies in potential hires depending on the business it's in. All these things lead to unemployability. In this context, let us look at the difference between unemployability and unemployment. Unemployability arises when individuals have educational eligibility but lack in capability and suitability to execute job related activities despite being the availability of employment opportunities. Unemployment is a state where individuals have educational eligibility, capability and suitability but dearth of employment opportunities. The current situation in India is more of unemployability rather than unemployment. The way quantity of graduates is increasing the quality is not increasing. Are we compromising with quality for the sake of quantity? What ails with our educational system?

**Key Words:** Unemployability, Soft Skills, Life Skills, Interview Skills

### INTRODUCTION:

Today, in the era of globalization and privatization, English has become the global language, connecting people from different nations, regions, and cultures. English has touched upon every field of study and has become part and parcel of our day to day life. The fact that British ruled most parts of the world, years ago, they could conveniently sow the seeds of English language and culture in those countries. Hence, British gave a common language to the world.

Globalization has encouraged the domestic companies to think beyond their nations. As a result of which MNCs have cropped up in India too. And nowadays, people don't mind taking challenging and fruitful overseas assignments. With this prevailing situation employment has become a challenging factor. Though, employability is a confluence of several skills, abilities, knowledge, competencies and capabilities there are many definitions of employability. For the purposes of workforce plus the executive has adopted the following definition.".....the combination of factors and processes which enable people to progress towards or get into employment, to stay in employment and to move on in the workplace".

Each year, India produces almost twice the number of engineers produced by the US and a little less than twice of all that Europe produces. It is great to note that India has one of

the world's largest most qualified pools of technical work force. However, when we look at the employability, why do we have so many graduates without job at one end, and so many companies without hireable employees at the other end? The need gap is the lack of employability skills among students. It is reported that employers don't get the applicants with right skill set, mind set and tool set especially in the engineering and construction sectors. Currently there is wide chasm between what the educational institutions are churning out and what the industry expects. The following are the skills the Industry has defined as Employability skills, essential to get a job along with hard skills.

INTERVIEW SKILLS	SOFT SKILLS	LIFE SKILLS
Communication	Communication	Work Ethics
Presentation	Analytical Ability	Dependability
English Fluency	Leadership	Positive Attitude
Body Language	Adaptability	Professionalism
Personality Grooming	Team Work	Self Motivation
Resume Writing	Planning & Prioritization	Willingness to Learn
Self Confidence	Problem Solving	Openness
Articulation	Creativity	Working without Supervision

#### ENGLISH FOR EMPLOYABILITY:

Till the time of globalization, British English was considered as standard English. But the strength of the American economy, its advancement in science and technology, its power over other countries and the emergence and popularity of e-language, American English is largely followed by the tech savvy countries as well as the countries which are dependent on technologies of these.

Students who study English as a subject acquire a range of valuable skills, which they can transfer to many different employment situations. Through an English degree skills like the capacity to analyze and summarize material, to communicate, to work to a deadline, to argue a case, to work independently as well as collaboratively, to think logically and to be able to use computers, etc. will be acquired.

Good English graduates bring all these skills to their places of employment together with sensitivity to literature and language. This makes them good candidates for a wide range of careers including personnel, administration, management, marketing, computer science, technology, religion, philosophy, medicine, travel, finance and the media.

Blue chip companies, IT majors, MNCs and other major organizations expect excellent standard of communication skill in English. Keeping in mind the various slangs of different regions of the English speaking country, candidates are expected to be skilled to listen, understand, and speak in effective English. And so, proper training both in British and American accent is required. In software and other engineering services, the engineers are expected to read, understand and write in proper clear English.

Employers want intelligent, rounded people, who have a depth of understanding, since they can apply themselves, take responsibility and develop their role in the organisation. Employers also want graduate recruits who are educated and can demonstrate a wide range of attributes, apart from the traditional high-level academic abilities of analysis, reflection, critique and synthesis. They want new recruits to add value rapidly. Employers wanted graduates because they can potentially do more than add value. Employability is enhanced by good learning, and can be incorporated without damaging the subject specific dimensions of learning. Most organizations expect that the potential employees to:

- Have a basic education (school / college education)
- Have an adequate level of academic achievement
- Possess strong literacy skills
- Communicate well
- Have essential skills such as reading and numeracy
- Have specific job-related knowledge and skills
- Have strong teamwork skills.
- Be flexible and adaptable within the work environment.
- Have strong interpersonal skills, positive outlooks, take responsibility and be accountable

Employees in the industry need all the four above said skills in different job assignments at different levels and assignments. Quite often even a new employee is sent to diverse countries where he will be expected to communicate with the employees of the customer company in English

### **IT INDUSTRY IN INDIA:**

According to an estimate, the IT-BPO industry in India is expected to produce aggregate revenues of USD 88.1 billion in FY 2011, wherein the IT Software and IT Service sector (excluding hardware) would be contributing USD 76.1 billion of revenues. The software product segment is estimated to touch the INR 157 billion with growth rate of 14%. The domestic IT-BPO sector is expected to grow by 16% to reach USD 20 billion in FY 2012. According to NASSCOM, the IT service sector is one of the fastest growing segments across the Indian domestic market and is estimated to grow by 16.8% to reach INR 501 billion. This clearly indicates that, there is huge demand of skilled and employable workforce across the country.

In terms of estimated growth of Indian IT industry, the availability of human resource accompanied with required skill set will be the key factor and India's youth population is going to be one of the prime driving forces for the overall growth of Indian IT industry. The industry has much more potential in comparison to estimated contribution in economic growth of country. However, shortage of skilled workforce is emerging day by day and is considered as a significant challenge for the Indian IT industry. According to a research conducted by NASSCOM, every year more than 3 million graduates and post-

graduates are added to the Indian human-resource and out of these, only 25% of IT graduates are considered employable by fast growing IT & ITES industry. The Indian IT industry is one of the top contributors in economic growth of the country and therefore, it requires skilled workforce as per industry needs. Various factors responsible for requirement of skill set requirements for the Indian IT industry include the following:

### **THE CONTINUOUS DEMAND OF SKILLED WORKFORCE**

Since the Indian IT industry will continue to take potential growth in near future, the demand for skilled IT, Engineering and Science graduates is expected to increase remarkably.

#### **Value Added Services**

In Indian IT industry, there are varieties of value added services emerged in last few years such as process engineering, architecture development, process re-engineering, infrastructure management, application migration, etc. IT services are gradually transforming into IT consulting services and this move would help companies to get the project of higher value and to expand the business and therefore the skilled workforce would be required to fulfill the business requirements.

#### **IT Solutions targeting to Multiple Industries**

In last few years the BFSI sector has maintained the dominant position and other industries such as Retail, Healthcare, Education, Telecom, Supply Chain, etc., are going to be prominent industries for which, customized IT solutions are available across the industry.

#### **Opportunities in Cloud Computing & Green IT**

In continuation of technological developments, Cloud Computing is going to be the potential vertical.

#### **Global Market Opportunities**

In recent years, the Indian IT industry has seen prominent growth across the globe and the share of business is increased from other part of the world such as Europe, Latin America, Africa, UAE, Japan etc. This growth would open the door for new opportunities and to fulfill the distinct business requirements, industry would require skilled workforce.

#### **Projected Industry Size**

According to the estimation, the Indian IT industry is expected to record USD 220 billion from exports and USD 60 billion from domestic front by FY 2022 growing at a CAGR of 12.8%. There are various reasons such as increasing public sector spends, sustainable GDP growth, implementation of IT solutions in different industries, expansion of IT industry in tier-2 and tier-3 cities, etc. which would be considered the driving force of domestic market.

In order to sustain the growth of IT industry, India would require rich pool of skilled workforce to provide integrated and end-to-end IT solutions with flexible business models and technology expertise.

### PROJECTED HUMAN RESOURCE REQUIREMENTS:

As per the studies conducted, and keeping the growth of Indian IT industry into consideration it is estimated that the industry would employ around 7.5 million of manpower by FY 2022 and around 2.3 million employees in the IT & ITES industry by FY 2015. The majority of employment is expected in ITES export sector, IT & Software export followed by domestic market.

### EMPLOYABILITY GAPS IN INDIAN IT INDUSTRY.



There are numerous job opportunities available in India, yet there is a huge deficit of employable talent in India. The need gap is the earth of employability skills among students. India is one of the largest education systems in the world. In India more than 31 lakh graduate every year - twice as much as US and 3 times more than UK. Yet, a recent survey found that more than 60% of total Indian graduates are jobless.

The National Association of Software and Services Companies, (NASSCOM) - McKinsey Report predicts India will confront a huge shortage of skilled workers in the next decade, particularly in the BPO industry. It also says that the IT industry currently faces a shortage of 5,00,000 skilled workers. Other industries like Retailing, Telecom, Manufacturing, etc will also create 10,00,000 new jobs in the next 5 years. So, why do we have so many graduates without job at one end, and so many companies without hireable employees at the other end in the country? The need gap is the lack of employability skills among students.

### Even industry leaders lament the lack of hireable talent in India.

- There are huge numbers of fresh [university] graduates who are just not hireable. *"They do not have soft skills like good communication, presentability, analytical ability etc"* says Anand Saraf, Managing Director of Iqura Technologies, Bangalore.
- *"I spend more time on human resources and training fresh hires than actually doing work,"* laments L&T's Chairman A.M. Naik.

- *“The challenge before the Industry does not lie in the supply of talent, but rather that of employability”* says Mr Azim Premji, Chairman - Wipro Industries Ltd.

In last few years, it has been seen that, the significant gap between Demand (driven by IT industry) and Supply (driven by Academic Institutions) is getting increased and further to this, not all graduates are employable as per the industry requirement. This huge employability gap has become one of the biggest challenges in Indian IT industry. There are various reasons to this gap and is affected by different socio economic factors. According to a recent study, only 25% of IT graduates are considered employable as per industry standards, and only 17.85% are eligible for the job in IT service sector with 6 months training. Quality of education and facilities at higher level are one of the most considered factors of skill gap among students. Most of the engineering colleges and institutions are not producing the desired results when it comes to these two required parameters. Further to this, Universities and educational institutions are unable to develop updated curriculum and syllabi according to current technology trends. As a result, the students who are passed out are not well equipped with required skill sets and therefore, companies are required to incur additional cost to train these fresh graduates and newly hired employees. In current scenario, educational institutions follow conventional approach where, students have fewer opportunities to do interaction with industry; instead the expected approach is to provide a comprehensive platform to students where they can interact with industry experts and can get the practical exposure. Further to this, institutions need to create the pool of industry experts who can work with academicians to produce the industry ready curriculum and training.

There are multiple skills and competencies required to become worth employable in the IT industry, which can be broadly categorized as below:

#### **FUNDAMENTAL SKILLS:**

These are the basic inherent skills and abilities which are required to perform a specific job. In general aptitude, logical reasoning, quantitative abilities are considered as fundamental skills that build foundation for a career progression and development.

#### **TECHNICAL SKILLS:**

These are the skills and competencies which are acquired during school/college or professional education. These are considered as knowledge based skills that are taught during various educational and professional courses to make an individual ready for a specific job. Different skill sets are required for different jobs and industry. In terms of IT industry, there are various types of domain skills which are considered as technical skills such as computer programming, web designing, project management, NET, C#, PHP, Java, SQL, HTML, CSS, MS Office, etc. The practical application of domain knowledge is essential to build higher employability factor.

#### **COMMUNICATION SKILLS:**

These skills are required for effective communication including both verbal and written communication skills. It consists of primary skills like language skills like reading,

writing, speaking, listening to make effective two way communication. It is one of the most prominent skill sets required to increase the employability quotient.

#### **INTERPERSONAL AND SOFT SKILLS:**

These are required to act, to work and to perform in social and professional work environments. It includes variety of skill sets such as leadership skills, time management skills, team building, etc. Managing relationships at work is key requirement to perform and achieve the desired objective.

Blue chip companies, IT majors, MNCs and other major organizations expect excellent standards of communication skill in English. Keeping in mind the various slangs of different regions of the English speaking country, candidates are expected to be skilled to listen, understand, and speak in effective English. And so, proper training both in British and American accent is required. In software and other engineering services, the engineers are expected to read, understand and write in proper clear English.

The *top ten* skills needed for employability are:

1. Motivation and enthusiasm
2. Interpersonal skills
3. Team working
4. Flexibility and adaptability
5. Initiative/productivity
6. Problem solving
7. Planning and organization
8. Managing own development
9. Oral communication
10. Written communication

Employers want intelligent, rounded people, who have a depth of understanding, since they can apply themselves, take responsibility and develop their roles in the organisation. Employers also want graduate recruits to demonstrate a wide range of attributes, apart from the traditional high-level academic abilities of analysis, reflection, critique and synthesis. They want new recruits to add value rapidly. Employers want graduates because they can potentially do more than add value. Employability is enhanced by good learning, and can be incorporated without damaging the subject specific dimensions of learning.

#### **MEANS TO REDUCE THE EMPLOYABILITY GAP:**

The ways to reduce employability gap in IT sector in India should be attributed to public private partnership. Companies should impart practical training to fill the void in the supply and demand gap. Colleges and education institutions should work to improve the soft skills and personality development of the students. Quality faculty and sound infrastructure are also required to meet the expectations of IT companies in India. It is required that industries should work with academicians with effective collaboration for meaningful



research and development. Only overall development other than IT skills can meet the vast potential of IT sector in India.

### **Employability assessment to identify the employability skills & quotient**

Employability assessment and tests could help companies to identify employee's right skill set that is required to perform a specific job. In last few years companies are gradually conducting the employability tests and find these tests and assessments very useful to get the right candidate for the job. Through these tests and assessments candidates can know more about their employability quotient and to plan his or her career. Further to this, companies can ensure that the hired candidate possess the required skills and competencies.

### **Employability training**

Employability Training is the methodology to fulfill the gaps and train candidate to become "EMPLOYABLE". Such Trainings are helpful for all but are MORE helpful for fresh graduates who are not aware of the industry trends and technologies required to boost their employability.

### **CONCLUSION:**

Every occupation and profession has its own jargons and expressions, which practitioners will use. Unless one learns these words, understanding these jargons are not possible. Employers rate the ability to communicate well as the topmost skill among other skills. Therefore, develop the fundamental skills to keep work-life balanced while making a contribution at the workplace. The purpose of studying English should go beyond success in examinations!

To improve its competitive advantage, eventually the IT services industry would require industry ready individuals and not those who have to be trained in-house by corporate before they could start working.

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## A REVIEW OF MULTIDISCIPLINARY APPROACH IN HIGHER EDUCATION

**Dr. Asama S. Bagwan**

Assistant Professor, Brihan Maharashtra College of Commerce, (Autonomous), Pune

**ABSTRACT:** The National Education Policy 2020 is announced with the aim to make India a global knowledge superpower. The policy envisages that the curriculum and pedagogy of our institutions must develop among the students a deep sense of respect towards the fundamental duties and constitutional values and a conscious awareness of one's roles and responsibilities in a changing world. One of the important dimensions of this policy is application of multidisciplinary approach to higher education. This article emphasizes the need of such approach in Indian Higher Education Institutions. The leading institutions have already applied multidisciplinary approach to their courses.

**Key Words:** Approach, Education Commission, Higher education, Multidisciplinary

### OBJECTIVES OF THE RESEARCH ARTICLE:

- i) To take a brief review of the historical developments of Indian Higher Education,
- ii) To emphasize the significance of multidisciplinary approach to Higher Education.
- iii) To describe initiatives of the leading institutions towards multidisciplinary approach.

The National Education Policy 2020 (NEP 2020) was approved by the Union Cabinet of India on 29<sup>th</sup> July 2020. The policy replaced National policy on Education, 1986. This National Education Policy will lead to successful achievement of the global education development agenda reflected in the Goal 4 of the 2030 agenda for sustainable development which ultimately seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The policy document emphasizes that assessment of educational approaches in undergraduate education that integrate humanities and arts with science, Technology, Engineering and mathematics have shown positive learning outcomes like critical thinking ability, creativity and innovation, higher-order thinking capacities, problem solving skills, team work, communication skills, increased social and moral awareness etc.

## HISTORICAL REVIEW OF INDIAN HIGHER EDUCATION

In the ancient times, students lived with their teachers (Gurus) in *gurukuls* and ashrams and received education. The curriculum at that time was dominated by the teaching of the Vedas and *Vedangas*. During the Buddhist period, the higher education was imparted in *Viharas* and *Sangharamas*. The ancient universities *Nalanda* and *Taksashila* had won international repute. The introduction of a systematic higher education was the contribution of the British period. It was realized that the administration could not be carried on without education during the era of East Indian Company.

First three universities Calcutta, Madras and Bombay were established in the year 1857 by adopting the University of London as a model which was at that time an affiliating university. It was concerned with conducting examinations and awarding degrees. The teaching was conducted by various affiliated colleges. The three Indian universities followed the same pattern of the University of London. Later on the number of colleges increased to nearly 200 by the beginning of 20<sup>th</sup> century and as a result universities found it difficult to control it. It was also realized that the scope of universities was too narrow and some teaching and research work should be given to them. In this regard, Lord Curzon appointed the Indian Universities Commission in 1902 to review the progress of universities and to make suggestions. The commission recommended to enlarge the functions of universities by empowering them to appoint professors and lecturers, to undertake research activities etc. The next milestone in Indian education was the appointment of the Calcutta University Commission at the end of First World War.

After the independence, the Government of India appointed another commission under the Chairmanship of Dr. S. Radhakrishnan to survey university education and make suggestions. The commission submitted its report in 1949. In 1953, the Government of India set up the Universities Grants Commission to act as an expert body to advise the Central Government on problems relating to the coordination of facilities and the maintenance of standards in universities as well as fund allocation. In 1964, Kothari Commission was set up by the Government of India to review all aspects of education in India. The commission believed that teaching, research and propagation to be the main tasks of the universities.

## MULTIDISCIPLINARY APPROACH TO HIGHER EDUCATION:

There is a well-known definition of a specialist-‘a man who doesn’t know anything else.’ A student who has had the advantage of the university education, in whatever field of studies it may be, must in addition to the normal duties of chosen profession, also be able to perform the duties of citizenship. He must be prepared to make independent judgements on economic, social and political issues. Human life is touched by various disciplines.

There is a general criticism on higher education that students lack clarity of thoughts and expression, their general reading is poor, they do not go beyond their academic course, they have little understanding of the various issues which surround them. This is because the student has to choose in college a program of studies, which generally relates with

humanities or the social sciences or the natural sciences, and they have little freedom to venture themselves into other related fields which might bring richness to their lives. The courses offered are taught in more or less isolated compartments.

Dr. Palmer Craig, an American scientist believes that 30% of the total time of a student in a field of technology or the physical sciences may be spent in work in the humanities and the social sciences. The well-known Massachusetts Institute of Technology adopts the multidisciplinary approach in which the students of three year course have to spend nearly a year outside their direct area of interest. Educators believe a broad base is required if a student is not to become a robot.

When a person acts as a manager of any business organization, he has to apply knowledge from various fields of studies like economics for making decisions relating to the production volume, pricing etc. psychology because he deals with human beings, engineering for looking after production function, sociology as business is a part of society, statistics for making decisions on demand forecasting, data analysis etc, technology, law, taxation all these disciplines are interrelated. Thus, management is a multidisciplinary subject. This applies to all other disciplines.

Multidisciplinary approach has emerged as a form of pedagogy in order to improve students' critical thinking skills, communication skills and holistic growth. Any sustainable improvement in the human condition now requires an integrated and interactive mix of sciences, engineering, social sciences and humanities. (Rosalind Williams, 2007) Crossing the boundaries between the different fields of study thus becomes essential.(Sivagowari Sivagurunathan)

Multidisciplinary approach describes the juxtaposition of disciplines that may have no apparent connection but related to particular theme or topic.(Colin Graham et al). Removing silos between departments within higher education and modelling the value and impacts of multidisciplinary approaches should be embedded throughout the curriculum.(Herremans & Murch)

### **INITIATIVES BY HIGHER EDUCATION INSTITUTIONS TO ADOPT MULTIDISCIPLINARY APPROACH:**

The leading higher education institutions like MIT USA, IITs , IIMs have started to adopt a multidisciplinary approach while designing their courses. IIT Guwahati has announced a bachelor's degree in design that offers to branch out subjects like performing arts, ancient and medieval languages, architecture and so on. It has started centre for linguistic studies and technology, centre for Sanskrit, yoga and Indian languages and a centre for energy and rural technology.

IIT Jodhpur has created seven interdisciplinary research groups – Smart Healthcare, Digital Humanities, IOT and Applications, Space Technology, Quantum Information Processing, Robotics and Mobility and Science of Intelligence reflecting common research interests of faculty members from diverse disciplines – humanities, engineering, biological,

physical, chemical and mathematical sciences. If we really want to work for mitigating challenges posed by global problems like pandemics or meet sustainable development goals (SDG's) we need multi-modal multi-disciplinary approach. (Shantanu Chaudhary) IIM Kozhikode has announced two programmes having multidisciplinary approach-Post Graduate Program in Finance and Post Graduate Program in Liberal Studies and Management which is a unique effort to develop managers with a holistic perspective, who are emotionally strong, socially responsible and culturally adaptive along with being wise, impactful leaders and diligent team players.(Deepa Sathi)

In IIM Ahmedabad, the faculty members have the flexibility to initiate inter-disciplinary groups to address issues and management challenges that require a multi-disciplinary approach. Each faculty member has primary membership in an Area but may, in addition, take secondary membership in other Areas. The chairperson of the Area coordinates the various activities related to developing and running academic programmes. (IIMA)

MIT School of Engineering provides the various opportunities to its students to take up multidisciplinary courses like Harvard-MIT Program in Health Sciences and Technology. Housed in MIT's Institute of Medical Science and Engineering, the Harvard-MIT Program in Health Sciences and Technology trains tomorrow's health innovators. In collaboration with Boston-area teaching hospitals, graduate students in science, medicine, and engineering train side-by-side with faculty members drawn from Harvard and MIT. They explore the fundamental principles underlying disease with the aim of delivering preventative, diagnostic, and therapeutic advances.

## CONCLUSIONS:

A holistic and multidisciplinary education would result to develop all capacities of human beings like intellectual, social, physical, emotional, and moral. Such an education will help to develop well-rounded individuals that possess critical capacities in the fields across the arts, humanities, languages, sciences, social sciences, technology. Application of such an approach to the higher education is the need of time in 21<sup>st</sup> Century.

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## THE FUTURE SCOPE OF ARTIFICIAL INTELLIGENCE AND THE ROAD AHEAD

**Litton Prosad Mowalie**

Ph.D. Scholar,

Department of Commerce and Management,  
Shivaji University, Kolhapur- 416004, Maharashtra

**ABSTRACT:** Artificial Intelligence can be considered as the intelligence of machines through which machines try to mimic human intelligence. The scope of Artificial Intelligence is growing as AI can be used and machines can be trained in many circumstances to act and decide on their own. In India, the potential and breadth of AI is still in the process of adoption and its application is slowly creeping in to find smart solutions to modern problems. AI is being used today in almost all the major sectors like agriculture and agro-processing, healthcare system, arena of education, infrastructures development, transportations, cyber security, banking, manufacturing, business, hospitality, entertainment, and so on. The scope of Artificial Intelligence is highly promising worldwide and especially in India. It has immensely unbelievable potential to transform each sector of both the national and world economy for the benefit of society. There is not just a single technology under Artificial Intelligence, but there are many useful technologies. Some of those are machine learning, pattern recognition, self-improving algorithm, big data, and so on. As science and technology are creating the revolution all around the globe, there won't be any industry or sectors which would remain untouched by this powerful tool called Artificial Intelligence. The present paper deals with the future scope of Artificial intelligence and how it would transform how we think, work, and solve day-to-day problems both at the workplace and even in our daily life.

**Key Words:** Artificial Intelligence, Machine Learning, Scope of Artificial Intelligence, Future of AI, Data Analytics

### INTRODUCTION:

We are passing through a highly transformed, technology-driven, and innovation flourishing world of the 21st Century. AI or Artificial intelligence is one such innovative

wonder of the present time. AI is defined as “the simulation of human intelligence processes by machines, especially computer systems”. Some of the distinct applications of Artificial Intelligence include “natural language processing, speech recognition, and machine vision”. (Burns et al., n.d.). Specialized hardware and software are prerequisites for AI to write and train machine learning algorithms. Programming language like Python, R and Java is being used today for AI. AI systems fundamentally work by “ingesting large amounts of labeled training data, analyzing the data for correlations and patterns, and using these patterns to make predictions about future states”. AI programming specifically concentrates on the three important cognitive skills namely learning, reasoning and self-correction.

Arend Hintze, a professor from Michigan State University, pointed that Artificial Intelligence may be categorized into 4 distinct types, they are a) Reactive machines – these systems are task-specific and have no memory. IBM's chess program called Deep Blue is an example of this category. b) Limited Memory – AI systems of this type have memory, therefore they can get to the past experiences to inform future decisions. Self-driving cars are examples of this kind. c) Theory of mind – this specific term is a jargon word of psychology. However, when it is applied to the notion of Artificial Intelligence, it basically means that the concern system possesses the capabilities of social intelligence and therefore is capable to understand emotional aspects. In inferring the human intentions and then in predicting the human behavior application of this one is possible. d) Self-Awareness: AI systems under this category possess an unique “sense of self” that provides them human like consciousness. Machine designed with the capabilities of self-awareness understands its current state, however, this particular category is still futuristic and does not exists now. (Hintze, 2016)

AI is surely gaining momentum in our fast-paced, business-driven, competitive world. AI is being used today in almost all the major sectors like Agriculture, Healthcare, Education, Infrastructure Development, Transportation, Cyber Security, Banking, Manufacturing, business, Hospitality, Entertainment, and so on (Jain, 2020). And so presently, AI is very important because when it comes to business, it provides special insights to the enterprises regarding their grey area of operations which they might not have been aware of. AI can sometimes can perform certain tasks better than the humans. It is also amazing how AI tools can complete a job quickly with very high precision and accuracy. In addition, AI also provides assistance to improve operations and gain a competitive advantage over the competitors. Therefore, in the context of the phenomenal importance of AI in the contemporary world of business, its manifold contributions in various other avenues like education, agriculture, manufacturing, transport, etc. the present paper has been written. The present paper deals with the future scope of AI and how it can and would transform the way we think and the way business operates.

**RESEARCH METHODOLOGY:**

The present paper is descriptive and conceptual. The prime purpose of the paper is to disclose the future scope of AI. Therefore, the paper has been written based on secondary sources of data. The data thus have been gathered, referred to, and collected from various national and international journals, online books, websites, etc. The researcher tried his level best to browse through various materials related to AI to present information that is factual and verifiable.

**OBJECTIVES:**

For sake of the present paper, the researcher has considered the following objectives:

1. Study the future scope of Artificial Intelligence
2. To draw a conclusion and suggestions based on the study

**THE FUTURE SCOPE OF AI:**

AI has made its entry into various avenues of work and business. AI is used in multiple ways today. It has been incorporated in various types of technology; some of the examples are RPA - Robotic Process Automation. It is software that performs data processing tasks that were done by human beings traditionally. Machine learning is another one. Machine learning is a “technique of getting a computer function without the programming”. The technique called deep learning is actually a subtype or subset of machine learning, and it is used as the automation of predictive analytics. Researchers all over the world are also engaged in applying machine learning today. They use machine learning to develop robots and these robots are developed in such a way that are capable of interacting with people and things in social settings. If we consider the self-driving cars, it is again built on the premises of computer’s ability to visualize, recognize images, and deep learning. Thus, AI has a wider scope of application in every field we can think of. The wider horizon of AI can be seen in its application in various fields as described below:

**‘AI’ IN BUSINESS:**

There is cut-throat competition in business today. Therefore, survival depends on innovative solutions to customers’ issues and needs. AI is a highly helpful tool in business analytics and customer relationship management. Machine learning algorithms are integrated into various business dealings to serve the customer better. Customers require quick information, immediate service, and timely support, therefore using AI and chatbots customers are served. Even in the case of job positions, AI is making things automated. However, this trend is going to continue and in the future, AI will be used multiple other ways to understand the customers, their preferences and tastes, and even in handling customer grievances.



**‘AI’ IN FINANCE.**

AI in finance is being used today to collect personal data of the customers and clients and then provide appropriate financial advice. AI personal finance applications like TurboTax and Intuit Mint giving a shiver to various financial institutions. Artificial intelligence software is on the way to tackle trading on Wall Street, NSE, BSE, etc. In the US, AI integrated IBM Watson is being used even to buy a home.

**‘AI’ IN MANUFACTURING:**

Many manufacturing enterprises have been in the leading position of integrating and incorporating AI-enabled robots into their workspace and workflow. At one time industrial robots were simply designed to perform only one task and were kept separate from human workers, however, the situation has changed and today they are functioning as Cobots doing multiple tasks in collaboration with humans. They are taking responsibility for maintaining warehouses, serving on the factory floors, and even in other workspaces.

**‘AI’ IN MARKETING & ADVERTISING:**

AI application in the arena of sales and marketing is ongoing in full swing. Marketing professionals of today are smart and thus they leave no stone unturned to find a solution that will benefit their business. AI is capable of increasing efficiency both in sales and marketing. In the future, through the use of AI, personalized advertising will be possible. AI will facilitate gleaning the insights about the customers and their behaviors. Facial recognition through AI will also provide a better understanding of the customers thus would result in generating more revenue for the business. (Viswanathan, 2018)

**‘AI’ IN BANKING:**

Various national and multinational banks today started using AI virtual assistants to improve their performance and to cut costs of compliances with the banking rules and regulations. Banks are also using AI to upscale and increase its decision-making acumen especially in regards to sanctioning a loan, setting the credit limits of the customers, and even identifying prospective investment opportunities. AI-enabled chatbots are also used by banks to create awareness among customers regarding bank services and offerings. Further, it is also used to handle customer transactions without human intervention.

**‘AI’ IN DATA ANALYSIS:**

AI is and will be benefiting not only businesses but other organizations in regards to Data Analysis. Because AI can perceive the patterns and the similarities in data where humans fail. This special breakthrough would enable corporations or businesses to know the right customers and then focus on them for their products. An example of such a system is Fluid, a digital retail-oriented company. Fluid uses IBM-created AI called Watson to

recommend its product to genuine customers. Therefore, it is seen that AI will surely make our future bright and hopeful.

#### **‘AI’ IN CYBER SECURITY:**

Security vendors are highly attached today to AI and Machine Learning. Organizations today use machine learning in security information to detect various inconsistencies, to identify suspicious activities and malicious code that indicate major threats. AI has been also very effective in fighting cyber-attacks. Credit card fraud and forgery is a major concern and widely prevalent cybercrime. However, AI is capable of ringing an alarm to any new emerging attacks much faster than human employees. Novel AI techniques like Recurrent Neural Networks will be able to detect fraudery at the primary stage itself. Fraud detection instruments such as this one will be able to scan millions of transactions within a split of a second, identify the problem, predict the outcome and classify them into buckets for solutions. Ultimately, an AI system like RNN would save a lot of time. The reason behind this is because it directs its focus on cases with a high probability of frauds.

#### **‘AI’ IN EDUCATION:**

Teachers are often overloaded. They have to assess the work of the students, prepare grades and at the same time have to support their students so that they work at their own pace yet can complete the given tasks successfully. AI has come to their relief. AI can automate grading thus the teachers or educators have more time to do other things. AI also can tutor students providing additional support. Thus in the future AI tutor might be replacing some teachers as AI can change where and how students would learn.

#### **‘AI’ BREAKTHROUGH IN SCIENCE:**

Artificial intelligence has its greatest scope in science. A robot called ‘Eve’ created by a team of scientists of Manchester University and Cambridge found that an ingredient of toothpaste is capable of curing Malaria. This is a great discovery by a robot. It is an example of how AI will be playing a major role in science in the future. AI is also being applied in “synthetic biology”. It has been used for the manufacture as well as for the design of microorganisms that can be used in industries. Thus AI is surely going to transform science and how it functions today.

#### **‘AI’ IN TRANSPORT:**

Self-driving cars are no science-fiction today but the reality today. Self-driving cars gained worldwide market. However, at present, a driver has to be at the wheels to ensure security and safety. Companies like Google, General Motors, and Uber are on the run to gain more market share, all of them want to be top in the market. In such intense competition, it won’t take much time to create a driverless vehicle with the help of AI.

Machine learning also will be very crucial in this special initiative of having automated vehicles operate smoothly and efficiently.

**‘AI’ IN HEALTHCARE:**

AI has brought an unfathomable change in health sectors. AI is greatly instrumental in improving patients outcomes and making the cost reasonable. Many companies are utilizing machine learning for quicker and better diagnoses than humans. Other AI applications which are highly useful are virtual health-assistants, online chatbots and etc. These AI enabled applications helps patients as well as customers looking for healthcare to find appropriate medical information and even to make an appointments with the doctors. Even in the present pandemic time, various AI technologies are effectively applied to predict, identify, fight, and understand viruses causing the pandemic such as COVID-19.

**‘AI’ IN VARIOUS JOBS:**

AI is going to transform the workplace also. The new and innovative Robotic Process Automation, an very unique application of machine learning that makes the rule-based task absolutely automatic is gaining popularity. This automation process will enable people to direct their attention on the critical problem areas of their work as they would be able to leave their monotonous, routine work aspects to the machine. This automation may start from just simple data entry work to the whole process automation. AI might also blanket those jobs which are life threatening or health-hazardous such as bombs diffusion and welding.

**THE EMOTION BOTS:**

Technology has also evolved in regards to the Emotional Quotients. Recent innovations like Virtual Assistant Siri and Amazon’s Alexa manifest how AI is capable of comprehending human languages. They are also able to recognize and comprehend the various meaning of words and utterances from the context and make intelligent judgments. In the future, there is a possibility of emotional bots becoming a reality.

**CONCLUSION:**

AI is the latest buzzword in technology. The world of innovation and technology is moving in swift progression. It will be imperative for enterprises of all kinds to apply tools of AI to improve their performance, productivity and to be successful. AI is being used today by well-known tech-giant companies like Facebook, Twitter, Apple, and Google. AI is going to pervade all types of job arenas and careers in the coming years and it would impossible to stop the transition. The future is highly promising because as technology gets incorporated, new avenues of career will emerge in the domains like data analytics, machine learning, big data, data mining, software development, and so on. It is difficult to comprehend the future of AI at this moment as it can have wider applications in the future

than what we think or imagine now. AI will surely open immense opportunities for everyone who would invest in it, adapt to it, and will learn the techniques of using it appropriately. AI will surely transform the world in the coming years and the transition has already started.

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## **A STUDY ON AGRICULTURAL PRODUCTIVITY AND LAND USE PATTERN OF KHATAV AND MAN BLOCK OF SATARA DISTRICT, MAHARASHTRA**

**Mr. A. K. Ghadge**

Associate Professor & HoD, Statistics and Mathematics  
Dhananjayrao Gadgil College of Commerce, Satara (MS), India

**Prof. (Dr.) V. K. Sawant**

HoD Accountancy,  
Dhananjayrao Gadgil College of Commerce, Satara (MS), India

**ABSTRACT:** In Indian Economy, agriculture and its allied activities plays significant role. Agriculture sector provides food, fodder and industrial raw material. Agricultural activities are depends on water availability, soil pattern, land utilization and crop pattern. All over the world, agriculture is divided into two parts viz. Irrigated agriculture and Dry-land agriculture. Growth in the agriculture production is depends on productivity of crop per hector. India stood far away as compare to the world most agriculture productivity countries. In agricultural development, Satara district is one of the important districts of Maharashtra State. According to the Rainfall, Soil and Climate of Satara district is divided into two zones Western (Rainy zone) and Eastern (Dry zone). Irrigated agriculture is depends on water availability in dam, rivers, lacks etc. but dry- land farming is depends upon rainwater, storage of the moisture in the soil and types of the crops. The present paper highlights agricultural productivity and land use pattern in Khatav and Man Block of Satara district.

**Keywords :** Productivity, Land use pattern, Rainfall, Crop pattern

### **INTRODUCTION:**

Indian agriculture is gamble of monsoon. Out of 143 million hector of cultivated land 85 million hector is rainfed. It is also noted rainfed land suffers from low rainfall. Dryland farming is defined as crop production in areas with 500 to 600 millimeter (mm) annual precipitation. Actually overall dry- land farming productivity is practiced where annual potential water evaporation exceeds annual rainfall. Dry- land contributes 42 % of the total food grains production of the country. These areas produce 75 % pulses and more than 90 % of sorghum, millet and groundnut. Dry lands and rain fed farming will continue to play dominant role in agricultural production. Agricultural growth is the most important

determinant of rural poverty and therefore agricultural productivity growth has a positive impact on reducing poverty. The population growth of last 40 years is 2.26 % per annum and foodgrains output growth rate is 0.67 % per annum. Hence dry land agriculture management becomes very much significant. Agriculture production is either low or extremely uncertain and unstable are the real problems of dry land farming. In dry- land farming crop production is depend upon the amount and distribution of rainfall, moisture storage capacity of soil and crop pattern.

Satara district is one of the important districts of the Maharashtra State as concern to agriculture development. It has typical landscapes due to variation in relief, climate and vegetation. Climate is most important factor and causes for divide the district in two parts; one is high rainy region and another is very low rainy region. Mainly two zones of Satara District have been identified according to the rainfall pattern, Landuse pattern, Soil Characteristics, Climatic Conditions and Cropping Pattern. These zones are Western Zone (Rainy zone) and Eastern Zone (dry zone). In the present study focus has been given to study the changing trends of agriculture productivity and land use pattern of Khatav and Man Block of Satara district.

#### **SIGNIFICANCE OF THE STUDY:**

Agriculture sector is the backbone of the country's development. The dry land agriculture plays an important role in the progress of agriculture in the Indian economy. As many as 115 districts of the country of the dry- land farming spread over the two third of cultivated area of country and about 280 million people are living in this belt. It supports 40 per cent of country population and 65 % of livestock population. Thus dry- land and rainfed farming will continue to play a dominant role in Indian agriculture. Dry- land area besides being high temperature during summer, high evaporation rates, high humidity, high runoff, soil erosion and water deficient. The water is the most important factor of crop production, inadequacy and uncertainty of rainfall cause partial or complete failure of crops which leads to period of scarcities and famine. Maharashtra has about 84% area under rainfed conditions that means maximum number of farmers depends on dry- land farming.

The present research work intends to analyze the change in trends of agricultural productivity of dry- land region of Satara district. Agriculture production is influenced by Geographical, Climatological, Socio-Economic and Technological factors. Also there is need of farmer's attitude and direction of new thinking.

#### **OBJECTIVES OF THE STUDY:**

The major objectives of the present study are:

- 1) To study the trends in Agriculture Productivity and Rainfall in Khatav and Man Block of Satara district during two decades.
- 2) To reveal the changing trends in landuse pattern of these blocks.
- 3) To study the cropping pattern of dryland following under study area.

**DATABASE AND METHODOLOGY:*****Database:***

The present study is based on secondary data. The secondary data has been collected from District Statistical Office, Agriculture Technology Management Agency (ATMA) Satara District, Department of Agriculture Z.P. Satara, Statistical Abstract of Maharashtra, Socio Economic Review of Satara District etc.

***Statistical Tools:***

The numerical data has been analyzed by applying Statistical tools, and also maps and graphs are used for finding the trend of productivity in Khatav and Man Block of Satara district. Following Statistical Tools have been used for data analysis and presentation.

- Descriptive Statistics tools are used to graphical presentation, measure average production of yield, variance and standard deviation used to measure variation of crops.
- Proportional Test for land use under cultivation during study period.
- Index numbers are used to compute indices for crops, productivity yield index of the different crops.
- Time Series analysis is used for prediction total agriculture production and productivity.

***Study Period:***

The study period is from the year 2001 to 2020( i.e. two decades). Total study period is divided in two separate decades such as;

**Period-I :** From year 2001 to 2010, and

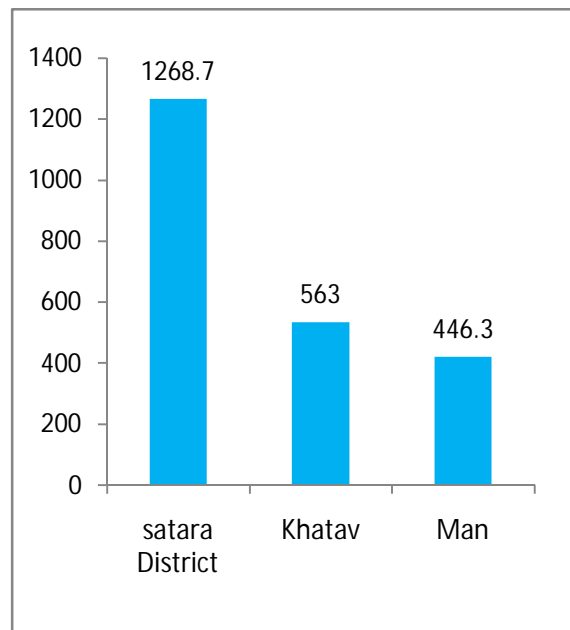
**Period-II :**From year 2011 to 2020.

**DATA ANALYSIS AND INTERPRETATION:**

For the present study data has been analyzed and interpreted in the following manner.

**Rainfall in Study Area****Table -1:** Changing trends in Average Rainfall of Khatav and Man Blocksof Satara District

Year	Average Rainfall of Khatav ( in mm)	Average Rainfall of Khatav ( in mm)
2001	518	357
2002	398	353
2003	260	149
2004	951	354
2005	684	572
2006	602	558
2007	593	595
2008	419	455
2009	566	627
2010	814	761
2011	373	225
2012	273	269
2013	575	407
2014	552	383
2015	376	302
2016	499	396
2017	655	485
2018	443	228
2019	892	703
2020	824	744
<b>Average</b>	<b>563.4</b>	<b>446.3</b>
<b>SD</b>	<b>196.1</b>	<b>179.0</b>
<b>CV</b>	<b>34.8</b>	<b>40.1</b>

**Figure -1:** Average Rainfall

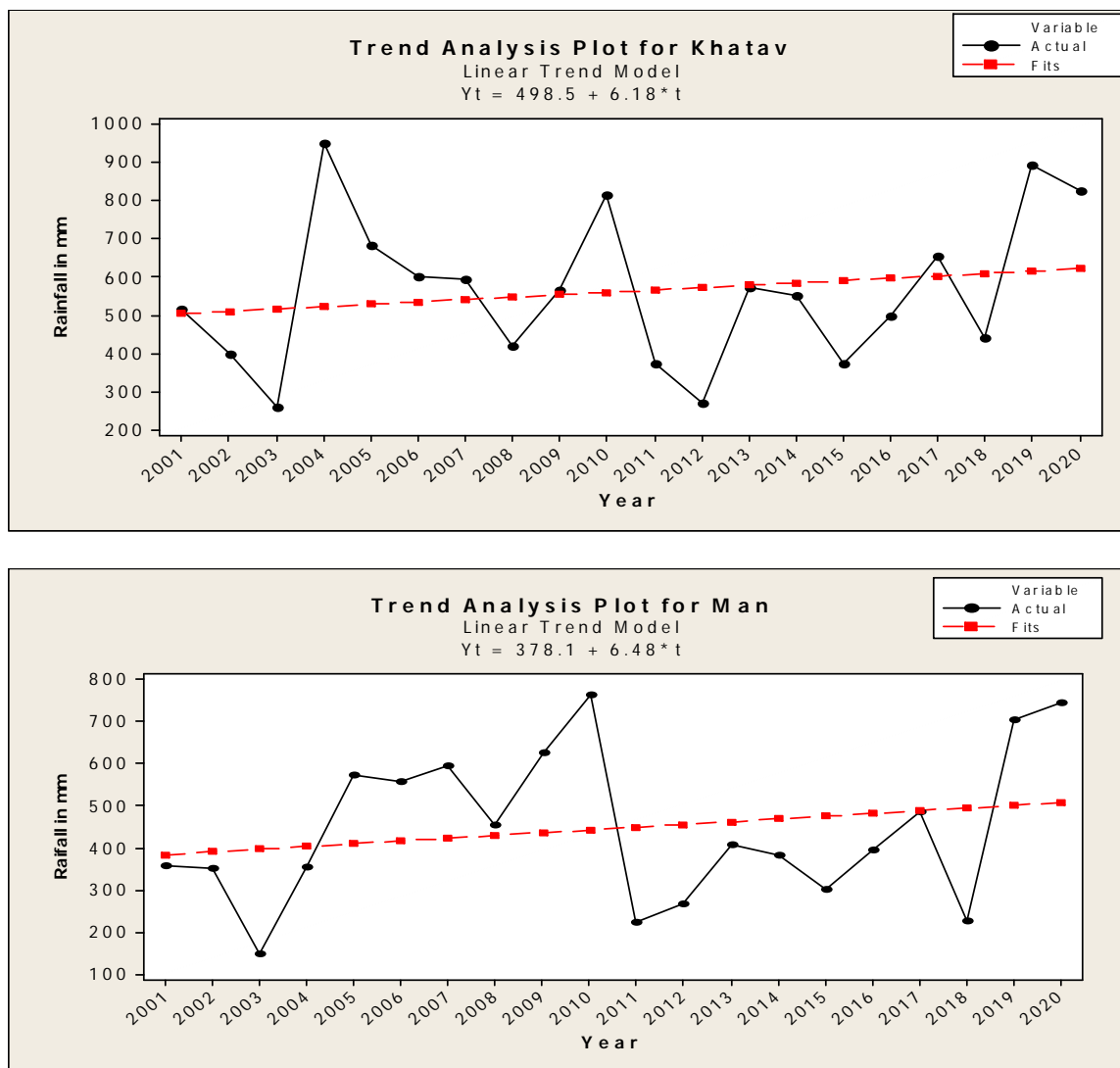
(Source: Socio Economic Survey of Satara)

From the above Table -1, it is seen that average annual rainfall of Khatav and Man Blocks is 563.4 and 446.3 mm respectively. However average rainfall of Satara district is 1268.7 mm. It is more than double of average rainfall of study area. In agriculture sector rainfall has prime important factor. Rainfall also determines the cropping pattern. Trend of agricultural commodities goes down whenever there is reduction in rainfall. From the last



two decades the average rainfall of these two drought prone blocks is 504.85 mm. from the above table, it is seen that highest average rainfall is 814 mm in year 2010 and in the year 2003 average rain fall is minimum i.e. 260 mm. From the above table it is seen that in study area agriculture production is depend on only rainfall.

**Figure -2:** Trend Analysis of Average Rainfall in Study Area



Trend Equations for rainfall forecasting of Khatav and Man Blocks are-

$$\text{Khatav: } Y = 498.5 + 6.18 * t$$

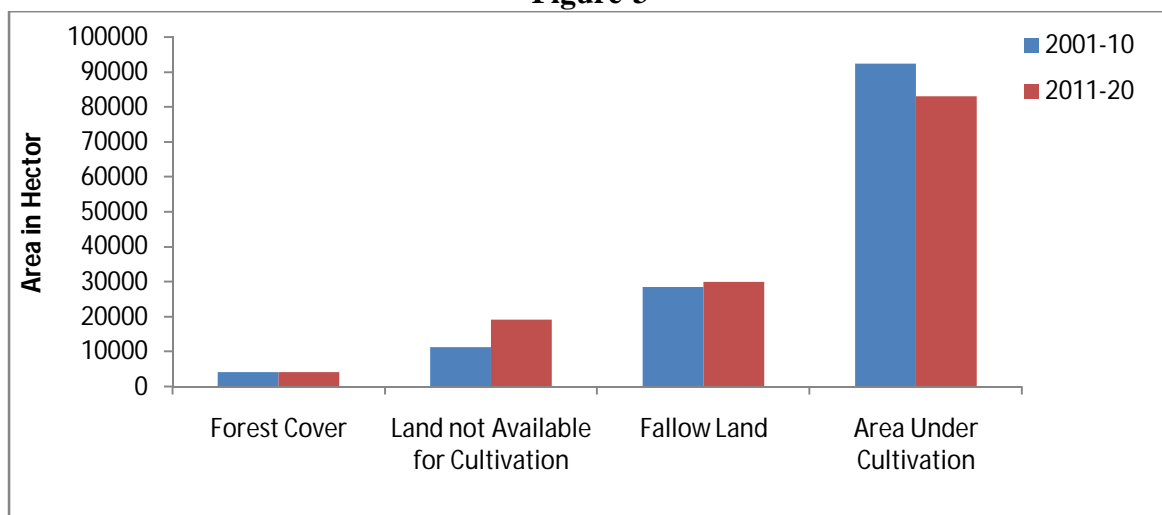
$$\text{Man: } Y = 378.1 + 6.48 * t$$

From the trend line graph it is seen that there is much more variation in annual rainfall during study period as compare to trend line. The points which are plotted on a graph are spread away from the fitted trend line, in both graphical presentation of rainfall data of Khatav and Man Blocks.

*Land Utilization:***Table -2:** Utilization of Land in Khatav Block

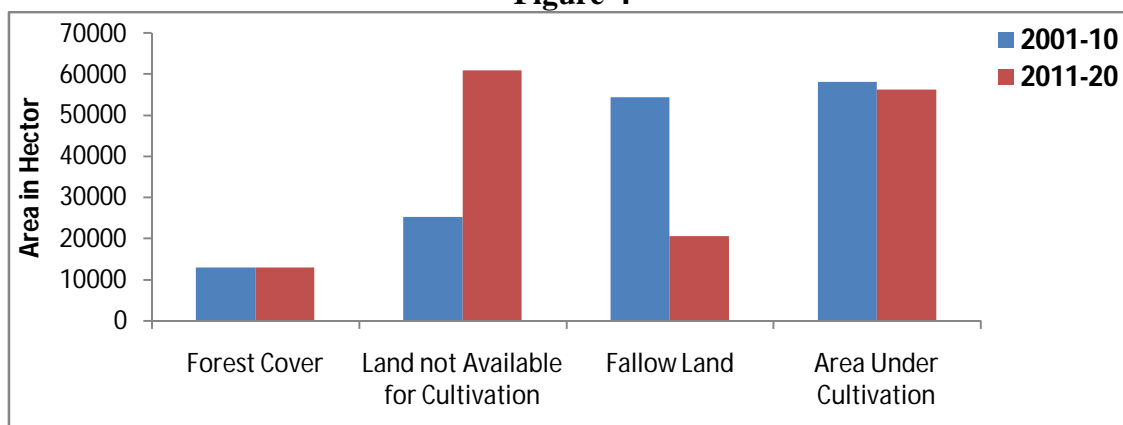
Period	Forest Cover (in Hector)	Land not Available for Cultivation (in Hector)	Fallow Land (in Hector)	Area Under Cultivation (in Hector)
2001-10	4121	11298	28602	92436
2011-20	4121	19218	30029	83089

(Source: Secondary Data Compiled)

**Figure-3****Table -3:** Utilization of Land in Man Block

Period	Forest Cover (in Hector)	Land not Available for Cultivation (in Hector)	Fallow Land (in Hector)	Area Under Cultivation (in Hector)
2001-10	12953	25272	54388	58174
2011-20	12954	61026	20556	56291

(Source: Secondary Data Compiled)

**Figure-4**

From the Table -2, it is seen that forest cover area remained the same in both (i.e. study periods) of Khatav Block. It is also seen that in Khatav Block 'Land Not Available for Cultivation' and 'Fallow Land' are increased in study period -II as compared to study period-I, and area under cultivation is decreased in study period-II.

From the Table - 3, it is seen that forest cover area remained the same in both ( i.e. study periods) of Man Block and 'Land Not Available for Cultivation' is increased in study period -II but 'Fallow Land' is decreased in study period -II as compared to study period-I, and area under cultivation is decreased in study period-II.

### **STATISTICAL TEST FOR EQUALITY OF PROPORTIONS FOR LAND USED PATTERN IN TIME**

#### ***Period-I and Period-II:***

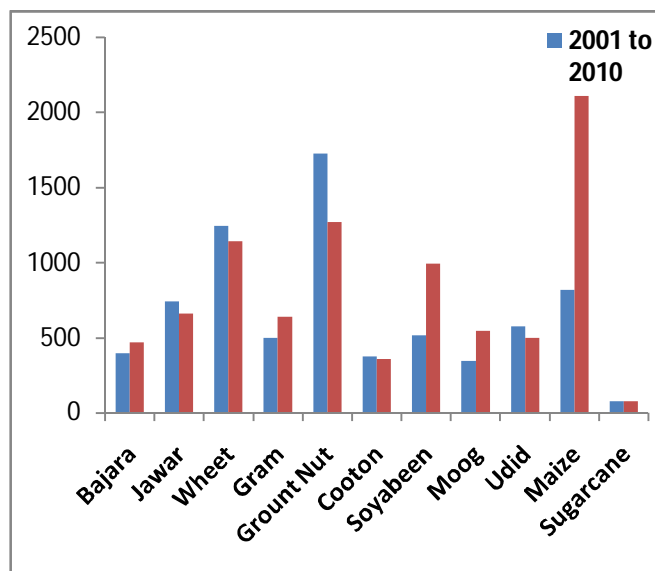
The duration of study is divided into two phases i.e. 2001 to 2010 and 2011 to 2020. Here, the researchers have tested for equality of proportions for land used pattern in study period-I and II. Land under the different heads in time Period-I are changed in time Period-II. The geographical area is remained the same. Here there is need to test whether the land utilization is proportionally significant or not. For that purpose Proportional Z test taken by the researchers. On the basis of 'Proportional Z test' it is observed by the researchers, there is no significant difference between land used patterns in both the stated time period.

#### ***Trends in Agriculture Productivity:***

The present study focuses on computing crop productivity of drought prone Block of Satara district. Jowar, Bajra, Soyabean, Pulses, Sugarcane, Cotton, Groundnut, Maize etc. main crops in the study area.

**Table – 4:** Trends of Major Crops in Khatav Block

Sr. No.	Crop	Productivity in Kgs (per hector)	
		2001 to 2010	2011 to 2020
1	Bajara	397.7	467
2	Jawar	740.6	662
3	Wheet	1243.9	1143
4	Gram	496.9	637
5	Ground Nut	1725.2	1271
6	Cotton	375.4	356
7	Soyabeen	515	992
8	Moog	345	544
8	Udid	576.2	497
9	Maize	817	2110
10	Sugarcane	77	77

**Figure-5**

(Source: Agriculture Technology Management Agency (ATMA), Satara District)

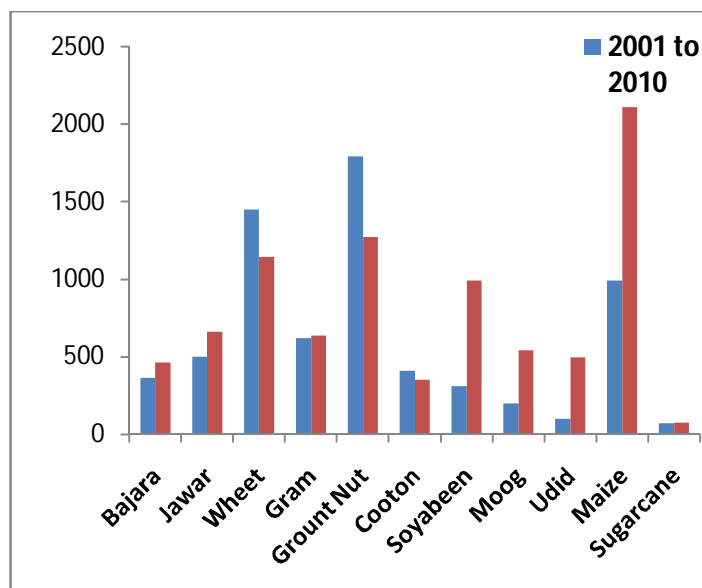
From the Table -4, it is seen that trends of average agriculture productivity of major crops like Bajara ,Gram, Soyabeen, Moog, Maize have been increased in study period-II. However, the productivity of crops like Jawar, Wheet, Summer Ground nut, Cotton, *Udid* have been decreased during study period-II as compared to study period-I in Khatav Block.

**Table -5:** Trends of Major crops of Man Block

Sr. No.	Crop	Productivity in Kgs (Per Hector)	
		2001 to 2010	2011 to 2020
1	Bajara	367.3	467
2	Jawar	501.5	662
3	Wheet	1448.2	1143
4	Gram	622.4	637
5	Ground Nut	1793.4	1271

6	Cotton	410	356
7	Soyabeen	314.2	992
8	Moog	200	544
8	Udid	102.4	497
9	Maize	993	2110
10	Sugarcane ( in tonnes)	72.8	77

Figure-6



(Source: Agriculture Technology Management Agency (ATMA), Satara District)

From the Table-5, it is seen that major crops like Bajara ,Jawar, Gram, Summer Groundnut, Soyabeen, Moog,Udid, Maize, Sugarcane have been increased in study period-II. However, the productivity of crops like Summer Ground nut, Cotton have been decreased during study period-II as compared to study period-I in Man Block.

**Linear trend equations for forecasting the agriculture productivity :**

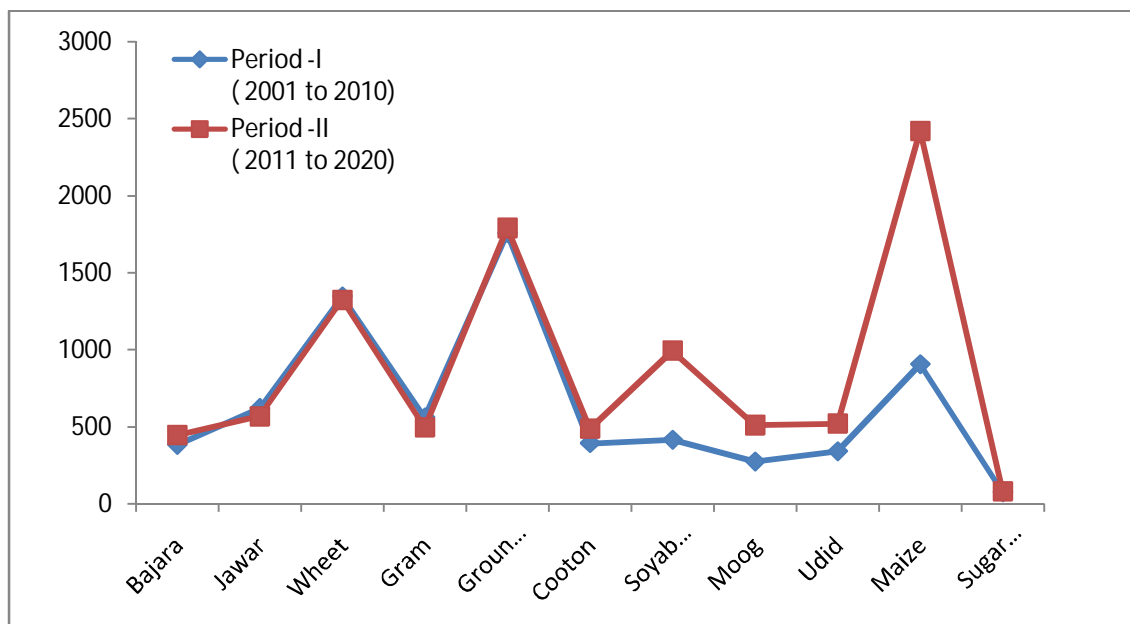
- Khatav Block During the study period 2001- 2010 is  $Y_t = 392 - 0.558 * t$
- Man Block During the study period 2001- 2010 is  $Y_t = 226 + 26.1 * t$
- Khatav Block During the study period 2011- 2020 is  $Y_t = 520.1 - 9.666 * t$
- Man Block During the study period 2011- 2020 is  $Y_t = 465 - 7.8060 * t$

**Table-6: Average Productivity of Major Crops**

Sr. No.	Crop	Productivity in Kgs (per Hectar) Period -I ( 2001 to 2010)	Productivity in Kgs (per Hectar) Period -II ( 2011 to 2020)
1	Bajara	382.5	444.5
2	Jawar	621.05	566.5
3	Wheet	1346.05	1323
4	Gram	559.65	495.5
5	Ground Nut	1759.3	1790.5
6	Cotton	392.7	484

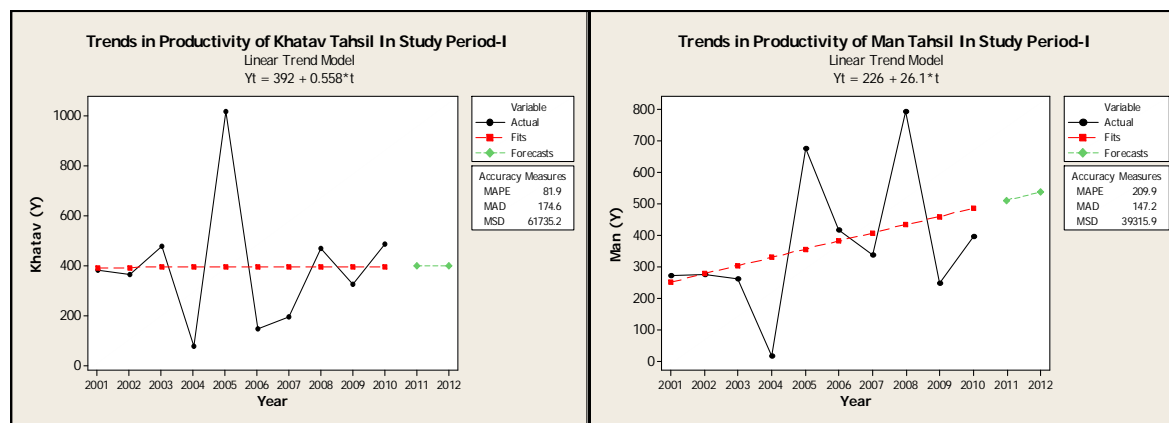
7	Soyabeen	414.6	992
8	Moog	272.5	508.5
8	Udid	339.3	519
9	Maize	905	2421
10	<b>Sugarcane ( in tonnes)</b>	<b>74.9</b>	<b>78</b>

(Source: Secondary Data Compiled)

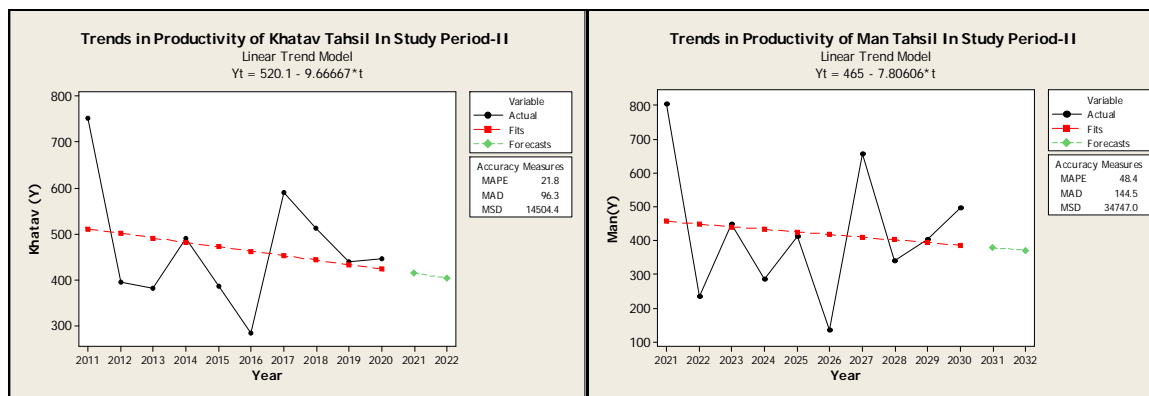


From the Table -6, it has seen that there is no change in agriculture productivity during the study Period- I and Period-II of the crops such as Bajara, Jawar, Wheet, Gram, Summer Groundnut, Cotton. However, the productivity of crops Soyabeen, Moog, Udid, Maize have been decreased during the study Paeriod-II as comapred to study Period-I, while productivity of sugarcane remained the same in study period-I and II.

Measuring Trends of agriculture production of Khatav and Man Block during 2001 to 2010



Measuring Trends of agriculture production of Khatav and Man Block during 2011 to 2020



## FINDINGS:

- Proportionally there is no significant difference of the land used pattern in the study area during Period-I and Period-II.
- Average rainfall of Satara district is 1268.7 mm and in drought prone Blocks showed near about 500 mm only. So, Block wise there is high variation in rainfall...
- In Land use pattern such as forest cover area remained the same in both study period of Khatav and Man Blocks. However, it is seen that fallow land in Khatav Block have been increased but in Man Block it has been decreased. Area under cultivation in both Blocks is decreased.
- There is no significant difference between land used patterns in both the time Periods.
- Trends of average Productivity of major crops such as Bajara, Gram, Moog, Maize in Khatav Block have been increased. However, the productivity of crops like Jawar, Wheat, Summer Groundnut, Cotton, Udid have been decreased during study period II as compared to study period-I.
- In Man Block trends of average agriculture productivity of major crops like Bajara, Jawar, Gram, Summer Groundnut, Soyabeen, Moog, Udid, Maize, and Sugarcane have been increased in study period-II. However, in Man Block the productivity of crops like Summer Groundnut, Cotton have been decreased during study period-II as compare to study period-I.

## SUGGESTIONS:

- There is a need to increase cultivation land area in order to improve agriculture production per hector in study area.
- On an average rainfall of these two Blocks is lower, therefore farmers have required to take crops which requires minimum water.
- In order to improve productivity of land it is necessary to make use of land by considering scientific view for production by applying cost control techniques.

- Follow land should be used for creation of Solar Power by using various Government Scheme for said purpose.
- The introduction of new technologies is radically changing land use. Better equipments, application of scientific techniques for improving moistures in soil, and new strains of crops and grasses should be considered by farmers for better utilization of land for improving productivity.
- There is an urgent need to create awareness among farmers about land productivity and land utilization by 'Government Agencies, Grampanchayats', and NGOs.

### CONCLUSION:

In the present paper the researchers pointed out need of improving productivity and land utilization especially dry zone area (Khatav and Man Blocks). It is observed that, the productivity of land is totally depending upon rain fall in that area but actually rain fall is less as compared to remaining blocks of Satara district. In these two blocks fallow land is more which can be cultivated by considering modern technology and equipments that will bring reliable productivity and it is also possible to utilize such land in better manner.

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## MODELS IN RESEARCH: AN APPLIED STUDY

**Prof. (Dr.) A. M. Gurav**

Dept. of Commerce & Management.  
Shivaji University, Kolhapur, MS, India

**ABSTRACT:** Research is nothing but **Re-search** means repeatedly search till getting the output and applications for the betterment of the stakeholders. Effective research, teaching, learning and overall development of the stakeholders in HE, especially as pre NEP-2020, model based applied research is essential. The researcher has focused on different research activities, where models have developed for respective research. Researcher should think out of the box, which helps him/her for development of the models for research and applications. The size, shape, layout, contents, length, authenticity, originality, design thinking, blue ocean strategy, inter and intra correlation, QC, intelligence etc are very important for model development in research. The researcher has thought minutely for development of the model, which will provide applications of research. The NEP-2020 has focused on applied research, where models in research will play significant role in coming future.

**Key Words:** Re-search, Stakeholders, Models, Applied, NEP-2020.

### INTRODUCTION:

Research means **Re-search** where repeatedly search till getting the predetermined output or result. The model based research is very much necessary for application of the research. Development of research based model means overall development of the researcher and research, which is useful to all stakeholders in higher education and especially in New Education Policy-2020. The paper writer has focused on model development concept in any type of research. Model in research means the consigned thoughts in a picture language with inter and intra correlation. The researchers have been collecting and tabulating the data but lacking in inference presentation and model development. The researchers are also using statistics with the help of others but they less aware about the inferences of the statistical outcome. Research is the good platform where we can contribute and share our thoughts with others by way of models. The deep thinking and establishing inter relation is essential for model development in the research. The research work can be classified into general, review based, specific, conceptual, path breaking, laboratory, library, secondary data based, etc, through which one can develop the suggestive research model. The collected data should be analyzed with systematic and scientific manner by using percentages, ratios,

standard deviation, correlation, trends, etc. with the help of statistical tools. The researcher has to prepare research based model with proper logic, pre-determined ideas, inferences, flow, PERT and CPM approach.

### OBJECTIVES:

- a. To study the models in research.
- b. To study application of models.

### RESEARCH METHODOLOGY:

This research paper is based on experience, study, reading, discussion and own research contribution at various levels. The paper is designed on the basis of primary and secondary data. The researcher has used his own developed models for this paper. The paper is designed for the purpose to motivate other researcher, which will help to young researcher to develop model building through their research. This paper is based on earlier study and models developed time to time. This paper has its own limitations and difference of opinions may occur with other researchers. This paper has based on Commerce and Management faculty, which may or may not be applicable to other faculties.

### MODELS IN RESEARCH: AN APPLIED STUDY

- a. Performance Appraisal Model for Employees: Manufacturing, Trading and Service Industries

1. Educational Qualification: (Please tick mark the appropriate square)

S. N.	Qualification	Respondent Response
1	S. S. C.	
2	H. S. C.	
3	Bachelor's Degree	
4	Master's Degree	
5	Other	

#### **Note: Calculation Hint:**

a. Lower Level Employee: SSC = 1 Weight, HSC = 2 Weight , Graduate = 4 Weight

b. Middle Level Employee: HSC = 1 Weight, Graduate=2 Weigh , Post Graduation = 4 Weight.

c. Top Level Employee: Graduate = 1 Weight , Post Graduate = 2 Weight , Post Graduate & Other = 4 Weight.

**Achieved Qualification weight by the Respondent X 25 Scale (Highest Scale)  
For all Levels of Management**

## 2. Quality of Employee's Work:

Poor					Below Average					Average					Above Average					Excellent				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25

*Selected scale by the Respondent X 4 Weight (For all Levels of Management)*

**Procedure for Performance measurement:**

1. Collect scale of performance and its respective product (Scale X Weight) from Immediate Supervisor, Colleague, Peer, Subordinate and Himself i.e 360 Degree Appraisal.
2. Take product sum from each and every Respondent i.e. Immediate Supervisor, Colleague, Peer, Subordinate and Himself separately.
3. Take the total of all respondents' sums.
4. Calculate average of the total.
5. Calculate the percentage of average of the total. i. e.

a. Lower Level Employee:    Total Product    Achieved Product

1425\*\*                                  575\*

100    ?

= 40.35% Performance.

\* Dummy figure

b. Middle Level Employee:    Total Product    Achieved Product

1425\*\*                                  1075\*

100    ?

= 75.43% Performance.

\* Dummy figure

c. Top Level Employee:    Total Product    Achieved Product

1425\*\*                                  1150\*

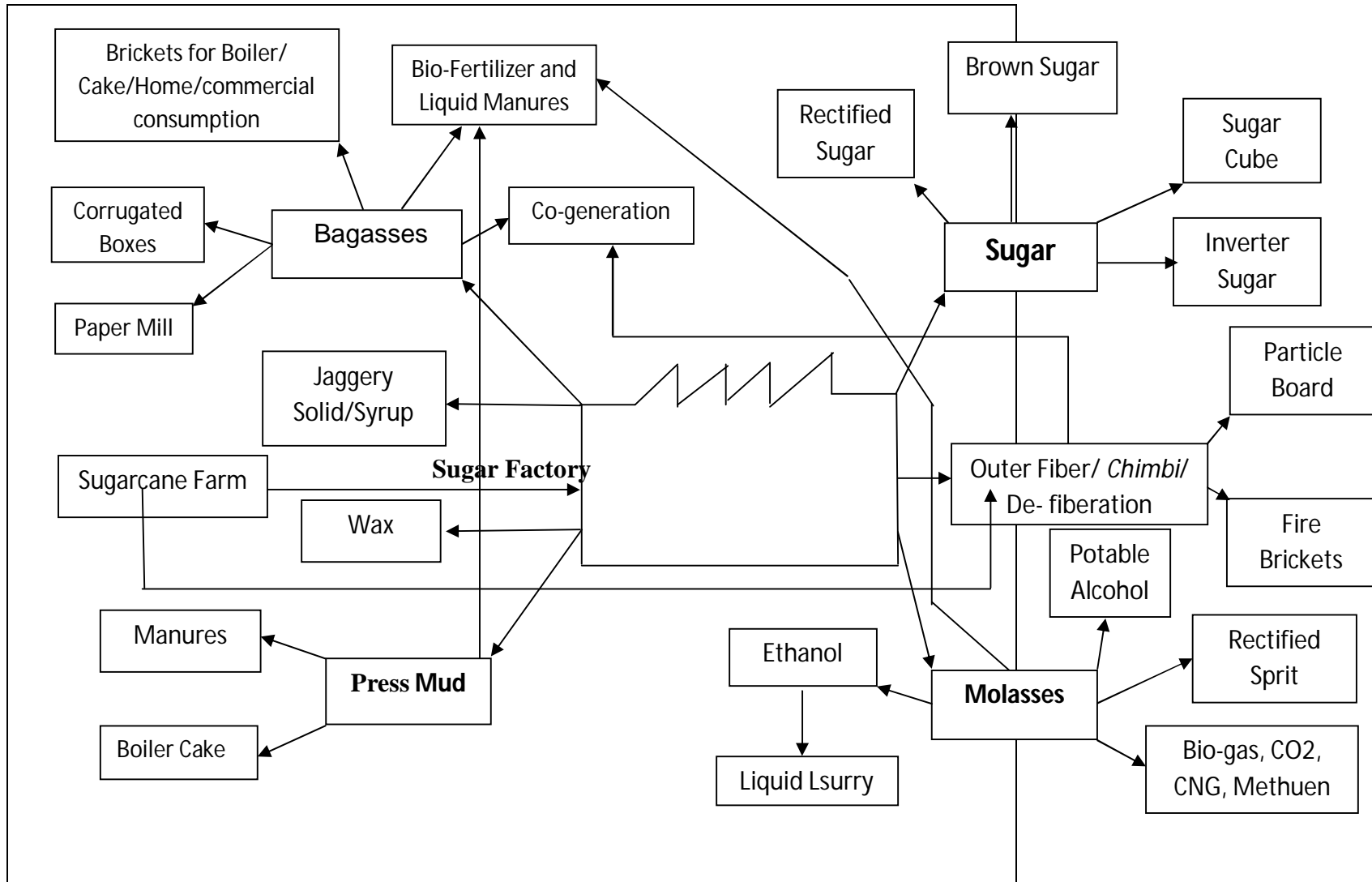
100    ?

= 80.70% Performance.

\* Dummy figure

It is inference that the suggestive models for employees performance appraisal system in **Manufacturing, Trading, and Service** rendering business houses have designed by the researcher. In these sample organizations knowledge and physical workers are working at three levels of management. The knowledge workers and physical workers performance measurement weight is not uniform so, the researcher has designed the measurement on 25 scale different weight score card for the measurement of employees performance. To develop HR Performance Individual credibility, Ability, Cultivate the company's culture, Proficiency, Business knowledge, Strategic performance management is required.

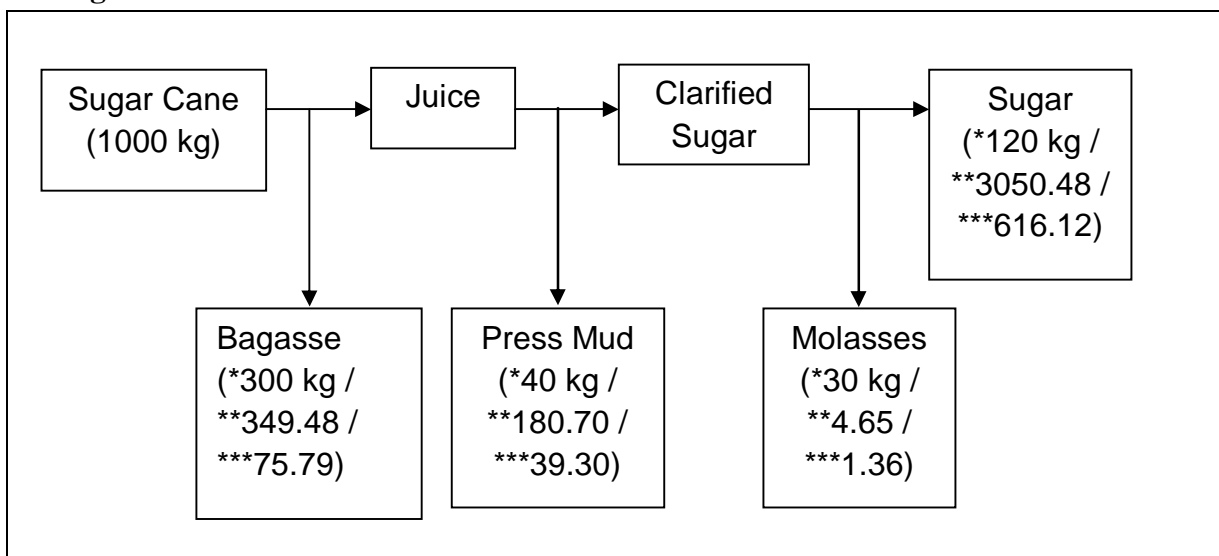
Considering these six core competencies, the researcher has prepared the PA models. The researcher has referred different rating methods including Numerical and Alphabetical. The researcher has also covered Four-level scales, Five-level scales, Six-level scales for PAS. Considering limitations in five level scales the researcher has developed “25” sub scales in “5” points scale for his performance appraisal research model. Considering this situation in PAS the researcher has studied and developed the PA Format or Model as following sequence. One can use Researcher’s model with *following sequences for understanding and standard....*

**b. Sugar Cane By-products Model:**

(Source: Field Survey)

The above model indicates that the sugar cane byproducts and its diverse uses. It is understand that sugarcane has huge potential and there has multiple uses such as individual livelihood activities and industrial propose, as like bagasses use for electricity generation, particle board, furfural and plastic etc, and similarly molasses use for animal feed, alcohol, spirit, ENA, yeast, carbon die oxide etc. However, It is found that selected cooperative sugar factories are engaged in traditional production, considering this, it is suggested that module No. 1, if sugar factories turn their investment in by products production as per supporting model No. 1 as well as considering the viability of project with invention and innovation it will benefit to main project, and in this way can be revival of cooperative sugar industries not only both state but also India too.

### c. Sugarcane Value Chain Model:



(Sources: Field work with support of Secondary Data, Note: \* denote output, \*\* denote cost of production and \*\*\* denote profit on output)

The above model reveals the sugarcane value chain and it is understand that after crushing 1000 kg sugarcane when recovery 12%, then we get 120 kg sugar, followed by 300 kg Bagasse, 40 kg press mud and 30 kg molasses, for this incurred processing cost Rs 3050.48% for sugar production, followed by 349.48 for the Bagasses, 180.70 for the press mud and 4.65 for the molasses and it is also found that from this sugarcane products and by products get profit as Rs. 616.12 on sugar production, Rs. 39.30 on Bagasse, Rs. 39.30 on Press mud and 1.36 on Molasses. Furthermore, it is calculate PV ration and BEP, which shows the positive outcome of sugarcane value chain with their byproduct cost consideration. It means sugarcane value chain has untapped potential. Moreover, it is stated that if selected co-operative sugar mill or factories concentrate on the cost effectiveness of sugarcane it will help to rejuvenation of co-operative sugar mill.

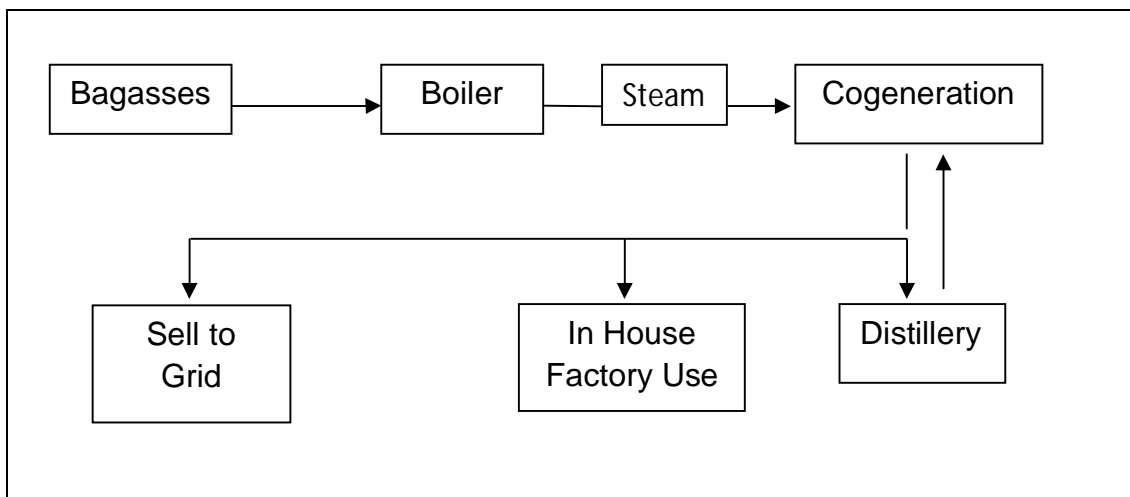
**d. Co-generation Model:**

Sr. No.	Particular	TCD	
		2500	5000
A	Cane crushed for 160 days season tone	4,00,000	8,00,000
B	Cogeneration per Season (160 days): Kwh 1. With Reference to Sugar Factory 2. Standard output of Electricity is 300 Kwh on per ton cane 3. Actual Production : (160 kwh power generate on per ton cane with 160 days of season i.e. five months only. It is considered only self used bagasses for electricity production)	6,40,00,000	12,80,00,000
C	Sales Revenue (Seasonal) : Rs. (Sale price is Rs. 6 per units). Cost of Bagasses has not considered because bagasses already burned for boiler for generation of steam for sugar production.	38,40,00,000	76,80,00,000
D	Cogeneration per Year (365 days): Kwh 1. The Electricity Production will be Base for 2500 TCD = 6,40,00,000 / 5 month = 1,28,00,000 Base for 5000 TCD = 12,80,00,000 / 5 month = 2,56,00,000 2. Similarly calculate for 12 month	15,36,00,000	30,72,00,000
E	Cogeneration for 7 months off season period: Kwh 1. The Electricity Production will be Base for 2500 TCD = 1,28,00,000 per month x 7 months = 8,96,00,000 Base for 5000 TCD = 2,56,00,000 per month x 7 months = 17,92,00,000	8,96,00,000	17,92,00,000

E	<p>Cost of Bagasses Purchase for 7 month boiler operation i.e. in off season: Rs.</p> <ol style="list-style-type: none"> <li>1. Bagasses to be purchased</li> <li>2. 1 tone Bagasses required for 1 Kwh electricity production.</li> <li>3. Additional Bagasses is required for 7 months off season</li> <li>4. 2500 TCD capacity = 8,96,00,000 kwh in 7 months X 1 Kg of bagasses required per kwh X 1.415 rupees cost per kg. bagasses</li> <li>5. 5000 TCD capacity = 17,92,00,000 kwh in 7 months X 1 Kg of bagasses required per kwh X 1.415 rupees cost per kg. bagasses.</li> </ol>	1,26,78,000	2,53,57,000
F	<p>Sale of Electricity (Off Season): Rs</p> <p>2500 TCD capacity = 8,96,00,000 kwh X Rs. 6 per kwh</p> <p>5000 TCD capacity = 17,92,00,000 kwh X Rs. 6 per kwh</p>	53,76,00,000	107,52,00,000
G	<p>Profit from Cogeneration in off season: Rs.</p> <p>Revenue (F) – Cost of Bagasses (E)</p> <p>2500 TCD = Rs. 53,76,00,000 – Rs. 1,26,78,000 =</p> <p>5000 TCD = Rs. 107,52,00,000 – Rs. 2,53,57,000 =</p> <p>Other cost is not considered because they already incurred although you use it or not to use it.</p>	52,49,22,000	104,98,43,000
H	Total Profit by way of Co-generation for 12 months of operation (C + G)	90,89,22,000	181,78,43,000
I	<p>Net Profit Rs.</p> <p>If assumed 50% profit is other all expenses. It is hypothecated. (50% H)</p>	45,44,61,000	90,89,22,000

(Sources: Field Work with Support of Secondary Data)



**e. Co-generation Model:**

*(Sources: Field Work with Support of Secondary Data)*

Model shows the bagasse based cogeneration and it is seen that the more straightforward solution is to produce electricity from the bagasse saved via a high pressure boiler i.e. steam and condensing turbo alternators. Thus, bagasse is easiest and best utilization for the electricity generation. Therefore, it is found that in Maharashtra have 51 cogeneration plants and in Uttar Pradesh has 1 cogeneration plant and it is noted that the Data S S S K Shirol, Kolhapur, Maharashtra is the first of its kind for cogeneration electricity production and supplying to the grid and Hardoi Sugar factory in U. P. was the first cogeneration factory in India. However, this cogeneration in cooperative sugar factories has been undergoing different limitations and challenges. Hence, it is noted that at present the government has been offering different facilities. Therefore considering field work data, researcher it is assumed that 160 days sugar mill was run and 160 kWh Power generated after crushing the 1000 kg sugarcane. Similarly researcher consider production of cogeneration with support of 2500 and 5000 TCD of sugarcane factory capacity as well as it split for the 5 month, 7 month and 12 month and it is seen that selected sugar factory use electricity for the in house sugar production and for the distillery production, besides its exportable sell to grid. It is also found that the electricity rate was Rs. 6 per units during the field survey, which contribute in profitability of main project. Its reason behind that in Maharashtra average capacity of cogeneration plant was 30 MW and its produce 300 Kwh electricity with in 160 day and out of only 30% consume for the factory production and remaining 70 sell to grid. It seems that cogeneration has cost effective to the selected sugar factories, but also they have heavy investment on set up plant. Hence, it is found that due to viable cogeneration project private company associated with cooperative sugar mill on the basis of build, operate and transfer (*BOT*) of cogeneration Plant opinioned by the selected respondents, finally it is concluded that the sugar industry has been tapping the vast opportunity of cogeneration potential.

**f. Menu Card: Recommended Menu Card -**

Vegetation									
S.N.	Name of Edible Item	Price	Quantity or Volume	Test	Flavour	Smell or Odor	Ingredients	Preparation Method	Peculiarity
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
Non-vegetation									
1									
2									
3									
4									
5									

Menu card is the mirror of the hotel, which shows the face of the hotel to the customers. The menu card provides information about menus available in the hotel. This is the information broacher about the available food in the hotel. This model Menu Card should be used in the hotel for effective marketing and food waste control. This menu card covers name of edible item, price, quantity, ingredients, preparation method, peculiarity, smell etc to attract the customers and minimization of ordered food waste. The developed / recommended menu card is really helpful to the hotel industry which will be helpful to attract the customers and also customers can think about the food to be ordered. The detail and elaborative menu card will help for confirming actual / provided test and expected test. Test is very important for the food. One of the researchers in Kolhapur (*Ref. Maharashtra Times, date 5-12-2013, Page No 5*) has been conducting study on South Indian food test especially why people preferring South Indian food that is they are getting real South Indian Food test? This study indicates that there is need of study on test; it means that test has playing vital role in the food marketing, food consumption and food waste control. It is also observed that menu card has prepared for edible *pan* (*Ref. Daily Sakal, Dated 24-2-2014, page 4*) in the pan shops. In the same way the hotels should prepare detail menu card for hotel food marketing.

### g. Entrepreneurship Development Model:

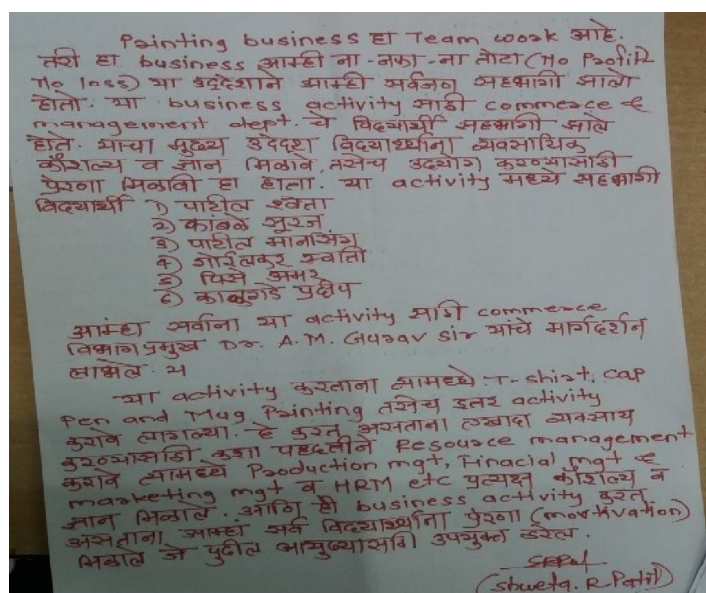


The researcher has organized two times self learning activity for entrepreneurship development among the students on campus. The researcher has motivated to the students for participation in this entrepreneurship development activity. The researcher has undertaken this activity in a systematic way for PG students for self development. The researcher has communicated and motivated to the camps based students for participation in this innovative self learning EDP activities. This active has conducted with rules and regulations and found very good response in two times. The attractive products, services and vibrant names have created the impact on self learning through EDP. Students were too much enthusiasts and self motivated for these activities. Daily use items have kept for productions and marketing in this self learning activity. These activities have conducted in February, 2019 and February, 2020 on campus. In this research it has found that the students are very sharp and smart. They have good exposure of various businesses, so that they may have different ideas for business. It is observed that students are good in business ideas. It can be inference that the young blood having good ideas of the business and it is a good indication of creativity, innovation, concept development, idea generation, startup etc. All stall owners have invested moderate amount Rs. 2000 for running the stalls. It is considerable amount for the students, though which they have learned and earned a lot. Return an investment is the basic parameter to measure the performance of any financial activity. It is an experimental activity, although these self learning event goes very well. It is suggested that in each and every educational insatiate self learning activity should be conducted or organized for providing hands on experienced to the students.

### CONCLUSION:

It is concluded that the research is nothing but **Re-search** where research based models can develop. Effective teaching, learning and evaluation is based on research. In HE,

especially in NEP-2020, model based applied research is very much essential. The researcher has focused on different research activities, where models have developed for respective research. The NEP-2020 has focused on applied research, where models in research will play significant role in coming future. Development of research-based model means overall development of the researcher and research, which is useful to all stakeholders in higher education and especially in New Education Policy-2020. The paper writer has focused on model development concept in any type of research. Model in research means the consigned thoughts in a pectoral language with inter and intra correlation. The researcher has focused on seven models including performance measurement of employees, sugar cane byproducts model, cogeneration, food waste control model, many card model and entrepreneurship development model. Research is the good platform where we can contribute and share our thoughts with others by way of models. The deep thinking and establishing inter relation is essential for model development in the research. It is concluded that self generated ideas have been motivating to the researchers and students to do the hard work. It has found that in less investment they have earned well. It indicate that minor amount of capital will help for learning and developing. It has found that hardworking talented manpower is essential for entrepreneurship development. It is suggested that in each and every educational insatiate, universities, researchers, students and all stakeholders in HE should think to and guide for development of models in research.



## REFERENCES:

- Field Work

## **SKILL-BASED, PROJECT-BASED AND WORK-BASED LEARNING (INTERNSHIP) AS KEY FACTORS FOR EMPLOYABILITY**

**Dr. Minum Saksena**

Assistant Professor,

Lala Lajpat Rai College of Commerce and Economics,  
Mahalaxmi, Haji Ali, Mumbai – 34 (M/S)

**ABSTRACT:** Employability is a set of achievements- skills, knowledge and personal attributes- that make an individual more likely to gain employment and be successful in their chosen occupations. An individual who wants to get employed will have two posses both the things together i.e. good education and higher level of skills.

The aim of the present research paper is to find out the role and importance of skill-based, project-based learning and work-based learning (internship) for increasing employability. This paper also focuses on the most required skills for the employability during pandemic situation because of lockdown affected the over-all rate of employment so which are most required skills in this VUCA world. For finding out the association among these variables, chi square has been computed between skill-based and project-based learning and employability, work-based learning (internship) during education and employability and education based on professional courses and employability. For hypothesis testing P value has been calculated. The results show that there is significant association among the above variables.

On the basis of study, it is said that education based on professional courses, skill and project-based learning with the curriculum and internship are important factors for employability. Some most required skill for employability during pandemic are ,technologies such as artificial intelligence, big data, ,Data Literacy ,digital skills, including coding.

**Key Words:** Skill based learning, data literacy, artificial intelligence, data literacy

### **INTRODUCTION:**

Higher education can develop employability among the students. A student must possess soft skill along with the subject knowledge. Robinson (2000) defined employability skills as “those basic skills necessary for getting, keeping, and doing well on a job. “Employability skills are teachable (Lorraine, 2007) and transferable skills (Yorke, 2006). In today’s world, employers are demanding skills from the graduate students, which are outside the study area in terms of higher education. Many organizations give more attention to the generic skills of the students rather than actual degree discipline.

In present scenario, demand has actually increased for professionals, technicians, managerial staff and skilled and educated workers and efficient office staff who would be able to perform multiple tasks. Every education institution needs to shift their focus from theoretical knowledge to the skill-based education with practical and dynamic methods. Universities should also try to focus on behavioral aspects like leadership skills, communication skills, and attitudes that will play the major role in the success of a person. Employers always want a set of skills from an employee like Problem solving, Team working, Self-management, Literacy and numeracy relevant to the position, Knowledge of the business, ICT knowledge, good communication and interpersonal skill.

The project-based learning can create opportunities for college students to alter themselves in according with their academic needs and appropriately put together themselves for the ever-changing global environment. So, there is an urgent need of making the existing education system relevant to market needs, a major restructuring of the existing system and how it is managed will be needed.

International labor organization estimated that globally more than 25 million jobs would be threatened due to the spread of coronavirus. Within a month, unemployment rose from 6.7% on 15 March 2020 to 26% on 19 2020 April. During the lockdown, an estimated 14 crore (140 million) people lost employment. Major companies in India such as Larsen & Toubro, Bharat Forge, UltraTech Cement, Grasim Industries, Aditya Birla Group, BHEL and Tata Motors have temporarily suspended or significantly reduced operations. The pandemic has accelerated the need to ensure that people around the globe have the necessary technology skills and access to do their jobs.

In today's fast-moving world, employability skill gap is the main problem faced by the both employees and employers. Reducing the skill gap can lead to professional enhancement, boosts efficiency, increase the chances of promotion and increases the employee retention.

## **REVIEW OF LITERATURE:**

The phenomenon of unemployment is not only happened in one country but also felt in many developing countries like Philippines, Indonesia, India, Thailand and the developed countries such as Britain and the United States (Ahmad Asrul, 2009). Therefore, graduates need to be competitive to ensure they can survive in the job market. To be competitive, well-educated graduates need to equip themselves with various skills. Hapidah and Mohd. Sahandri (2011) proposed four employability skills that every graduate should have, which are academic, connectivity skill, personality management, and exploration skills.

In addition to having skills in programming and system development, a graduate must also have soft skills (Noraidah et al., 2009). These skills are observed by the ability of working in groups, having good communication in writing and speech, and possessing a life-long learning skill.

According to the Centre for Monitoring Indian Economy (CMIE), one in four employees in India lost their jobs in just the last two months, as the coronavirus induced scare led to a nationwide cessation of economic activity. It is found that in this period the significantly higher concentration of science and engineering graduates in the state that has attracted the world's leading technological companies to set up software development centres.

Education becomes more important to ensure students to get a skill, creativity, teamwork, ability of innovation, problem solving skill communication skills, analytical skills with the subject knowledge.

### **RESEARCH PROBLEM:**

This study is designed to provide suggestions to higher education for including skill and project-based learning program in curriculum.

It also provides suggestions to the students to focus towards enhancing important skills, which are required for employability during these pandemic and post COVID -19 situations.

### **OBJECTIVES OF THE STUDY:**

- 1.To identify the importance of skill and project-based learning required for the job and employability.
- 2.To identify the role of work-based learning (internship) during the education period in employability.
- 3.To find out the difference between professional courses and simple course for employability.
- 4.To identify the important skills required for employability in the current situation of during and post lock down period due to pandemic among youth.

### **SCOPE OF THE STUDY:**

The study is undertaken in the city of Mumbai. Primary data is collected from youth of approximately 22 to 27age group. Mostly are working.

### **RESEARCH DESIGN:**

This study is descriptive and exploratory in nature. Both primary as well as secondary analysis of data is undertaken. The instrument used to collect primary data is structured questionnaire.

### **HYPOTHESIS OF THE STUDY:**

**H<sub>0</sub>:** There is no association between the skill and projects-based learning required for job and employability.

**H<sub>1</sub>:** There is a positive association between the skill and projects-based learning required for job and employability.



**H<sub>0</sub>:** There is no association between work-based learning (internship) during the education period and employability.

**H<sub>2</sub>:** There is positive association between work-based learning (internship) during the education period and employability.

**H<sub>0</sub>:** There is no association between education based on professional courses and employability.

**H<sub>3</sub>:** There is positive association between education based on professional courses and employability.

### LIMITATIONS OF THE STUDY:

- 1) Due to limitation of time and cost the sample size is kept small.
- 2) Only few simple statistical techniques have been applied.

### RESEARCH DESIGN & METHODOLOGY:

#### *Nature of study:*

The present study is exploratory in nature. In the present study Chi square is used.

#### *Sample:*

The study is conducted on 100 youth of 22 to 27 age group.

#### **Analysis:**

Chi-square test was applied to ascertain the association between skill and project-based learning required for job and employability, professional qualification and employability and internship during the education period and employability among youth then p-value has been ascertained for hypothesis testing on .05 and .01 level.

### RESULTS:

**Table-1:** Chi square matrix showing association between skill and project-based learning required for job and employability.

Sr.No	Variables	Chi square	DF	P value	Level of significance .05	Level of significance .01
1.	Skill and project-based learning required for job and rate of employability	19.57	2	.000056	Significant	Significant



**Table-2:** Chi square matrix showing association between work-based learning (Internship) during the education period and employability.

Sr. No	Variables	Chi square	DF	P value	Level of significance .05	Level of significance .01
1	Internship during the education period and rate of employability	17.71	2	.000143	Significant	significant

**Table-3:** Chi square matrix showing association between educations based on professional courses and employability.

Sr. No.	Variables	Chi square	DF	P value	Level of significance .05	Level of significance .01
1	Professional qualification and rate of employability	38.29	1	.0001	Significant	Significant

## DISCUSSION:

Table- 1 indicates that the Chi square between skill and project-based learning required for job and employability is 19.57 and p value is .000056 which is significant at  $<.05$  and  $<.01$  level, which indicates that the youth who obtained different skills through the different courses and also done many projects in studies easily got the job and which is also supported by Bennett (1999) as he has proposed a model on the provision in higher education which include five elements such as knowledge, disciplinary skills, workplace awareness, workplace experience and generic skills.

Project based learning (PBL) is the class room approach where the college graduates actively explore real problems and challenges. Project based learning helps the graduates to develop their skill for living in the high technological and knowledge-based society also promotes the lifelong learning. Skill learned through project-based learning (PBL) are highly attractive to the employers as it includes learning to handle interpersonal conflict, ability to work well with others, make thoughtful decision and solve the problem.

Thus, the first alternative hypothesis is strongly confirmed as p value is significant on both level and null hypothesis is rejected it means there is positive association between skill based and project -based learning required for job and employability.

Table- 2 indicates that the chi square between work -based learning (Internship) during the education period and employability is 17.71 and P value is .000143 which is significant at  $<.05$  and  $<.01$  level. Which indicates Internship is also very important factor for employability.

According to the center for research on college work force transition, Internship is the short-term opportunity for the college graduates to work for an organization where they learn through the real-world task. Internships are coordinated with the university coursework that helps to gain the knowledge from overall experience. Sadegh Rastetal (2015) presented the conceptual model of university – industry collaboration that described the effect of organization factors.

Organizations can take the form of internships or part-time projects. So, the students can work and learn through the practical knowledge about how the industry operates and expose students to the current realities of the workplace.

Therefore, our second alternative hypothesis that there is positive association between work-based learning (internship) during the education period and employability is approved as P-value is significant on .05 and .01 level.

Table- 3 indicates that the chi square between education based on professional courses and employability is 38.29 and P value is .0001 which is significant at <.05 and <.01 level. On the basis of responses, it is found that from working youth 88.57 % youth are professional graduates and 50 % have also done MBA OR MMS and 30 % have done CA OR CS hardly 11.42 % students have done only B.COM or B.A with M.A or M.COM. On the basis of study, it is said that professional qualification is also the important factors as in the professional courses like BAF, BMS MBA MMS we find project-based learning which includes presentation survey etc. In professional courses mostly we find case study methods and the different class-room environment which includes group discussion, PPT, etc.

Soft skill like classroom discussion, questioning, presentation skill, brain storming, teamwork and role play or simulation are the essential for the teaching – learning activities. Thus, our third alternative hypothesis that, there is positive association between professional qualification and employability is approved as P-value is significant on .05 and .01 level.

The pandemic has accelerated the need to ensure that people around the globe have the necessary technology skills and access to do their jobs. In areas where the pandemic is still an active threat, people need to be able to get work done while operating at a distance from co-workers. Job seekers may find themselves having to compete in a digital, fast-changing digital work with which they are unfamiliar. As most of us are in lockdown at home, we are left to wonder what a post-coronavirus-world might look like. Information Technology (IT) is now playing a vital role in enhancing the employability skill with current market situations.

People with less techno savvy faces lot of problems in day-to-day life and sometimes the job is endangered. Some important skills required by companies are -

***Adaptability and Flexibility:***

There will be few “jobs for life.” Someone that is going to succeed in a post-coronavirus-world will need to be able to adapt to ever-evolving workplaces and have the ability to continuously update and refresh their skills.

***Tech Savviness:***

The COVID-19 pandemic is fast-tracking digital transformations in companies as they are trying to become more resilient to future outbreaks and disruptions. The reality is that technologies such as artificial intelligence, big data, the Internet of Things, virtual and augmented reality, and robotics will make businesses more resilient to future pandemics, and anyone that can help companies exploit these technologies will be in a great position.

***Data Literacy:***

Companies that understand business trends and shifting customer needs are better able to respond in the right way should a future pandemic come along. However, the data is useless to a company unless there is data literacy—people equipped with skills to understand the data and make better decisions because of it.

***Digital and Coding Skills:***

The digital transformation of organizations got a boost because of coronavirus; therefore, professionals with digital skills, including coding, web development, and digital marketing, will become even more important than they are now.

***Critical Thinking:***

Another skill that will be essential as our global economy rebuilds from the damage done by COVID-19 is critical thinking. People who can objectively evaluate information from diverse sources to determine what is credible will be valued.

**CONCLUSION:**

Every education institution needs to shift their focus from theoretical knowledge to the skill-based education with practical and dynamic methods. Higher education must strengthen its connection with the industries to get knowledge about their demand from the students and to ensure the graduates to understand the conditions of job market so that they can develop the skills as per the requirement of the employer (Bassou El Mansour, 2016). On the basis of present study, it is concluded that skill-based learning has become a necessity for employability so various skill developments courses must be introduced with the curriculum and internship of one to two months must be mandatory by the college which will really help the students for easier placement in the good companies.

The paper also concluded that project-based learning facilitates the growth of learners in acquiring the aforementioned skills. The project-based learning can create opportunities for college students to alter themselves in according with their academic needs and appropriately put together themselves for the ever-changing global environment.

**SUGGESTIONS:**

- The study has suggested that Internship equips the students to adjust to the needs of the business once they actually join the industry.
- Organizations can take the form of internships or part-time projects. So, the students can work and learn through the practical knowledge about how the industry operates and expose students to the current realities of the workplace.
- Introducing National Systems of Vocational Qualification that can assure quality of education and training delivery through competence-based training and skills assessment.
- Provision for on-the-job training and directly providing workplace training facilities.
- Project based -learning should be introduced in all courses.

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**SOCIAL ENTREPRENEURSHIP FOR SOCIAL TRANSFORMATION****Mrs. Preeti Pratap Patil**

Assistant Professor,  
Department of Management (MBA)  
AGIMS, Sangli (M/S)

**Dr. Sharvari. S. Kulkarni**

Acting Principal,  
Kanya Mahavidyalaya, Miraj (M/S)

**ABSTRACT:** In economic development of any nation Entrepreneurs plays a very important role. But a Social entrepreneur plays a crucial role in social development of any country. Social entrepreneurs identify the different social problems like environmental, poverty, disability issues, old age issues and many more and try to give an innovative solution to these problems. To give solution for these problems there is need of Social Entrepreneurs. There are many organizations and NGO's who are creating a social value in the society through social entrepreneurship. In order to identify and give better and innovative solution to different social problems today there is a need of number of social entrepreneurs for uplifting the society. This paper puts insight on different social organizations, which are working in creating social transformation through social entrepreneurship.

**Key Words:** Social Entrepreneur, Social Entrepreneurship, NGO, Social Value, Social transformation. Sustainable development

**INTRODUCTION:**

Profit making is not the primary objective of social entrepreneurs like a traditional entrepreneur as they are fulfilling technical and non-technical requirements of society and maximize their profit and economic growth. Social entrepreneurs through different social organization work to promote social or political change and play a critical role in developing society, improving communities, and promoting citizen participation. Entrepreneurs play a very important role in economic development of country. Social entrepreneurs play a crucial role in social development of any country by working for the different social issues for different sectors of the society to create a social value in the society.

Social entrepreneurship is an idea or process that by means of an organization, social entrepreneurs can reform, transform and improve the society. Social entrepreneurs identify the different social problems like environmental, poverty, disability issues, old age issues

and many more and try to give a innovative solution to these problems. Such entrepreneurs try to create social value in the society and bring a social transformation. Their primary purpose is to defend or promote a specific cause, which they do with activities that raise awareness, knowledge, and acceptance of the cause.

### **OBJECTIVES OF THE STUDY:**

- 1) To study concept of social entrepreneurship through different social organisation in India
- 2) To study the role of social entrepreneurship for social transformation through selected social organizations in Sangli city

### **REVIEW OF LITERATURE:**

(Peredo, 2006): In this paper, the author explains that social entrepreneurship means exploiting the opportunities in the society and creating social values by employing innovation by tolerating the risk.

Tripda Rawal (Jan-2018): In this paper researcher through a focus on social entrepreneurship. He explains that social entrepreneurship can change the face of society. It has the best mixture of social service and entrepreneurship; this combination makes it most attractive and so unique in nature. The concept of social entrepreneurship rising in India and around the world has helped in serving the society in more meaningful manner than ever before along with living the spirit of entrepreneurship with its fullest

David Bornstein: In this book *How to change the world: social entrepreneurs and power of new ideas* author mentioned that like business entrepreneurs, social entrepreneurs are creative, self-driven, and courageous. They accept the change, exploit new opportunities, and think big. *Social entrepreneurs* are bringing novel, and successful, grass-roots approaches to a wide variety of social and economic problems, it may be from rural poverty in India to industrial pollution in the United States to child prostitution in Thailand.

Dr Nageswara Rao Ambati (2019) In this paper researcher explains that for the development communities and rural societies social entrepreneurs adopts various innovation approaches as per the requirements of the target groups and work for improving livelihood opportunities which leads to the inclusive development. The end result of social entrepreneurship process aims towards the mission of the organizations and largely depends on efforts towards achieving sustainable Development

### **DEFINITION:**

Social entrepreneurship is the process by which effective, innovative and sustainable solutions are employed to meet social and environmental challenges.<sup>5</sup>

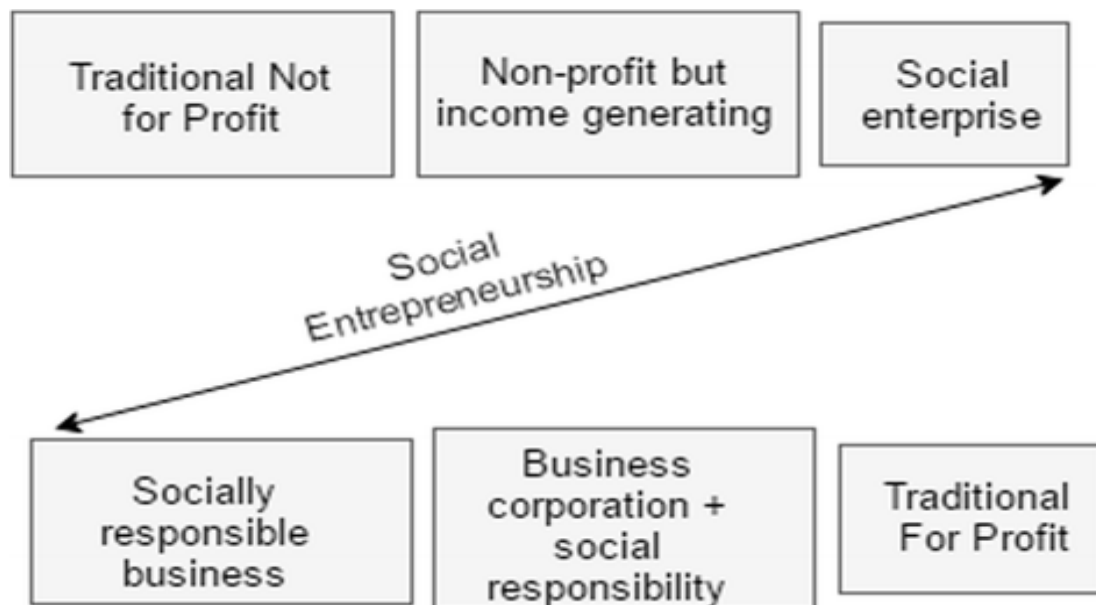
Social entrepreneurs are intended to drive societal transformations and such entrepreneurs concurrently act to address particular cases of social issues and problems and empower transformational progress throughout the system.

These are non-government organizations (NGOs) or social organizations working for education, children, women, the disabled, the elderly, unemployment, community development.

### EVOLUTION OF SOCIAL ENTREPRENEURSHIP:

Social entrepreneurship as a concept is not a new as we can trace the concept several centuries ago. It became popular in mid of 20th century due to the book “Social Responsibility of the Business” by H. Bowen’s (1953). Even before its conceptualization of social entrepreneurship ,few notable promoter of the social entrepreneurship idea are Florence Nightingale who is the founder of the first nursing school, the creator of the cooperative movement Rober Ownen ,the initiator of the India’s Land Gift Movement, Vinoba Bhawe and Maria Montessori, the founder of innovative teaching and educational methodology which helps in addressing children with various cognitive abilities, including mental illnesses (Journal of Global Entrepreneurship Research)<sup>8</sup>The social entrepreneurship is in the same time evolutionary and revolutionary phenomenon. It evolved throughout the centuries as a hybrid organization between for profit companies and non-profit entities, and offers an innovative approach and idea in creating added value for all the consumer, society, and the business owners.

Social entrepreneurship means identifying the social problem, exploiting the opportunities in the society and creating social values by employing innovation by tolerating the risk. The figure 1. explains the concept of social entrepreneurship.



(Source: Journal of Global Entrepreneurship Research volume 8)

**Figure-1:** Concept of social entrepreneurship.

There are number of non-government organizations working for social welfare at national and international level. The approximate statistic of active NGOs in India and Maharashtra are shown in following table.

Level	Approximate number of active NGOs
National level	101747
State level (Maharashtra)	13581

(Source: NGO Darpan)

Maharashtra and Uttar Pradesh have the highest number of NGOs working for welfare of the society as compare to other state in India. Still there is need of such social organizations and social entrepreneurs to uplift the weaker section of the society

### NEED OF SOCIAL ENTREPRENEURS:

1. Today there are many sectors in society facing a various social problem such as poverty, natural disasters, disability, women's right, orphans, unawareness of diseases like HIV or current covid 19 disease, sustainability of environment and many more where strong focus is required.
2. For the wellbeing of the society entrepreneur and the government agencies play a major role, but still there are number of sectors in the society whose needs are not fulfilled.
3. Today there are many entrepreneurs and NGO's who identifies the unmet needs of these sectors and work on social issue, they try to enhance the social value through social development.
4. Today if these social issues are not given importance, it creates lot of socioeconomic Problem to society in future. Social entrepreneurs identify these problems and try to give innovative solution. For social development, social transformation and improving Communities today there is need of such social entrepreneurs and social organization.

In recent years, the world is facing multitude challenges which threaten the sustainable social development. Economic, political and environmental crisis brought up a number of issues that need to be addressed adequately. Public funds are becoming increasingly insufficient, while businesses are expected to assume greater share of responsibility for social and environmental welfare. Those trends lead to the emergence of new concepts such as social economy and social entrepreneurship

### ROLE OF SOCIAL ENTREPRENEURS:

Social entrepreneurs are focused on social problems. They create innovative initiatives, build new social arrangements, and mobilize resources in response to those problems, rather than in response to the dictates of the market or commercial criteria. They play the role of change agents in the social sector. There are many social organizations in



India who are continuously working on social problems and creating a social value through social transformation of underprivileged sector of society.

Here researcher puts insight on some social organizations in India who really bringing a social transformation through social innovation. These organizations and like many more organizations play an important role for sustainable development of society,

***Bhumi Organization:*** It is one of the largest and independent non-profit youth volunteer organizations. Bhumi provides a platform and empower more than 30000 volunteers in more than 12 cities across India who are working for cause like environment, animals, education, community welfare etc. Up to 2020 Bhumi helps to educate more than 25,000 children in India. This organization was established to teach children at orphans in Chennai by a group of youth. This organization provides education support in community centres and children's home.

***Help age India:***

Help age India is a leading charity in India working with and for disadvantaged elderly from last 40 years. The main aim of this organization is to serve the older need in holistic manner and help them to live actively. It advocates for elder friendly policies and their implementation and also quality healthcare, action against Elder Abuse. It works hand-in-hand with Senior Citizens Associations understanding elder needs working with and for them.

***Smile foundation:***

It is one of the well-known organizations in India. Smile foundation is working for education of Poor Childs. It is one of the non-government organization in India which directly benefitting over 15,00,000 children and their families every year. This organization helps these poor children through more than 400 live welfare projects on education, healthcare, livelihood and women empowerment. It is working in over 2000 remote villages and slums across 25 states of India.

***Give India:***

It is one of the no profit organizations in India. It is an online donation platform and aims to channel and provide resources to reliable non-government organizations across India. As a web portal it helps raise funds and contributions from individuals across India and the world and then disburses these donations to credible Indian NGOs.

There are lot many organizations working in India and throughout the world which are continuously working for welfare of society. Still there are so many social issues and there is need of social entrepreneurs who are working through such social organization for creating social value

***Social Entrepreneurship in Sangli area***

In Sangli area social entrepreneurship plays a crucial role in social transformation. There are number of organizations who are working for different social issues like environmental, old age, orphans, women rights, health etching Sangli area near about 100 plus social organizations working in different sectors to solve the social issues and try to

create a social value in society. Following are some social organisations who are working to solve different social problems.

#### ***Niramay Remedial Training Centre (NGO)***

Niramay Remedial Training centre helps the children's who are not able to learn with speed of normal children and have a problem of learning. These children are not mentally disabled but somewhat slow learners. Parents have faced lot many challenges about the education of these children. Attitude of society towards these children was not good. This organization give training to such children After completion of basic education the students become confident and start some small business to earn some money and survive on their own. This the best outcome to make a balance in society. Some students take admission in normal schools. Attitude of society towards such children is also changed and become positive. These children get directions for their lives. In this way the organization try to bring a social transformation in the society.

#### ***Ajinkian Women Foundation***

This organization supports to women's who want to start a new business. The foundation provides training and skill development activities for women. Basically, the foundation is focusing on the women's mostly from weaker sector of the society. It organizes number of conferences to create awareness, knowledge and information about different government schemes for the women. Due to the support from the organization women becomes self-employed and helps to improve their confidence level.

### **CONCLUSION:**

Social entrepreneurs by means of a system can create a social value in the society. From above mentioned social organization it is clear that the roles of social entrepreneurs and social organizations are definitely helpful for social transformation. Social entrepreneurship tries to bring a social innovation. Number of social organizations are working for society but still the social entrepreneurship initiative is required. For identifying and giving better and innovative solution to different social problems today there is a need of number of social entrepreneurs for uplifting the society.

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## A STUDY OF SKILLS REQUIRED FOR SUCCESSFUL ACCOUNTANT

**Sanjay Pradipkumar Kamble**

Assistant Professor

Department of Accountancy

Dhananjayrao Gadgil College of Commerce, Satara

**ABSTRACT:** Presently, an accountant needs lots of accounting skills to do the job of an accountant. Among them are computer skills, numerical skill, critical thinking skill, industry knowledge, time management, spreadsheet proficiency, adaptability, accurate account book keeping skills etc. In this research paper, the researcher discusses the key skills required to become a successful accountant. The researcher is of the view that the benefit of this paper will definitely go to the students who want to work as an accountant or have their own career in accountancy.

**Key Words:** Accounting, Accountant, Skills,

### INTRODUCTION:

Accountants analyze and make financial records for individual clients and organizations. However, accountant skills vary depending on the specific job title. For example, Certified Public Accountants (CPAs) specialize in tax forms, balance sheet, income statements, and other types of business transactions and documentation it is legally necessary to the clients to disclose. This role requires sound analytical skills and strong ethics. Another type of accountants has advantages from these skills, along with additional knowledge related to his profession. Management accountants, for example, must have a strong understanding of budgeting and corporate finance, while government accountants must understand the nuances of federal, state, and local regulations for tax and financial reporting. Regardless of their specific business, all accountants should examine and clarify complex financial data and then communicate their findings to clients in a clear and concise manner. This role also requires strong interpersonal communication skills - many accountants work in teams and meet clients regularly. Wondering what it takes to be an accountant? We sought advice from three accountants to identify some of the higher skills needed to be successful accountants.

### RESEARCH METHODOLOGY:

For the study, data has been collected from various published sources i.e. online as well as offline, such as newspapers, articles, different research journals and different websites.

**RESEARCH PROBLEM:**

Nowadays, the business is very challenging and competitive, so employers hire multitasking staff for it. Therefore, students should learn accounting skills linked to industrial requirements. Accounting students should add value like good accounting skills, which can lead to higher employability. Institutions of higher learning need to play a role in providing courses that emphasize accounting skills such as communication skills, time management and problem solving.

**OBJECTIVES OF THE STUDY:**

To study various skills required in accounting for successful accountant.

**VARIOUS SKILLS REQUIRED FOR SUCCESSFUL ACCOUNTANT:**

The following various skills are required for successful accountant.

**1) Analytical Skills:**

In accounting, work requires a careful, detail-focused eye. Accountants should check large financial records to make sure every detail is accurate and current. Otherwise, their analysis may yield inconsistent results. "Accountants are able to analyze this," he or she says "Great accountants look at the output and decide if it's reasonable, so the accountant don't waste everyone's time on meaningless analysis when an Accountant take a step back and look at it from a common sense standpoint."

**2) Numerical Skill:**

Numerical skills are required for a career in accounting. Such numerical skills are built around basic mathematical skills in which the accountant can demonstrate their ability to understand and analyze numerical information and draw correct conclusions to arrive at the right decision. As an accountant the accountant will be engaged in preparing various financial reports. Accountant should be well versed in figures so that the accountant can link the figures in the income statement to the cash or balance sheet.

For example, the depreciation in the income statement should be added to the depreciation accumulated in the balance sheet. However, there may be some difference due to the sale or disposal of the property. But as an accountant, the accountant should be able to find out this.

**3) Critical Thinking:**

Accountants constantly encounter errors, discrepancies and errors - if they are not detected and resolved, these errors can have serious consequences for employers and clients. To address these complex issues, accountants must approach the situation seriously, considering all variables and potential risks. CPA Kyle Bryant notes that critical thinking is an "invaluable skill" in the accounting business. "Much of the daily calculation can be cut and dried," he says. "But only accountants who can think have financial policy and plans for the future are seen as real assets by their business partners."

**4) Organizing Skill:**

Accountants need to be highly disciplined to match multiple clients, meet deadlines, and adhere to proper reporting guidelines. Each assignment requires significant documentation, and unscrupulous accountants will struggle to keep track of important documents. "The best way to stay on time is to get organized," says Logan Allec, who works as a CPA. However, they clarify that the potential accountants shall improve their organizational skills before entering in to the business. "Accounting gig landings won't make you more organized by magic," Allec says. "If accountant want to be an institutional master at the beginning of his or her accounting career, they have to start organizing their life and responsibilities now."

**5) Interpersonal Communication Skill:**

In addition to analyzing and optimizing financial records, accountants should explain their findings to colleagues and clients, many of whom do not have a strong understanding of complex financial concepts. For this reason, accountants basically act as data interpreters. Prather says strong communication skills can strengthen his or her conversations. "Higher level accountants are using their interpersonal skills of communication to provide facility by large amount of data they have. This helps to remove unnecessary details which make the presentation less accessible."

**6) Adaptability:**

Like the tax and financial reporting frameworks, the accounting business is constantly changing and evolving. Accountants must always be prepared to adapt to changing standards and protocols, as well as new advances in technological advancement, workplace mobility, and client interaction. According to Bryant, change in the public accounting business is particularly common. "New customers come on board regularly and new projects come left and right," Being able to adapt and adapt to change is extremely important. "

**7) Time management:**

Many accountants work on many projects at the same time. The ability to multitask and effectively manage one's time ensures that accountants can meet deadlines and deliver satisfactory results to their clients. Bryant agrees that time management is essential for a successful accounting career. "Being able to work on a variety of projects and manage deadlines is a feature that sets a passable accountant apart from their high-shelf colleagues," he says. Bryant adds that these properties are especially valuable during the tax season, when many accountants are overloaded on clients and bound for unexpected maturity.

**8) Industry Knowledge:**

Accountants should have a detailed knowledge of financial statements and how they work. Technical expertise in a specific area of the article can shed light on a variety of topics. For example, laser skills are important for understanding credit and debit, while standard matching skills help accountants differentiate between ledger and trial balance. Furthermore, the Generally Accepted Accounting Principles (GAAP) for primary accountants, The Securities and Exchange Commission appeals to reporting, and to sharpen their understanding of initial public offerings.

He goes on to say that most major accounting firms offer skills training in a variety of competencies.

#### **9) Spreadsheet Proficiency:**

Today's accountants rely on different software programs to accomplish different tasks. Spreadsheets are particularly common, and Alec urges potential accountants to become familiar with Microsoft Excel and other spreadsheet platforms. Allec says, "It doesn't matter what type of accounting accountant are pursuing, in addition, it encourages accountant to take a Microsoft Excel course and create a spreadsheet in their spare time to track personal budgets or investments."

#### **10) Team Collaboration:**

Contrary to the stereotype of an accountant working alone at a desk, many accountants work on professional teams. By participating in team projects and collaborating with colleagues, accountants can create positive results for their organization and pave the way for valuable opportunities for advancement. "It's important to be a team player and learn from others,"

### **FINDINGS AND SUGGESTIONS:**

Accounting is a professional career that requires good technical skills to carry out tasks easily. However, good technical skills do not guarantee job completion as the accounting sector requires good accounting skills like time management, communication skills and adaptability. Combination of technical and accounting skills is an advantage for an accounting firm to survive in a highly competitive business nowadays.

Employers are interested in hiring multitasking employees as this can lead to cost savings. Good communication skills enable employees to meet the needs of clients. Work can be completed on time when the employee has good time management and problem solving skills. All of these things can be applied to reduce costs without further delay, ensuring that the client is happy to continue using the firm's services and achieving better firm performance.

### **CONCLUSION:**

The skills required to become a successful accountant are very important and the accountant is not perfect. If you want to become a successful accountant, if you have the skills of an accountant, then he will definitely be a successful accountant. The skills required to become a successful accountant are discussed in this paper. The skills we have seen are computer skills and accurate account book keeping etc. Use of Skills Discussed These skills is very important for students who want to pursue a career as an accountant or an auditor. This paper shows that they need these skills to become successful accountants.

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## ENTREPRENEURSHIP - ROAD TO REAL GROWTH

**Smt. A.A.Kotnis-Patel**

Assistant Professor

Mahavir Mahavidyalaya, Kolhapur (Maharashtra)

**ABSTRACT:** Entrepreneurship is a complex phenomena productive activity undertaken by an entrepreneur to sustain and improve it are the outward expressions of his process of the development of his personality. Entrepreneurship is the propensity of mind to take calculated risk with confidence to achieve a predetermined business or industrial objective in substance it is a risk taking ability of the individual broadly coupled with the correct decision-making. Entrepreneurship is an attitude of the mind can take risk but calculated months a true entrepreneur is one who can see possibilities in a given situation where others see none and has the patience to work out the idea into a scheme to which financial support can be provided. Industrial growth of a country is achieved through a mix of large and small industries.

**Key Words:** Entrepreneurship, Industry, Economy, development

### INTRODUCTION:

Globalization has become the hallmark of the 21<sup>st</sup> century. Globalization has the potential to make all people better. To make this promise become reality, entrepreneurship and management are the key factors. In the new millennium, the Indian economy continues to be in the throes of momentous change: the progressive barriers to capital flows and international trade, the spread of market based economies in key sectors and the exciting possibilities of beneficial change brought by transformative technologies. These changes have provided great opportunities for the Indian corporate sector, and it is poised to brave the challenges in the new competitive global landscape and capitalize on these opportunities. The imperative to compete in the global arena demands a radical shift in business outlook that transcends a simple reliance on exports as an indicator of organizations international credentials. The small scale industry sector is considered as an ideal nursery for the rapid growth and development of entrepreneurship.

### THE CONCEPT OF ENTREPRENEURSHIP:

Entrepreneurship introduces a critical element of dynamism into an financial system. It's no coincidence that the world's leading economy, the USA, is believed to be most entrepreneurial society within the world. The method of globalization and liberalization has introduced two sets of changes – the primary is that the obvious

introduction of dynamism into the system through the method of globalization while new opportunities have opened in international markets, the bar has been raised within the domestic market through international products and services being available to Indian consumers. The domestic market will not be lower risk. It'll force Indian entrepreneurs to regain their spirit of innovation. The more subtle change is social i.e. Increase in literacy level, greater consumer awareness, enhanced media penetration, and basic changes in family structure. These changes are sure to end in a better level of entrepreneurial activity in future.

The vibrancy of an economy depends on the constant flow of entrepreneurs who can take up challenges in both business and agriculture this can be achieved only in long run as noted by record modes of east west centre Hawaii entrepreneurial education should start in schools.

The concept of Entrepreneurship is a complex phenomenon. Broadly, it relates to the entrepreneur, his vision and its implementation. The key player is the entrepreneur. Entrepreneurship refers to a process of action an entrepreneur undertakes to determine his enterprise. It is an ingenious and innovative response to the environment. Entrepreneurship is thus a cycle of actions to further the interests of the entrepreneur.

### **QUALITIES REQUIRED FOR ENTREPRENEURSHIP:**

One of the qualities of entrepreneurship is the ability to discover and investment opportunity and to organize an enterprise, thereby contributing to real economic growth. It involves taking of risks and making the necessary investments under conditions of uncertainty and innovating, planning and taking decisions so as to increase production in agriculture business industry etc.

Entrepreneurship is a composite skills the resultant of a mix of many qualities and treats these includes imagination readiness to take risks ability to bring together and put to use or other factors of production capital labor land as also intangible factors such as the ability to mobilize scientific and technological advances.

A hardworking practical approach necessary to be able to implement and manage a project by securing the required licenses, approvals and finance from governmental and financial agencies the personal incentives to make profits from the successful management of the project a sense of caste consciousness is even more necessary for the long term success of the enterprise. However, both are different sides of the same coin. Entrepreneurship lies perhaps more in the ability to minimize the use of resources and to put them to maximum advantages. Without an awareness of quality and desire for excellence consumer acceptance cannot be achieved and sustained. Above all entrepreneurship today is the product of team work and the ability to create build and work as a team. Entrepreneurship is a composite scale the resultant of a mix of many qualities and pits these include imagination readiness to take this ability to bring together and put to use other

factors of production capital label and as also intangible factors such as ability to mobilize scientific and technological advances.

## **FACTORS INFLUENCING ENTREPRENEURSHIP:**

### ***Economic Factors***

Economic factors can play an interesting and formative role in the development of future entrepreneurs. Entrepreneurship plays a very important role in enhancing a country's economic growth. The vibrancy of an economy depends upon the constant flow of entrepreneurial activities in business and agriculture.

### ***Availability of Capital***

The degree to which the capital markets of a nation are developed also play a huge role in the development of entrepreneurship in a given region. Entrepreneurs require capital to start risky ventures and also require instant capital to scale up the business quickly if the idea is found to be successful. Therefore, countries which have a well developed system of providing capital at every stage i.e. seed capital, venture capital, private equity and well developed stock and bond markets experience a higher degree of economic growth led by entrepreneurship.

### ***Labor Markets***

Labor is an important factor of production. The futures of the entrepreneurs are also dependent on the availability of skilled labor at levelheaded prices. With the advent of globalization, entrepreneurs have witnessed the freedom to move their operations to countries where labor markets are more favorable to them. This can be the basic reason that countries like China, India and Bangladesh have witnessed a huge rise in entrepreneurial activity in their countries.

### ***Market:***

The one factor that applies the maximum amount now because it did decades ago is that the market: it's necessary to seek out the perfect target marketplace for your idea, service, or product if you've got hopes of selling it and making any money. However, while a marketplace for a thought must still exist to make sure its success and profitability, finding and accessing that market has become much easier in recent years, as well.

With all of the social networks out there, digital publications, and online groups and forums, finding and reaching a targeted market have never been easier or cheaper. So, while there must be an outsized enough target market that's curious about your idea to make sure its profitability, if that market is out there, reaching them should be much easier today than it would have ten years ago.

### ***Social Factors***

Social factors can have a big impact on a person's likelihood to pursue entrepreneurship or to try to do so successfully, but they aren't bound to steer an individual in one direction or another. That said, social factors in terms of the family

background of entrepreneurship or encouragement from family towards an entrepreneurial path could play an excellent role in guiding a teenager towards an entrepreneurial future.

### ***Political Factors***

Political factors play an enormous role within the development of entrepreneurship during a given geographic area. This is because politicians decide the sort of market that's in situ. The market might be capitalistic, communist or some countries have adopted a economy. Each of those three markets has very different implications for the way during which entrepreneurs are required to function. Capitalism requires breakthrough innovation whereas communism requires entrepreneurs to be connected with the political class. Therefore, it's been observed that the more capitalistic any country is, the more entrepreneurship flourishes within the region.

### ***Legal Factors***

Entrepreneurs are dependent upon law for a good sort of factors. The strength and fairness of the system of a nation affect the standard of entrepreneurship to an outsized extent. This is because entrepreneurs require a good sort of legal services to function. For instance, entrepreneurs would require the courts to enforce the contracts that were entered to between parties. In many countries, such contracts aren't enforceable and thus the resultant risk prohibits the event of entrepreneurship.

### ***Taxation***

As the government can also influence a high degree of control on the market through provisions of taxation. Some amount of taxation is important for the govt to take care of the legal and administrative systems in situ for the whole economy.

### ***Raw Materials***

Just like labor, staple consisting of natural resources is additionally an important product required for any industry. In some countries this staple is out there through the market by paying a good price. However, in some countries seller cartels gain complete control over these natural resources. They sell the raw materials at inflated prices and thus usurp most of the profit that the entrepreneur can obtain. Therefore, countries where the supply of raw material faces such issues witness depletion in the number of entrepreneurial ventures over time.

### ***Infrastructure***

There are some services, which are required by almost every industry to flourish. These services would include transport, electricity etc. Since these services are so basic, they can be referred to as the infrastructure which is required to develop any business. Therefore, if any country focuses on increasing the efficiency of those services, they're likely to impact the companies of just about all entrepreneurs within the region. Therefore, countries, which have a well, developed

infrastructure system witness high growth of entrepreneurship and therefore the opposite is additionally true.

## **IMPORTANCE OF ENTREPRENEURSHIP**

### ***Creation of job opportunities***

Entrepreneurship firms contributed an outsized share of latest jobs. It provides entry-level jobs so necessary for training or gaining experience for unskilled workers. The small enterprises are the sole sector that generates an outsized portion of total employment per annum. Moreover, entrepreneurial ventures prepare and provide experienced labor to large industries.

### ***Innovation***

Entrepreneurship is the incubator of innovation. Innovation creates disequilibria within the present state of order. It goes beyond discovery and does implementation and commercialization, of innovations. Thus, entrepreneurship nurses innovation that gives new ventures, products, technology, market, quality of excellent, etc. to the economy that increases Gross Domestic Products and standard of living of the people.

### ***Impact on community development***

A community is best if its employment base is diversified among many small entrepreneurial firms. It promotes abundant retail facilities, a better level of homeownership, fewer slums, better, sanitation standards and better expenditure on education, recreation, and non secular activities. Thus, entrepreneurship leads to more stability and a higher quality of community life.

### ***Political and economic integration of outsiders***

Entrepreneurship is that the best way of integrating those that feel disposed of and alienated into the economy. Minorities, migrants, and ladies are safely integrated into entrepreneurship which will help to develop a well-composed plural society.

### ***Enhances the standard of living***

The standard of living may be a concept built on a rise within the amount of consumption of a spread of products and services over a specific period by a household. So it depends on the supply of diversified products within the market. Entrepreneurship provides enormous sorts of a product of varied natures by their innovation. Besides, it increases the income of the people that are employed in entrepreneurial enterprises. Promotes research and development

Entrepreneurship is innovation and hence the innovated ideas of products and services need to be tested experimentally. Therefore, entrepreneurship provides funds for research and development with universities and research institutions. This promotes the overall development, research, and development within the economy. Entrepreneurship is that the pioneering zeal that gives events in our civilization. Entrepreneurship is vital for variety of reasons, from promoting social change to driving innovation.



## CONCLUSION:

Entrepreneurship is important for a number of reasons, from promoting social change to driving innovation. Entrepreneurs are frequently thought of as national assets to be cultivated, motivated, and remunerated to the greatest possible extent. In fact, some of the most developed nations such as the United States are world leaders due to their forward-thinking innovation, research, and entrepreneurial individuals. Great entrepreneurs have the ability to change the way we live and work, on local and national bases. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy.

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## EXTENSION ACTIVITIES: A NEED

**Sharmila Jajodia**

Department of English

Ramniranjan Jhunjhunwala College (Autonomous),

Ghatkopar (W), Mumbai-86, India

**ABSTRACT:** Soft Skills are essential not only for employability but also for reaching the heights in one's particular field of employment besides hard skills. Therefore developing soft skills has become our priority. The curriculum of various subjects develops the hard skills of the students but extension activities provide opportunities to develop their soft skills. The Department of Lifelong Learning and Extension of University of Mumbai has been started with a vision to reach the unreached through its extension work projects in the colleges at undergraduate and postgraduate levels of various traditional and professional courses. Reaching the unreached actually refers to community welfare activities which includes welfare of every component of nature – creatures, land, water, air and the various resources and bounties of nature by human beings because human beings, the most intelligent species on this earth has exploited the varied components of nature for its selfish motives and this created a wide gap in the society and the society is divided into two categories- have and have-nots. The unreached mainly belong to the have-nots. In the light of the above observations, this paper is directed to analyze whether extension activities are needed to develop soft skills of the students.

**Key Words:** Employability, extension activity, higher education, soft skills

### INTRODUCTION:

Soft Skills are essential not only for employability but also for reaching the heights in one's particular field of employment besides hard skills. Therefore developing soft skills has become our priority. Soft skills is an umbrella term for all those capabilities and talents needed to perform one's responsibilities in a workplace such as- time, stress and team management, ethics, problem solving and communication, leadership and interpersonal skills etc., though it is difficult to measure as well as master the soft skills. The curriculum of various subjects develops their hard skills but co-curricular and extra-curricular activities help students to develop their soft skills.

A research study among top executives of Robles (2012) showed that, 100% of the respondents indicated integrity and communication, 84.2% to courtesy, 71.9% referred to

responsibility, and 61.4% reported interpersonal skills as the most important soft skills in the workplace.

Seetha (2013) indicated that one of the main reasons of low employability among graduates is a lack of mastering the soft skills. Soft skills are employability skills that are transferrable in many jobs (Robles, 2012). Employability skills are a set of essential skills and behaviors that are immensely necessary for all kind of job.

According to Hillage and Pollard (1998), in simple terms, employability is about being capable of getting and keeping fulfilling work'. More comprehensively Hillage and Pollard (1998) continues, 'employability is the capability to move self-sufficiently within the labor market to realize potential through sustainable employment'.

The University Grants Commission, in 1977, incorporated extension into its policy statement for higher education. It states: If the University system has to discharge adequately its responsibilities to the entire education system and to the society as a whole it must assume extension as the third important responsibility and give it the same status as teaching and research. This is a new and extremely significant area which should be developed on the basis of high priority. The Centre was established in 1977, with financial assistance from the UGC, to promote literacy programmes, and organize short-term training courses, summer schools etc. for various target groups to upgrade and update knowledge in respective fields. The strategies initiated to organize programmes, -need based, flexible, catering to the diverse needs of a large segment of people, ranging from illiterates, semi-illiterates to the experts, professionals and elite groups. The Centre caters to the needs of those deprived of benefits of formal system of education. These programmes facilitate linking of Higher Education with development process. The centre tries to reach larger sections of adults, through university system, to provide learning opportunities and address market demands in rural and urban areas. It also holds awareness programmes in sanitation, environment, gender equality, family life education, nutrition, increasing incomes and vocational skills for unemployed youth for their self-/employment. The number of beneficiaries ranges from 2000 to 3000 each year. The centre performs these functions: literacy and post-literacy follow up programmes, the extension and field outreach activities, research, documentation and development of material, seminars and workshops, guidance and counselling, population education extension activities.

The aims and objectives of the centre are: 1. To promote a meaningful and sustained rapport between the University and the community 2. To extend knowledge and other institutional resources to the community and vice- versa 3. To gain insights from a contact between knowledge resource and social-cultural realities 4. To develop a two-way process between the experts and the people to create an ambience for a learning society 5. To facilitate the development of capabilities of the community for the overall development and help people to improve quality of life

The Department of Lifelong Learning and Extension [DLLE] (known earlier as Department of Adult and Continuing Education and Extension)[DACEE] was established in



about 100 universities in the beginning since 1977 and is recognized as a statutory department of the university.

The Department of Lifelong Learning and Extension of University of Mumbai has been started with a vision to reach the unreached through its extension work projects in the colleges at undergraduate and postgraduate levels of various traditional and professional courses. Reaching the unreached actually refers to community welfare activities which includes welfare of every component of nature – creatures, land, water, air and the various resources and bounties of nature by human beings because human beings, the most intelligent species on this earth has exploited the varied components of nature for its selfish motives and this created a wide gap in the society and the society is divided into two categories- have and have-nots. The department organises workshops, competitions, rallies, walkathon, international/national conferences/seminars, student –teacher empowerment programmes, Celebration of National Youth day etc.,. The department conducts online courses and training programmes- Communication Skills, Financial Literacy, Computer Literacy etc.,.

The various projects are divided into two groups- **(A) Vocational/ Career oriented projects** and **(B) Community oriented projects**

The students are supposed to attend first and second term training programmes each in the college which consists of 10 hours (5+5). The field coordinator appointed by the university visits the college to train the students and to solve their doubts and queries. The extension work teachers and student managers are trained by the department. In the first term they are given the idea how to carry out the project activity for the project they have chosen. For example, if they have chosen Career Project they have to get information about a career in detail. They will have to interview two persons from a particular field to get idea about work conditions, minimum educational qualifications required if any, various essential qualities required-scholastic abilities, manual dexterity, mechanical comprehension, artistic, verbal, physical, musical, numerical, scientific etc., preparation needed, employment and advertisement, estimated earnings, pay package at entry level to the time one wants to retire, the advantages and disadvantages of that career, outlook for that career and related careers etc.,. It helps them to choose a career, gain competencies required for it, make decisions, set goals and then take an action. It also creates awareness of the relationship between self and occupational choice and helps a student to know about the job market of the career being explored. They have to also prepare four page (eight side) booklet/ brochure, interview schedule and question-answers in writing, exhibit the four posters and also deliver a five minute talk on that particular career.

Those students who choose Anna Poorna Yojana, they have to sell three different items by arranging 25 sales in the college campus, at functions, melas etc. or in the neighbourhood. They have to maintain a record of profit and loss in tabular form by keeping an account of the cost incurred, sale proceeds, and calculate the profit made or loss incurred. It helps them to study entrepreneurship at different levels as they try their hands in small-

scale business. It helps them to develop a self-reliant approach by planning and organizing business, understanding production and marketing on a small or large scale. They learn the tricks of a trade as they identify the items that are liked by the student/ customers but are not easily available in the vicinity, select the items that can be prepared or purchased on a large scale, fix the sale price of the item. They are trained to take some precautions such as not to threaten the business of the vicinity, proper hygiene, public relations with the teachers and students to be maintained, avoid credit and not to harm environment.

The students who opt for Industry Orientation Project, they get vocational practical experience as s/he enters a work setting on a voluntary basis- business, office, factory, school, college, hospital, computer lab, shopping malls etc. except tuition and coaching class and doesn't demand salary or monetary benefit but gets the work experience certificate from the employer. The student has to produce letter of appointment, letter of work experience, record of attendance etc. from the employer on the letterhead. The student learns to manage time and stress too. It actually prepares the student for future. This project empowers students with marketable work skills and increases employability.

Mostly Bachelor of Education students opt for National Institute of Open schooling project. The student has to survey 25 families in a slum, chawl, housing colony and collect data about their education. S/he has to identify school dropouts-adults and children. S/he has to provide them information about various courses offered by NIOS through street play, exhibition, poster, lecture, talk, discussion etc., and motivate them to get admitted to complete their education. Even students can teach children in slums and street children or tribal areas. Thus the student also contributes to the Government of India's mission of cent percent literacy. It also prepares B.Ed. students to work as resource persons for NIOS centres.

Mostly students opt for Survey of Women's Status in society as they find it easier to survey women within their houses, institutes and neighbourhood. The student has to survey 25-30 women in the age group of 15-45 to know women's social, economic and educational status. The part A contains personal details (9 questions), part B: Proforma (20 questions) such as: Men are more intelligent than women- Yes/No. The surveyor has to evaluate the personal data such as impact of education, Socio-economic Status, family norm: Traditional (Joint)/ Modern (Nuclear), Number of siblings, profile of woman in the family. The data collected is to be analyzed statistically to know how much aware the women are. The student guides women about various policies, acts, schemes and services to ensure their dignity. It develops gender sensitization by understanding the need of right to equality for the girl child in health, education, social and economic empowerment and helps in promoting gender equity.

The students in various professional, undergraduate and postgraduate courses also opt for this project Population Education Club as it's a teamwork. The students in a group of 3-5 or 5 to 7 conduct activities at college and community levels by conducting competitions, organizing seminar, group discussion, rallies and exhibitions, performing street plays etc. to

understand the social/ environmental problems. They learn to spread awareness, raise voice and to take measures to eradicate the problem by providing guidance about policies, acts and provisions for the betterment and thus become a responsible citizen. They contribute to environmental conservation and social betterment directly and indirectly. They too have to maintain records.

Some students who take initiative to become team leader or manager choose Student Manager as a project. The student as managers are a link between the extension work students and the extension work teachers. S/He guides maximum 25 students and assists the teacher too in planning and organizing the activities. It enables them to learn collaborations and work delegation, leadership and managerial skills, organizational and communication skills, public relations and team building. It thus leads to overall personality development

Students also choose a project in online mode known as Information Communication Technology Skills. Such student is trained to use ICT for education and training, occupational choices and to manage their livelihood. They have to choose the course category according to their interests and strengths in hardware/software/network technology.

All these students have to invest the minimum hours (120/240 hours) and maintain a record of the time invested day, date, location, type of activity conducted etc.,.In the second term they are trained how to write a project report according to the given guidelines and its approximately 20 hours investment. Besides, extension work students from each college have to compulsorily participate in annual festival Udaan in intercollegiate poster and street play competitions. This gives them opportunity to express themselves artistically, verbally and nonverbally as they write the script for the street plays themselves and then perform too. It also leads to team work, group discussion, conflict management, leadership and team spirit besides developing writing skills, increasing knowledge on a particular issue and overcoming stage fear. They also draw posters to convey their ideas about various projects. Both these activities also develop their thinking, imagination and creativity. The students are given chance to anchor/ compere the festival after appearing for audition/ selection process. The students are given chance to make power point presentation through Udaan Research convention too. All these aspects contribute to their confidence, hard work, social consciousness and develop their personality. Those students who participate in competitions or participate as audience they have to write a detailed report of the Udaan Festival and it is time-consuming activity and approximately 10 hours are invested in it. Those who don't participate in Udaan festival, they have to write an essay in approximately 1500 words on a given topic listed by the department of lifelong learning and extension.

Thus, extension work projects give students a chance to interact with public, to learn various research techniques-collecting information from offline and online sources, surveying, interviewing, statistical analysis of data collected, report writing either hand

written or typed in English, Hindi or Marathi. The various projects in offline and online mode promote research skill and employability of the students as they have to work for 120/240 hours for the project by carrying out the project activity and then writing the report of the project work which is evaluated by the extension work teacher and extension work field coordinator and finally certified by the department of Lifelong Learning and Extension. The students develop their self-confidence, communication skills, public relations, time and stress management, decision-making, planning and organization of a project, leadership and overall personality. They also get their project reports back, besides 10 grace marks and certificate of completion of project.

My own observation as an extension work teacher for 10 years and 4 years as college unit coordinator says that there is a definite change in a student's personality even if s/he has carried out the project activity for 10 grace marks only but if s/he completes the project activity as per university guidelines will undoubtedly improve many skills which an employer would like to have in the employees. No doubt, there are many students who register for the extension work project in the beginning with much interest but face problems to manage time and stress as it is an additional activity and here they are supposed to work systematically beyond studies. But with the help of student managers, extension work teachers, parents and friends they learn to overcome the problem like convincing the women subjects/ families for surveying, professionals/ interviewee for interviewing, convincing and pursuing the customers for buying and selling of products, encouraging students to participate in various competitions and community level activities for social awareness. In online mode also they face the technical problems- network connectivity, server problem, speed, not getting registered in one/ two attempts, logging in and logging out, other technical glitches during online tests etc. Such problems may discourage the students if they don't have strong will power. But interacting, convincing, persuading, problem solving and decision making in a better way are the aspects which they learn during this activity. Extension work students can be taught the soft skills if they are properly trained and they complete the projects as per the guidelines in totality. They can learn and self acquire the soft skills in due course through exposure as the activity has been designed in such a way though the extension work teachers and the students face challenges.

Undoubtedly, the soft skill among university students can be developed especially through extension work projects, National Service Scheme, National Cadet Corps, sports, cultural activities and various curricular and extra-curricular activities of the subject associations. The participation of students in these activities is very less as our education system (teaching, learning and evaluation) stresses on developing hard skills of the students though UGC and HEIs are continuously emphasizing on graduate attributes and learning outcomes of the subjects studied during various courses of higher studies.

**CONCLUSION:**

Higher education institutes- university and colleges should make it compulsory for students to participate in any one extra-curricular/ co-curricular activity so that they can develop both- hard as well as soft skills- and can become employable otherwise India's demographic dividend will fall flat and India will not remain globally competitive. It will not be able to cater to its domestic needs even. The government, industry and the educational institutes need to come together in public private partnership to do something worthwhile in this direction.

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## IMPACT OF SELF-HELP GROUPS ON SOCIO-ECONOMIC DEVELOPMENT IN INDIA

**Dr. Kamble Bajirao Namdev**

Assistant Professor

ShriVenkateshMahavidyalay, Ichalkaranji  
Tal-HatkangaleDist-Kolhapur, Maharashtra (India).

**ABSTRACT:** Rural Development is a multidimensional view that cannot improve the quality of life of people in rural areas. In this sense it encompasses the development of agriculture and allied activities relating to village and cottage industries and crafts socio-economic infrastructure and community services in the rural area. Self-Help Groups have been able to mobilize small savings either on a weekly and monthly basis from persons who were not expected to have any savings.

**Key Words** - Self-Help Group's, Rural Development, Socio-economic

### INTRODUCTION:

Rural Development is a comprehensive program of activities that include agricultural growth development of economic and social infrastructure, fair wages, village planning, public health education, literacy, and communication. Thus, rural development is aimed at developing and conserving the available resources like land, man and materials for raising the standard of living, particularly of the retariate, pre-independence. Rural Development programmes started by Rabindranath Tagor planned program of development for the village through his 'Shantiniketan'. In 1917 Mahatma Gandhi started his experiments in Champaran, Gandhi also launched the program 'Village Swaraj' and 'Swadeshi Movement'. Gandhiji introduced extremely simple activities such as Charkha and Khadi at Sevagram, a village near Wardha. In that village various activities like road sweeping, revival of handicrafts, Gandhiji advocated for a "Self-sufficient village economy" and 'Self Reliant village community'.

The Post-Independence Rural Development program was launched by Albert Mayor on September 15, 1948. Mayor and team submitted their 'Pilot Intensive project for Etawah District in Uttar Pradesh'. In April 1951 India started the Five Years Plan. The Government of India designed the Rural Development Programme. It is a program for the people, of the people, and by the people. Thus, Rural Development in its dimensional segment can be stated as under.

**1. Economic Development** - This refers to the accelerating rate of growth of income in rural areas. This covers increases in agriculture production and productivity, thereby increase in the income of the rural people.

**2. Social Development-** This refers to community development. This enhances access to opportunities especially to the socially backward section of the society, the social development is a part and parcel of inclusive development.

**3 Educational Development** – This is the most important component of Rural Development. This refers to the access to quality education, a training program for rural people.

**4. Human Resource Development-** This involves improvement in the quality of life and an increase in the productivity of the people. This will help rural people to exploit opportunities for the betterment of their lives.

**5. Infrastructural Development** - This refers to the availability of sound physical and social infrastructure which is a pre-condition for rural Development.

**Physical Infrastructure** - includes rural roads, transportation, and communication, storage and warehousing facilities, uninterrupted supply of electricity, and access to irrigation. This helps in increasing agricultural production and productivity.

**Social Infrastructure** – includes education and health training program, skill development I program, social awareness programs, etc. This helps in enhancing stand of living and contributes to capacity building which allows an individual to work and earn more.

#### REVIEW OF LITERATURE:

KiranMirchandani (1999) in his study on rural entrepreneurship focuses on identifying similarities and differences between female and male business owners. He found how the connections between gender, occupation, and organizational structure differently affected female and male business owners.

Kevame and Wydick (2001) in his research paper examines that emphasize the very limited effects in terms of IGA and sometimes the drawbacks of microfinance loans mainly used for "Non-productive purpose" or appropriated by males, women confined into the least profitable sectors market saturation and displacement effects, etc.

Fernandez and Karmakar (2008) advocate that microcredit for entrepreneurship is only possible beyond the minimalist approach of mere financial intervention, They believe that credit for enterprise development is important but can be achieved only with the provision of support services preferable by other development promoters.

#### OBJECTIVES OF STUDY:

1. To study the Role of SHG's in the Development of Rural women in India.
2. To study the problem of Rural Development.
3. To suggest remedies for self-Help Groups in Rural women.

**RESEARCH METHODOLOGY:**

The research methodology devised in this paper is being presented which has been designed keeping in mind the focused data in websites, various publications, and other sources, reports, articles seminar papers published by universities and institutions.

**PROBLEMS OF SELF-HELP GROUPS:*****Problem of finance –***

Women entrepreneurs suffer from a shortage of finance on two counts. Firstly women do not generally have property on their names to use them as collateral for obtaining funds from external sources so that access to the external sources funds is limited. Secondly, the bank also considers women less creditworthy and discourages women borrowers on the belief that they can at any time leave their business

***Lack of Education –***

Women are not aware of the business, technology, and market knowledge Also lack of education causes low achievement motivation among women.

***Lack of confidence –***

Women lack confidence in their strength and competence. The family members and the society are reluctant to stand beside their entrepreneurial growth.

***Risk involved in investment Programme –***

The SHG's members are mainly undertaking the production of traditional products, but there is huge competition from well-organized business firms on the one hand and lack of market skill on the other hand making the investments of the SHGs members risky.

***High rate of Interest policy of SHG's –***

Some SHG's charge a high rate of interest. There is no central control over monitoring the interest policy of the SHGs.

**SUGGESTIONS:**

- SHG's banking may be allowed to function as a core banking activity without any outside interference Since like target fixing, interest cap loan size, etc.
- The Government may promote quality SHGs through the village/cluster level, sub-district / block level, and district level federation.
- NRLM may work on sensitization and orientation to bankers about the commercial value of SHGs banking.
- NRLM may such as understand the bank's concerns of quality groups political interference in the functioning of Federation.
- NRLM may provide an interest subsidy as given in AP.

**CONCLUSION:**

It is found that the bare needs of poor women in rural areas motivated instinctively to form self-Help Groups for them the forming the self-Help Groups became a master key to



solve their financial needs health and domestic problems and fulfillment of educational needs of the children. The poor rural women member of the SHGs came together approached the bank authorities, brought out their ideas and objectives of forming self-Help Groups. The SHGs member became successful in convincing their ideas and getting loans from the bank.

At present most of the women members of the SHGs have some amount on the credit in the bank after repayment of loans in advance. In the beginning, have loan repayment was a challenging task for the SHGs members. However, after earning money from their business the women overcame these challenging tasks, seems that with the reasonable rate of interest, May women members are confidently repaying the installment of loans. Truly the present Government policy of women empowerment and "Make in India" have resulted into for strong family support and & development in all sectors and rural part of India

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## MANAGEMENT OF WORKING CAPITAL: PROBLEMS AND CHALLENGES OF THE POWER LOOM INDUSTRY IN ICHALKARANJI

**Smt. Sampada S. Lavekar**

Assistant Professor

Department of Commerce,

Rajarshi Chhatrapati Shahu College, Kolhapur (M/S)

**ABSTRACT:** In the current perspective of the competitive market short-term assets and liabilities are important components of total assets and need to be analyzed carefully at the side of long-term assets and liabilities. Management of his short-term assets and liabilities are subject to investigate warily from the time because working capital management plays a vital function for the firm's profitability and risk as well as its value.

Working Capital Management involves the management of inventories, accounts receivables and payables and cash. It is concerned with the determination of appropriate level of current asset and then efficient use as well as the choice of the financing mix for raising the current resources. Inventory occupies the most strategic position in the structure of working capital of textile industry in India.

**Key Words:** Inventory, Working Capital

### INTRODUCTION:

Working Capital Management involves the management of inventories, accounts receivables and payables and cash. It is concerned with the determination of appropriate level of current asset and then efficient use as well as the choice of the financing mix for raising the current resources. Inventory occupies the most strategic position in the structure of working capital of textile industry in India.

Working Capital (WC) is regarded as the lifeblood of a business. It plays a pivotal role in keeping the wheels of a business enterprise running. However, the management of Working Capital is a delicate area in the field of Financial Management as it involves frequent decision-making. Every organization, whether profit oriented or not, irrespective of its size and nature of business need requisite amount of Working Capital. The efficient management of Working Capital is crucial as it decides their survival, liquidity, solvency and profitability of the concerned business organization.

**SIGNIFICANCE OF THE STUDY:**

The management of working capital plays an important role in maintaining the financial health of the firm during the normal course of business. A firm is required to maintain balance between liquidity and profitability while conducting its day to day operations.

1. The preset study will guide to the financial managers to take prudent working capital decisions as accomplishment of value maximization goals.
2. It will assist the financial managers to chalk out appropriate working capital management policy.

**OBJECTIVES OF THE STUDY:**

1. To examine the factors affecting working capital management.
2. To study the problems and challenges faced by the power loom industry in Ichalkaranji.
3. To suggest some measures for improvement in working capital management.

**DATA COLLECTION:**

The research design will be descriptive in nature. The method of data collection is mainly based on secondary data. However efforts are made to collect primary data by taking information. This data based on the recurring concept in the existing literature.

**SCOPE OF THE PAPER:**

The present study is aimed at finding out the effect of working capital on the profitability of power loom industry of Ichalkaranji. The study is designed with the aim to discover the problems of management of working capital and its effectiveness on power loom industry. It is an attempt to study the owner's problems related to management of working capital. The geographical area of the study is limited to Ichalkaranji, Dist. Kolhapur.

**CONCEPTUAL FRAMEWORK:**

In the absence of adequate and timely supply of working capital, the factory cannot carry out its regular operations like purchases of raw material ,stores, goods etc. ,payment of routine expenses like transportation charges, salaries , wages, commission, interest, rent etc. and this in turn will keep the fixed asset idle, however costly and up to date they may be. It means the price paid for purchases of fixed asset will not be an investment, but it will be a wasteful expenditure. Working capital feeds the machines and keep them running.

When the term 'working capital' is used to denote the current assets, it is stated as 'gross working capital' and when it is used to denote net current assets (i.e. current assets less current liabilities) it is stated as net working capital. However, normally the term

working capital means net working capital as the concept gross working capital. In short, it can be stated that every activity of the business is related to the availability of the working capital. The concept of working capital can also be explained to the angles as per following:

**1. Value** - Value from the value point of view, working capital can be defined as gross working capital and net working capital. Gross working capital refers to the firm's investment in current asset. Current assets are those assets which can be converted into cash within an accounting year. current assets includes stocks of raw material ,work in progress, finished goods, trade debtors ,prepayments, cash balances etc. Net working capital refers to the difference between current assets and current liabilities . Current liabilities are those claim of outsiders which are expected to mature for payment within an accounting year. Current liabilities include trade creditors, taxation payables, bills payable, outstanding expenses, dividend payable and short-term loans. A positive working capital means that the company is able to pay off its short-term liabilities. A negative working capital means that the company currently is unable to meet its short term liabilities.

**2. Time** - From the point of view of time, the term working capital can be divided into two categories viz., Permanent and temporary. Permanent working capital refers to the hard core working capital .it is that minimum level of investment in the current assets that is carried by the business at all times to carry out minimum level of its activities. Temporary working capital refers to that part of total working capital, which is required bi a business over and above permanent working capital .it is also called variable working capital .since the volume of temporary working capital kids on fluctuating from time to time according to the business activities it may be financed from short-term sources.

#### **FACTORS AFFECTING WORKING CAPITAL MANAGEMENT:-**

Various factors are affecting on working capital management. Some of them are beneficial as well as showing some harsh effect on working capital management.

However, the requirement of working capital depends upon various factors as explained below.

**1) Nature of business:-**The proportion of working capital in some lines of business activity is greater than in other lines. A trading company requires comparatively large working capital. Industrial concerns, on the other hand, require relatively less working capital. Basic and key industries, public utility concerns, etc. require less working capital as compared to their investment in fixed capital i.e. fixed assets. Manufacturing and merchandising concerns require large amount of working capital, as their major investment is in stocks and receivables. The concerns engaged in providing services require very little working capital as they operate mostly on cash basis.

**2) Size of the business:-** The amount of working capital required depends upon the volume of business- larger the size, greater is the need of working capital. However, if the company is very small, its need for working capital is not small. Compared to its size, the need of

working capital is large due to its high overhead charges, high costs of buying and selling, less efficient technical equipments etc.

**3) Length of the manufacturing or merchandising period:-**Longer the period of processing or manufacture. Larger the working capital needed. Similarly, the longer the merchandising cycle-cash to inventory to sales to receivables to cash-the greater the need for working capital. Smaller the spread between production and sales, smaller shall be the working capital requirements.

**4) Terms of purchase and sale :-**The requirement of working capital depends upon the terms of purchases. Cash purchases require more working capital as compared to credit purchases. Similarly, policies of credit sales need more working capital than that of cash sales. Cash purchases and credit sales require still more working capital as compared to credit purchases and credit sales. On the contrary, cash sales and credit purchases require less working capital.

**5) Rapidity of turnover :-**If a firm has slow moving stock on large scale, the capital is locked up for a long period and as such it requires large working capital. On the contrary, if the turnover is quick, cash is realized quickly and such the firm does not require large working capital.

**6) Large stock of raw material :-**Some of the companies are required to store large quantities of raw materials required for the production. The reasons for keeping such large reserves of raw materials may be seasonal nature of raw materials, long distance, scarcity etc. In such case the working capital needed is comparatively more.

**7) Seasonal variations :-**During the busy season, a business requires larger working capital, while during the slack season a company requires lower working capital. Similarly, during the period of boom as well as of depression larger working capital is required. During the boom period more working capital is required for purchase of raw material for increased production, whereas during depression, the working capital is invested in stock of finished goods.

**8) Cash requirement :-**When more cash is required for payment of taxes, interests, dividend and other expenses, more working capital is necessary. Discount policies, cost reduction programmes, price increase, changes in stock level etc. also affect the cash position and in turn the working capital. While estimating cash requirement, emergency requirements must also be considered and provided for. Cash budget is usually prepared to know the cash requirements of the business.

**9) Expansion :-**If expansion of the business is being made at normal rate, retained profits can be made use of for the purpose. However, for rapid, sudden growth such profits are not available and this necessitates provision of more working capital.

**10) Management ability, attitude and efficiency:-**The management policies in respect of payment of dividends, discount, prices, stock reserves etc. affect the requirement of working capital. An efficient management can speed-up the turnover and maintain a smooth flow of cash and receivables. The extent of risk to be assumed and the flexibility of the capital

structure depend upon the management's ability and attitude. The flexible capital structure needs a high proportion of working capital.

11) **Volume of business:-**The requirement of working capital is related with the size of the company. Big companies need large amount of working capital, as compared to the need of working capital for investment in current assets and for payment of their current liabilities.

12) **The proportion of the cost of raw material to total cost:** Where the cost of raw materials to be used is very large in proportion to total cost and its final value, working capital required will be very large.

13) **Use of manual labor or mechanization:-**Where labor is used extensively, larger working capital will be required than in the highly mechanized industries.

14) **Terms of credit:** A company purchasing all raw materials for cash and is selling on credit will require more working capital.

### **SOME CONSEQUENCES OF INADEQUATE WORKING CAPITAL ARE THE FOLLOWING:-**

It leads to shortage of raw material, which in turn results in non-utilization of full production capacity of the business concern. Because of shortage of cash, raw materials cannot be purchased in bulk quantities. This results in non-getting sufficient trade discount, in paying heavy transport charges and other incidental charges. Similarly, loss of cash discount due to non-payment of bills of suppliers within the time limit laid down.

The banks and financial institutions are reluctant to grant credits, as repayment of credits is not ensured.

Obsolete plants and machineries are required to be used in the absence of cash to replace the old plants and machinery. Even regular repairs and replacements cannot be carried out to the existing plants and machineries. This affects production-both in quantity and quality.

The concern cannot take the advantage of favorable and profitable markets due to shortage of funds. Higher rates of interest are to be given, if funds are to be borrowed. This result in fall of profits. Government dues cannot be paid in time, which in turn results in payment of penalties. Sales are reduced as the concern is not in a position to extend credit facilities to its customers.

Wages of workers and salaries of staff members cannot be paid in time. This creates unrest among the workers and the staff members. If the inadequacy of working capital continues for a longer period, the net effect of all the above stated consequences is the liquidation of the concern.

### **ECONOMICAL POSITION OF ICHALKARANJI:-**

Ichalkaranji is one of the fastest growing industrial areas in Maharashtra and has even been termed the "Manchester of Maharashtra". Having mixed community from all parts of India this is cosmopolitan town by true means. The city's economy is driven

predominantly by the textile industry. Textile goods manufactured in the city are sold all over India as well as exported to various parts of the world. Ichalkaranji has about 25 spinning units with about 1.25 lakh power looms, 20,000 semi-automatic looms and 9,000 shuttle-less looms to run till December 2018, with a daily turnover of nearly Rs.10 billion. Apart from numerous power and hand processing houses, the town produces one crore meter of yarn every day, that translates into a business of Rs.45 crore a day of the total production, 15 percent is directly exported while another 40 percent is for indirect export after processing. According to locals, over 50,000 weavers depend on their livelihood working in the power looms in town.

Textile companies are dealing with accounts payables and accounts receivables routinely along with their day to day activities for purchasing raw materials and for selling products. But due to the lack of knowledge regarding the working capital and lack of management's ability to plan and control its components, textile companies are facing insolvency, in long run their performance is deteriorating and causing bankruptcy. In respect to the importance of working capital management and inadequacy of research work on Bangladeshi textile industry, it is needed to examine working capital management of textile companies listed in the Dhaka stock exchange based on previous studies, which was done in other countries and also models or variables which were used in previous studies. In light of that this study formulation of the research is to find out the impact of different components of working capital management.

#### **PROBLEMS AND CHALLENGES IN ICHALKARANJI POWER LOOM SECTOR:**

**1. Small scale investment:-** The majority of the powerloom units are mostly small units. They run their business with small investment. Because of small scale they are not in a position to upgrade & modernize their units.

**2. Lack of financial backup:-** Majority power loom owner are from weaker economical position. As their financial status is low, banks should not sanction loans so they can not fulfill the daily requirement of finance of their business i.e. working capital requirement.

**3. Problems of electricity:-** The first and foremost problem of this business is the scarcity of electricity. This business is totally dependent on electricity. Everyday businessmen have to face 3-4 hours load shedding in their working period. To continue their work in these periods,

businessmen use generator machine which increases their production cost by a great extent.

**4. Marketing problem:** The businessmen of the powerloom industry are not aware about the management skills in the area of marketing. They are mostly dependent on the middlemen. The businessmen face not only marketing problem but they are exploited by the middlemen.

**5. High cost of raw materials:** Shortage of raw material is also a hurdle for the powerloom industry. The shortage of raw material takes place because of two main reasons.

When the export of cotton rises and another is artificial shortage by the yarn merchants/commission agents.

**6. Decreasing demand of production:** Open market policy pursued by the Government has opened the country to Indian sarees and Longi. Indian sarees and Lungi for their cheaper prices, varied designs & availability usually lure more local buyers. So gradually the sale is declining

**7. Lack of modern technology:** The industry is running discarded and obsolete powerlooms. In Sirajgonj about 99% powerlooms are obsolete and outdated, which results in low productivity; cost of maintenance is high & production of low quality fabrics.

**8. Fluctuating Govt. policy:** The Govt. has no adequate policy about this business. For lack of policy businessmen of this industry cannot go for purchasing their raw materials directly from foreign country and also exporting their products. For that they have to pay more for their raw materials and their production cost increase.

**9. Unhealthy working condition :** The powerloom machines create a very high decibel sound when they are operated .The noise is so strong that it is very difficult for a worker to hear his own voice at the time of working. This noisy environment create serious health hazards for workers like hearing problem, insomnia, sinus problem etc.

**10. Lack of variation in design:** The design of Lungi and sarees are almost traditional. The local designers do not have any institutional training and have no interaction with professional designers. So lack of variation in design is one of the causes of decreasing demand.

**11. Lack of infrastructural facility:** The infrastructural facilities are not well developed. There is no sufficient infrastructure like road ways, truck of the growth of the powerloom industry.

**12. Lack of processing Facilities:** The major product of the powerloom industry is grey cloth which is semi finished. Many businessmen sell it without processing, so they can not enjoy the main profit.

**13. Lack of technical Training:** The workers employed in powerloom industry are mostly technically untrained. They acquire the skills through experience. Because of nontechnical training their productivity is affected.

From the above observation, it can be recommended that the power loom industry in Ichalkaranji should draft appropriate policies to make efficient use of amount in their hand for working capital. The ratio of requirement of working capital in any business is depends upon current assets and current liabilities. Higher value of current ratio does not always indicate better position, likewise lower value of the current ratio does not always indicate weaker position, also result may vary from industry to industry.

## RECOMMENDATIONS:

1. Establish a favorable policy to flourish this industry.
2. Keep the input price to a minimum level.



3. Up gradation & Modernization of existing technology.
4. Up-gradation of Plain powerlooms to Semi-Automatic level
5. Marketing Complexes: The government should develop and encourage the Textile Marketing Complexes in which the government should control the pricing policies.
6. Improve processing Facilities
7. Ensure the continuous supply of electricity.
8. Provide technical training to the both businessmen and workers the powerloom workers.
9. Financial Institution: Adequate, timely and cheap financial facilities should be provided by the financial institutions. On the lines, special financial institution for textile sector should be formed for the financial help of the sector.
10. Census of Powerloom Industry: Census of the powerloom industry should be conducted after every five years in which basic statistics of their needs, raw material, growth etc. should be conducted. It will be more effective for the programming and implementation of schemes.

### CONCLUSION:

The present study focuses on the requirement of efficient Working Capital Management for the power loom industry in Ichalkaranji. In any business, procurement of funds and their utilization become an important function of financial managers. It has become more relevant subsequent to liberalization measures and subsequent competitions posed by the Multi National Companies (MNCs). As there is no scientific model for working capital management (WCM), the Responsibility of fund management is of great importance to the success of any business. The present study attempts to analyze the Working Capital Management as a contributing factor for profitable in power loom industry in Ichalkaranji.

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## **A STUDY OF AWARENESS ABOUT GOVERNMENT SCHEMES REGARDING ECONOMIC EMPOWERMENT OF WOMEN IN KUNDAL VILLAGE**

**Dr. Pravinkumar Bharatkumar Lupane**

Asst. Professor,  
Krantiagrani G. D. Bapu Lad College, Kundal

**Mr. Sunil Rajaram Jadhav**

Asst. Professor,  
Krantiagrani G. D. Bapu Lad College, Kundal

**Mr. Ganesh Nandkumar Kharage**

Asst. Professor,  
Krantiagrani G. D. Bapu Lad College, Kundal

**ABSTRACT:** Women are an integral part of every economy. All round improvement and amicable development of a country would be conceivable just when women are considered as equivalent accomplices in progress with men. Approaches on Women's strengthening exist at the public, state and nearby levels in numerous areas, including wellbeing, instruction, financial freedoms, and sex based savagery and political cooperation. Women strengthening empower independence and command over their lives. This examination paper endeavors to investigate the need of Women Empowerment and features the strategies and plans of Women Empowerment. Strengthening is the principle cycle of social advancement which can empower women to partake, in the financial, political and social practical improvement of the rustic networks. Analyst saw that in our everyday life how women become exploited by different social wrongs. Women Empowerment is the fundamental instrument to grow women' capacity to have assets and to settle on essential life decisions. This review depends on essential sources. Analyst has gathered the connected data in very much organized survey. This poll must be filled by the ones who are run Self Help Group in Kundal town. The specialist has chosen every one of the 78 Self Help Groups in Kundal Villages and has taken the meeting and filled survey from 50 women in Kundal town. Analyst uncovers that women even in the current age are experiencing numerous handicaps and segregations and no place do women appreciate equivalent status with men.

**Key Words:** Women. Empowerment. SHG. Govt. Schemes. Status

**INTRODUCTION:**

Women empowerment refers to increasing the spiritual, political, social, educational gender or economic strength of individuals and communities of women. Women are an integral part of every economy. All round development and harmonious growth of a nation would be possible only when women are considered as equal partners in progress with men. Women's empowerment in India is heavily dependent on many different variables that include geographical location (urban / rural) educational status social status (caste and class) and age. Policies on Women's empowerment exist at the national, state and local (Panchayat) levels in many sectors, including health, education, economic opportunities, and gender-based violence and political participation. Women empowerment enables autonomy and control over their lives. The empowered women become agents of their own development, able to exercise choices to set their own agenda and be strong enough to challenge their subordinate position in the society. Women particularly in rural areas have proportionately least possessions, skills, education, social status, leadership qualities and capabilities for mobilization, which determines the degree of decision making and power, and as a result, their dependence on men increases. They have been confined to the four walls of the household, overburdened with domestic works and controlled of their mobility and personal freedoms by the men of the household since time immemorial. So, they have lagged behind in the fields of education, skill development, and employment and as a result, their work is greatly undervalued in economic terms.

This research paper endeavors to dissect the need of Women Empowerment and features the techniques and plans of Women Empowerment. Strengthening is the primary course of social advancement which can empower women to take an interest, in the financial, political and social practical improvement of the country networks. Today the strengthening of women has become one of the main worries of 21st century however essentially women strengthening is as yet a deception of the real world. Analyst saw that in our everyday life how women become exploited by different social disasters. Women Empowerment is the indispensable instrument to extend women' capacity to have assets and to settle on essential life decisions. It is the method involved with guarding them against all types of brutality. This review depends on essential sources. Analyst has gathered the connected data in very much organized survey. This poll must be filled by the ones who are run Self Help Group in Kundal town. Women of India and just as Kundal town are moderately debilitated and they appreciate fairly lower status than that of men despite numerous endeavors embraced by Government. It is discovered that acknowledgment of inconsistent sexual orientation standards by women are as yet winning in the general public. The review closes by a perception that giving essential offices and carrying out different plans are empowering components to Women Empowerment.

**OBJECTIVES OF STUDY:**

1. To know the concept of empowerment of women, and various Government Schemes regarding empowerment of women.
2. To study the socio economic position of women Kundal village.
3. To study the awareness of Government schemes among the women in a Kundal village.

**RESEARCH METHODOLOGY:*****Primary data:***

The researchers have collected required information and data from women in Kundal village. The primary data is collected through questionnaire, discussion, interviews, observation and necessary field work.

***Secondary data:***

The researchers have collected necessary information from books, M. Phil and Ph.D. research works, magazines, internet, different websites, Daily newspapers, articles and government publications etc.

***Sample selected:***

The researchers have selected all 78 Self Help Groups in Kundal Villages and have taken the interview and filled questionnaire from 50 women in Kundal village. Out of them 32 women are engaged or members of any of Self Help Groups and rest 18 are no members of any Self Help Groups.

Since the inception of independence, India enjoyed the freedom to continuously experiment with the number of forms & modes of organization & structures to achieve women's equality. The replacement of institutional structure & formation from time to time, their modification, renewal as well as their organic growth has come about as response to emerging concept on women's development.

This research paper endeavors to dissect the need of Women Empowerment and features the techniques and plans of Women Empowerment. Strengthening is the primary course of social advancement which can empower women to take an interest, in the financial, political and social practical improvement of the country networks. Today the strengthening of women has become one of the main worries of 21st century however essentially women strengthening is as yet a deception of the real world. Analyst saw that in our everyday life how women become exploited by different social disasters. Women Empowerment is the indispensable instrument to extend women's capacity to have assets and to settle on essential life decisions. It is the method involved with guarding them against all types of brutality. This review depends on essential sources. Analyst has gathered the connected data in very much organized survey. This poll must be filled by the ones who are run Self Help Group in Kundal town. Women of India and just as Kundal town are moderately debilitated and they appreciate fairly lower status than that of men despite numerous endeavors embraced by Government. It is discovered that acknowledgment of

inconsistent sexual orientation standards by women are as yet winning in the general public. The review closes by a perception that giving essential offices and carrying out different plans are empowering components to Women Empowerment.

### **1) Pradhan Mantri Matru Vandana Yojana**

The Matritva Sahyog Yojana has been renamed as the Pradhan Mantri Matritva Vandana Yojana with slightly revised and a few changes focus on the benefits of pregnant women. Under the scheme, every pregnant women citizen can claim a sum of Rs 6000.

This will be carried out by the Ministry of Women and Child Development to help managing the physical needs that women might have about Rs. 12,661, crore will be used for implementing for this scheme.

### **2) Mahila e-Haat**

#### **Aims:**

- To strengthen financial inclusion of women entrepreneurs by providing support and sustenance to their creativity.
- It provides a web-based marketing platform to the women entrepreneurs to directly sell their products.
- To strengthen the socio-economic empowerment of women.

### **3) Sukanya Samridhi Yojana**

#### **Aims:**

- To provide a saving scheme targeted at the parents of the girl child.
- To encourage parents to build a fund for the future education and marriage expenses for their girl child.

### **4) Support to Training and Employment Programme for Women (STEP)**

#### **Aims:**

- To make a significant impact on women by upgrading skills.
- To enable groups of women to take up employment-cum-income generation programmes.

### **4) Shadi Shagun Yojana**

#### **Aims:**

- All the Muslim girls will get Rs. 51000 as a wedding gift after completing their graduation in any of the streams before their marriage would also be eligible to avail the shaadi shagun yojana benefits
- To motivate girls from minority groups to pursue higher education.

**5) NARI Web Portal**

It means National Repository of Information (NARI) for Women. Repository means a place where huge data is stored. So it can be said that this website stores huge data related to government schemes in this portal.

**Aim:**

- To provide all information related to government schemes and initiatives taken by government for women.

**6) UJALA Programme****Aims:**

- The scheme is being named "UJALA" - an acronym for Unnat Jyoti by Affordable LEDs for All.
- Under the scheme, 20W LED tube lights and BEE 5-star rated energy efficient fans are also distributed to the consumers.
- The scheme is being implemented by Energy Efficiency Services Limited

**7) Nai Manzil Scheme****Aims:**

- The central scheme is designed to address educational and livelihood needs of minority communities lagging behind in terms of educational attainments
- It was launched for the first time in J&K in 2016, where girls from minority communities are being imparted three-month skill development training in seven identified sectors relevant to the region.

**8) Mazi Kanya Bhagysree****Aim:**

- Now the Maharashtra Government amendment the amount of fund, Now the Amendment fund for eligible candidates for this Yojana "Mazi Kanya Bhagyashree Yojna 2018" is 7 lacs rupees.

**9) Pradhan Mantri Ujjwala Yojana****Aims:**

- Cabinet Committee on Economic Affairs (CCEA) approved Rs 8000 crore for the next 3 years.
- Pradhan Mantri Ujjwala Yojana will provide 5 crore LPG connections to BPL families, with the financial support of Rs 1600.
- Connections will be issued on the name of women beneficiaries.

**DATA ANALYSIS AND INTERPRETATION:**

The researcher has collected necessary information from 50 women through questionnaire, discussion, interviews, observation and necessary field work in Kundal village.

**1) Age –****Table No.1: Age**

Sr. No	Age (Years)	Frequency	Percentage
1.	Below 30	03	06
2.	31 – 40	18	36
3.	41 – 50	22	44
4.	Above 51	07	14
<b>Total</b>		<b>50</b>	<b>100</b>

Table No.1 shows the age of the women in Kundal village. It is clearly seen that the majority (44%) women are aged between 41 to 50 years and very few i. e. only 6% women are aged below 30 years. It is interpreted that most of the old women are engaged in the study area. The young women are not interested in the Self Help Groups.

**2) Caste –****Table No. 2: Caste**

Sr. No	Caste	Frequency	Percentage
1.	General	23	46
2.	OBC	14	28
3.	SC	04	08
4.	Other	09	18
<b>Total</b>		<b>50</b>	<b>100</b>

Table No. 2 shows the caste of the women in the study area. It is seen that the majority (46%) women are general category and only 8% women are SC category. The other category women include SBC, NT and ST category. It is interpreted that the Self Help Groups are dominated by general category.

**3) Education –****Table No. 3 Education**

Sr. No	Education	Frequency	Percentage
1.	Upto SSC	07	14
2.	SSC	08	16
3.	HSC	23	46
4.	Graduation	12	24
<b>Total</b>		<b>50</b>	<b>100</b>

Table No.3 shows the education of the women in the Kundal village. 46% women are passed their HSC, 24% women are graduated and only 14% women are passed upto SSC. They are not completed their SSC degree. It is interpreted that all women are educated but near about 1/4th women are graduated. Researcher observed that the women who are graduated, majority they are completed their B. A. degree.

#### 4) Monthly household income –

**Table No. 4 Monthly household income**

Sr. No	Monthly household income	Frequency	Percentage
1.	Below Rs. 10,000	34	68
2.	10,001 to 25,000	08	16
3.	25,001 to 50,000	07	14
4.	Above 50,001	01	02
<b>Total</b>		<b>50</b>	<b>100</b>

Table No. 4 shows the monthly house income of the family. It shows that majority (68%) of the women told that their monthly income is below Rs. 10,000 and only one respondent told that their monthly income is above Rs. 50,001. It is interpreted that near about half an above respondent's monthly income is very low. Researcher has observed that those women are belonged to general category but their monthly income is also below Rs. 10,000. Because of low income, the women are joined the SHG.

#### 5) Interest in politics –

**Table No..5 Interest in politics**

Sr. No	Interest in politics	Frequency	Percentage
1.	Yes	09	18
2.	No	37	74
3.	Very few	04	08
4.	Total	50	100

Researcher asked this question because to know about the political awareness among the women in the sample area. Table No. 5 shows that women in SHG's are either interested in politics or not. 74% women are not interested in politics in the local level. Only 8% women are 'very few' interested in local level politics in the study area. Near about 75% women are not interested in politics. They told that the local politics is very dirty. The men are dominated in politics and only the names of women are inserted in. The power and decisions are allocated in the hands of men.



**6) Knowing about women empowerment –****Table No. 6 Knowing about women empowerment**

Sr. No	Particulars	Frequency	Percentage
1.	Yes	03	06
2.	No	41	82
3.	Very few	06	12
<b>Total</b>		<b>50</b>	<b>100</b>

Table No. 6 shows the women are either knowing about women empowerment or not. 82% women do not know about women empowerment. Only 6% women know about women empowerment. It is interpreted that the majority women are not know about the women empowerment. It is very bad situation in the rural villages. Governments are launching various schemes about women empowerment. But the women in the sample area are not known about the schemes.

**7) Knowing about Government Schemes –****Table No. 7 Knowing about Government Schemes**

Sr. No	Particulars	Frequency	Percentage
1.	Yes	32	64
2.	No	08	16
3.	Very few	10	20
<b>Total</b>		<b>50</b>	<b>100</b>

Table No. 7 show that the women in the sample area are to knows about Government Schemes. 64% women are to know about various Govt. schemes and only 20% women are knowing about 'very few' about the Govt. schemes. Researcher observed that the majority women are know about the '*Pradhan Mantri Ujjwala Yojana*' relating to the LPG connections.

**CONCLUSION:**

Researchers revealed that women even in the present age are suffering from many disabilities and discriminations and nowhere do women enjoy equal status with men. Moreover, poverty overlaid with long standing patterns of discrimination creates living conditions for women almost too harsh through the restriction of their access to basic services. They live on the edge of subsistence. They are economically dependent and vulnerable, politically and legally powerless. And, though women are the world's largest excluded group and receive only a small share of developmental opportunities they are called as silent majority, pace makers of development. Therefore, without their development and progress of women there cannot be any real development in the world and if national

development and women's development have to be purposive and relevant, women have to be equal partners of and participants for which empowerment of women is a dire necessity.

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## EMPLOYEE SAFETY MANAGEMENT AT FOUNDRY INDUSTRY IN KOLHAPUR

**Dr. Naushad M. Mujawar**

Vice-Principal & Head, Dept. of Commerce,  
Shri Venkatesh Mahavidyalaya, Ichalkaranji-416 115  
Dist: Kolhapur (M/S)

**ABSTRACT:** Employee health and safety is of paramount importance for every kind of industry. Moreover, every employee has the fundamental right to work in a healthy and safe environment. Providing safe and healthy workplace environment is the prime responsibility of an industrialist. This responsibility a bit increases in case foundry industry, which is highly exposed to health and safety risks for workers and more accident-prone. It is also equally important the provisions of prevailing Industrial Safety and Health Act, 1972 and Factories Act, 1948 have to be rigorously followed in letter and spirit. The Factories Act, 1948 provides health, safety, welfare and many other aspects of occupational health and safety (OHS) for workers in factories.

Most of the foundry units in Kolhapur city are engaged in making components for automobiles and tractors. Kolhapur is the major centre of nearly \$ 20 Indian foundry industry, which is a labour-intensive and generates direct and indirect employment to locals and migrants.

In this paper, earnest efforts are made to know as to how employees working in foundry industry of Kolhapur city perceive the quality of the existing employee health and safety management.

**Key Words:** Foundry, Furnace, Casting, Molten Metal, Heat Stress Employee Health and Safety

### INTRODUCTION:

Foundry industry is mainly labour-intensive and involves many critical employee health and safety issues. The workers working around furnaces and other equipment used in the production of metal castings are working in dangerous workplace environment. Molten metal at high temperatures is an integral part of production process at foundries. Foundry workers are exposed to numerous health hazards like excessive heat, molten metal, fumes, gases, vibration, noise and radiation etc. These hazards may cause chronic irreversible respiratory diseases like 'silicosis' or 'lung cancer.' Moreover, fatal accidents are likely to take place in foundries

Kolhapur is the major centre of nearly \$ 20 Indian foundry industry and providing employment to around 1.5 lakh locals inclusive of 40, 000 plus migrants from other districts and states. Foundries in Kolhapur mainly make the components for tractors and automobiles. As per new Vehicular Policy of Central Govt., the foundries are making the parts for BS-IV engines. A safe workplace environment is a *sine-quo-non* for the workers performing melting and casting work in foundries. There must be well-designed equipment for Foundries, good ventilation, and suitable Personal Protective Equipment (PPE) for foundry floor staff should be provided by Foundries owners.

The present study is conducted to understand as to how qualitative Employee Safety Management is in foundry industry of Kolhapur city and how effectively the safety measures are implemented for employees' protection. The safety measures provided by foundry owners are analyzed from employees' point of view.

### **IMPORTANT SAFETY MEASURES FOR FOUNDRY WORKERS:**

Considering the nature and gravity of health risk to foundry workers, the following safety measures are important.

#### ***Protective Equipment (PPE)***

Clothing and accessories provided for work-related activities on the foundation should cover exposed skin. Clothing should be made of natural materials such as leather, heavy wool, or heavy cotton to protect against hot flashes, dust, and burns. No synthetic materials, such as polyester or nylon, should be worn. Shoes should be separated by heavy areas of industrial activity. Employees should wear full face shoes and safety goggles to reduce or eliminate the risk of eye or facial injuries.

#### ***Reduction of metal impurities***

The molten metal emits smoke. Any dirt on the surface of the molten metal can increase the risk of respiratory problems. Pollution may increase the amount of waste that must be removed, thereby increasing the employee's exposure to hazardous substances.

#### ***Knowing what is being melted***

Always read about the metal used before the start of the work. Different metals have different characteristics such as melting temperatures. Alloy elements such as lead, zinc, mercury, or beryllium are very harmful. It is best to be aware of the health risks associated with handling these items before exposure, so all necessary steps can be taken.

#### ***Pre-use testing***

Timely inspection of acquisition equipment is an important step in ensuring the safety of employees. It is important for the employee to check the condition of the equipment they are using, including the condition of the furnace walls, fuel line, heating, and sprinkler equipment. Any defects or failures in these items during melting or pouring can be very dangerous.

***Creating emergency exit route***

Foundry employees must be trained in their company's evacuation plan and how to respond to other emergencies.

***Water-free***

Water or moisture that can get under the surface of a liquid metal in a furnace or mold is a timing bomb. This is why furnace testing before metal installation is important.

***Tracing leaks***

The stench that you can smell may be a melting pot that appears on the back of a bottle that drips down and is now spitting on your boots. Gas leaks are also bad news.

***Keeping the sand dry***

There should be a pile of dry sand and a shovel ready to put out fires or to control metal spills.

***First Aid***

Without proper planning, precautionary measures, sometimes accidents occur. It would be good to be prepared for the worst. Basic first aid may need to be done before help can arrive. The workplace must have an active telephone for emergency services.

***Safety Training***

Management commitment, effective communication, and timely training are essential to ensure the safety and well-being of all employees, the community and the environment.

**STATEMENT OF THE PROBLEM:**

Foundry work involves pouring molten metal into a mold. Casting is generally done manually by static casting or automatically by injection, dye, continuous, spinning or spray casting. At foundries, typical production processes include fixing cast mold, melting, pouring molten metal into the mould and finishing the casting. Workers working around furnace and engaged in the process of melting, moving molten metal from one place to another, pouring molten metal into moulds, casting and the like are exposed to the greater health and life risks.

They are protected by safety laws, which are implemented by foundry owners. However, it is imperative to scrutinize as to how meticulously the provisions of workers' safety laws like Factories Act, 1948 and Industrial Safety and Health Act, 1972 are implemented and how effectively employee safety measures are created and how foundry workers view them all. The insights of employee safety measures being implemented at foundries in Kolhapur from the standpoint of employees would be the guiding post for foundry industrialist.

**OBJECTIVES OF THE STUDY:**

The study is undertaken with the prime objective of analyzing the opinions of employees about the Employee Safety Management at selected foundry units operating at MIDC, Kolhapur

**HYPOTHESIS:**

*H<sub>0</sub>: 'The median of 'agreement' and 'disagreement' of employees about Safety Management in foundry industry of Kolhapur is identical.'*

**RESEARCH METHODOLOGY:**

The research methodology adopted for the study is briefly described as follows.

**Sample Selection:**

In the first stage, the sample foundry units are selected and at the second stage, 4 employees per foundry unit are selected for the study.

**Selection of Foundry Units:**

There are 180 operating foundry units located in MIDC area of Kolhapur city from which the sample units are computed by using Taro Yamane's formula and 125 units are selected randomly from the list of 180 units, as shown in the following table.

Population	180
Error	0.05
Sample Size as per Taro Yamane's formula	124.14
Rounded Off Sample Size	125

(Source: Kolhapur MIDC Foundry list-website)

By applying Random Numbers, the sample foundry units are selected.

**Selection of Employees from sampled Foundry Units:**

There are locals and migrants working on different positions at foundry units. However, only supervisors and field workers, who are exposed to health risk are selected as shown in the following table.

No. of Foundry Units	125
No. of Supervisors per Foundry Unit	2
No. of Field Workers per Foundry Unit	2
Total Number of respondents	500

**Sampling Method:** Quota Sampling (Selection is based on pre-set required standards)

**Data Type:** Primary data

**Instrument of Data Collection:** Scheduled questionnaire

**Research Type:** Descriptive

**Research Method:** Survey Method

**Data Analysis Tools:**

- **Descriptive Statistics:** Combined mean, Combined S.D. , C.V., Median, Range , Coefficient of Range and Margin of Error etc.

**Tool used for testing of hypothesis:**

- Mann-Whitney '*U*' test

**Scope of the Study:**

- Topical scope is limited to analysis of the opinions of employees as to how effective Employee Safety Management is at selected foundry units
- Geographical scope is restricted to MIDC area of Kolhapur city
- Chronological scope covers one month's period, from mid-July to mid-August, 2021

#### **DATA ANALYSIS AND DISCUSSION:**

In all 16 variables spread over four most important parameters of qualitative Employee Safety Management are determined and data are collected from respondents of selected foundry units using the 5-point Likert's Scale ranging from SDA (Strongly Disagree) to SA (Strongly Agree) . The data are presented in the following table with statistical analysis.

**Table-1**  
**Opinions of Employees about Employee Safety Management at Foundry Industry in Kolhapur**  
**(N = 500)**

Sl.	STATEMENT	DSA	DA	N	A	SA
<b>I</b>	<b>Protection From Molten Metal (Steam &amp; Chemical Explosions)</b>					
1	Impurities of materials is checked & removed	45	33	92	158	172
2	Furnaces and refractories are preheated before use	98	56	11	121	214
3	Equipment and tools are kept free from rust and dry	211	47	18	27	197
4	Combustible or flammable materials like paints and solvents etc. are kept away from molten metal areas to avoid ignition and cross-contamination	112	24	9	198	157
<b>Row-1 Total</b>		<b>466</b>	<b>160</b>	<b>130</b>	<b>504</b>	<b>740</b>
<b>Proportion to Total Responses</b>		<b>0.233</b>	<b>0.08</b>	<b>0.065</b>	<b>0.252</b>	<b>0.37</b>
<b>II</b>	<b>Protection From Heat Stress</b>					
1	Frequent short water breaks are provided at regular intervals during the shift	167	85	34	91	123
2	Hot tasks are rotated between workers to minimize exposure time	158	151	65	67	59
3	Personal Protective Equipment (PPE), made of non-synthetic natural materials, is provided to cover the exposed skin	99	100	2	179	120
4	Respite areas like a cool room or heat refuge are provided for workers	113	58	22	159	148
<b>Row-2 Total</b>		<b>537</b>	<b>394</b>	<b>123</b>	<b>496</b>	<b>450</b>
<b>Proportion to Total Responses</b>		<b>0.269</b>	<b>0.197</b>	<b>0.062</b>	<b>0.248</b>	<b>0.225</b>
<b>III</b>	<b>Protection from Burns</b>					
1	Timely inspection of foundry machinery like furnace walls, fuel lines, burners, and pouring equipment is done	97	80	21	145	157
2	The tasks are automated wherever practicable	135	156	11	69	129
3	Good quality filtered eye protection is provided to protect workers from intense ultraviolet and infrared radiation	116	141	27	109	107
4	First aid is provided in order to reduce the risk of infection	23	4	0	239	234
<b>Row-3 Total</b>		<b>371</b>	<b>381</b>	<b>59</b>	<b>562</b>	<b>627</b>
<b>Proportion to Total Responses</b>		<b>0.186</b>	<b>0.191</b>	<b>0.030</b>	<b>0.281</b>	<b>0.314</b>
<b>IV</b>	<b>Other Protective Measures</b>					
1	Proper arrangement to control fumes, dusts, gases, heat, noise, vibration and non-ionizing radiation	118	61	34	98	189
2	Dry sand is kept ready to put out fires or to control metal spills	75	58	3	197	167
3	Emergency exit routes are provided in the building	97	95	7	145	156
4	Proper safety training is provided to workers as to how to react in other emergency situations	99	93	17	94	197
<b>Row-4 Total</b>		<b>389</b>	<b>307</b>	<b>61</b>	<b>534</b>	<b>709</b>
<b>Proportion to Total Responses</b>		<b>0.195</b>	<b>0.154</b>	<b>0.031</b>	<b>0.267</b>	<b>0.355</b>
<b>Grand Total</b>		<b>1763</b>	<b>1242</b>	<b>373</b>	<b>2096</b>	<b>2526</b>
<b>Proportion to Total Responses</b>		<b>0.220</b>	<b>0.155</b>	<b>0.047</b>	<b>0.262</b>	<b>0.316</b>
<b>Proportion of 'Disagreement'</b>		<b>0.376</b>		<b>--</b>		<b>---</b>
<b>Proportion of 'Agreement'</b>		<b>---</b>				<b>0.578</b>
<b>STATISTICAL ANALYSIS</b>						
<i>Combined Mean</i>		<i>144.4</i>				<i>93.91</i>
<i>Combined S.D.</i>		<i>51.78</i>				<i>46.87</i>
<i>Coefficient of Variance</i>		<i>35.86</i>				<i>49.91</i>
<i>MEDIAN</i>		<i>152</i>				<i>97</i>
<i>Largest Value</i>		<i>239</i>				<i>211</i>
<i>Smallest Value</i>		<i>27</i>				<i>4</i>
<i>RANGE</i>		<i>212</i>				<i>207</i>
<i>Coefficient of Range</i>		<i>0.7970</i>				<i>0.9628</i>
<i>Margin of Error</i>		<i>9.1528</i>				<i>8.2854</i>

Source: Fieldwork and computation by researcher



It can be observed in the above table that there are more number of employees who are agreed that there exists effective Employee Safety Management at the foundries in Kolhapur, which is exhibited by the value of 'proportion to total responses' i.e. 0.578 or say 57.8 percent. As against this, the employees who are disagreed to that and regard that the Employee Safety Management is not effective at foundry industry in Kolhapur is comparatively less, which is exhibited by the value of 'proportion to total responses' i.e. 0.376 or say. 37.60 percent. Though, it is so, one cannot remain under the presumption that all foundries in Kolhapur have effective Employee Safety Management, because the proportion of 'disagreed' employees is comparatively less but not negligible at all.

The coefficient of 'Disagreement' component of the study to 'Agreement' component is 0.650 or say, 65 percent (0.376/0.578), which forces the owners of foundries to detect the grey areas in employee's safety at workplace and take steps to rectify them.

As the means of both 'Agreement' and 'Disagreement' components are greater than their corresponding Median, the data is not normally distributed but it is negatively skewed. Though, the Standard Deviation of 'Disagreement' component (51.78) is more than 'Agreement' component (46.87), the C.V. of 'Agreement' component (49.91) is greater than C.V. of 'Disagreement' component (35.86), which signifies more variability in it. Likewise, though, the Range in 'Disagreement' component (212) is more than that of 'Agreement' component (202), and the Coefficient of Range of 'Disagreement' component (0.7970) is less than that of 'Agreement' component (0.9628), which signifies the lesser variation in it.

The margin of error for this survey data 'Agreement' and 'Disagreement' components (9.1528 & 8.2854 respectively) is acceptable for this survey data at 95% level of confidence.

#### Error Bar for 'Agreement' Component at different Levels of Confidence

Confidence Level	Margin of Error	Error Bar
68.3%, $s_{\bar{x}}$	144.4375 $\pm$ 9.153 ( $\pm$ 6.34%)	
90%, 1.645 $s_{\bar{x}}$	144.4375 $\pm$ 15.056 ( $\pm$ 10.42%)	
95%, 1.960 $s_{\bar{x}}$	144.4375 $\pm$ 17.94 ( $\pm$ 12.42%)	
99%, 2.576 $s_{\bar{x}}$	144.4375 $\pm$ 23.578 ( $\pm$ 16.32%)	
99.9%, 3.291 $s_{\bar{x}}$	144.4375 $\pm$ 30.122 ( $\pm$ 20.85%)	
99.99%, 3.891 $s_{\bar{x}}$	144.4375 $\pm$ 35.614 ( $\pm$ 24.66%)	
99.999%, 4.417 $s_{\bar{x}}$	144.4375 $\pm$ 40.428 ( $\pm$ 27.99%)	

**Error Bar for 'Disagreement' Component at different Levels of Confidence**

Confidence Level	Margin of Error	Error Bar
68.3%, $s_{\bar{x}}$	93.9063 $\pm$ 8.285 ( $\pm$ 8.82%)	
90%, 1.645 $s_{\bar{x}}$	93.9063 $\pm$ 13.629 ( $\pm$ 14.51%)	
95%, 1.960 $s_{\bar{x}}$	93.9063 $\pm$ 16.239 ( $\pm$ 17.29%)	
99%, 2.576 $s_{\bar{x}}$	93.9063 $\pm$ 21.343 ( $\pm$ 22.73%)	
99.9%, 3.291 $s_{\bar{x}}$	93.9063 $\pm$ 27.267 ( $\pm$ 29.04%)	
99.99%, 3.891 $s_{\bar{x}}$	93.9063 $\pm$ 32.239 ( $\pm$ 34.33%)	
99.999%, 4.417 $s_{\bar{x}}$	93.9063 $\pm$ 36.597 ( $\pm$ 38.97%)	

In the light of the above tables, it can be concluded that the outcomes of the above survey data can reasonably be accepted at 0.05 level of significance.

**Table-2**

**Proportionate Values for Opinions of Employees about Employee Safety Management at Foundry Industry in Kolhapur (N = 500)**

Sl.	STATEMENT	DISAGREEMENT	AGREEMENT
<b>I</b>	<b>Protection From Molten Metal (Steam &amp; Chemical Explosions)</b>		
1	Impurities of materials is checked & removed	0.16	0.66
2	Furnaces and refractories are preheated before use	0.31	0.67
3	Equipment and tools are kept free from rust and dry	0.52	0.45
4	Combustible or flammable materials like paints and solvents etc. are kept away from molten metal areas to avoid ignition and cross-contamination	0.27	0.71
<b>II</b>	<b>Protection From Heat Stress</b>		
1	Frequent short water breaks are provided at regular intervals during the shift	0.50	0.43
2	Hot tasks are rotated between workers to minimize exposure time	0.62	0.25
3	Personal Protective Equipment (PPE), made of non-synthetic natural materials, is provided to cover the exposed skin	0.40	0.60
4	Respite areas like a cool room or heat refuge are provided for workers	0.34	0.61
<b>III</b>	<b>Protection from Burns</b>		
1	Timely inspection of foundry machinery like furnace walls, fuel lines, burners, and pouring equipment is done	0.35	0.60
2	The tasks are automated wherever practicable	0.58	0.40
3	Good quality filtered eye protection is provided to protect workers from intense ultraviolet and infrared radiation	0.51	0.43
4	First aid is provided in order to reduce the risk of infection	0.05	0.95
<b>IV</b>	<b>Other Protective Measures</b>		
1	Proper arrangement to control fumes, dusts, gases, heat, noise, vibration and non-ionizing radiation	0.36	0.57
2	Dry sand is kept ready to put out fires or to control metal spills	0.27	0.73
3	Emergency exit routes are provided in the building	0.38	0.60
4	Proper safety training is provided to workers as to how to react in other emergency situations	0.38	0.58

**Source:** Fieldwork and computation by researcher

The interpretation of Table-2 is presented in the form of major findings of the study here-in-below.

### TESTING OF HYPOTHESIS:

***H<sub>0</sub>:*** *'The median of 'agreement' and 'disagreement' of employees about Safety Management in foundry industry of Kolhapur is identical.'*

In other words, null hypothesis is that the ranked distribution of 'agreement' and disagreement' are approximately equal and the alternative hypothesis is as follows.

***H<sub>1</sub>:*** *'The median of 'agreement' and 'disagreement' of employees about Safety Management in foundry industry of Kolhapur is not identical.'*

In other words, the alternative hypothesis is that the ranked distribution of 'agreement' and disagreement' are not equal.

The above hypothesis is tested by applying Mann-Whitney 'U' test, also known as Wilcoxon Rank Sum test, which is non-parametric test that facilitates the comparison of two groups without any assumption of normal distribution of data. For that, the following formula is applied.

$$U = NM + \frac{N(N+1)}{2} - \sum_{x_i} \text{Rank}(x_i)$$

**Table-3**  
**Result of Two-tailed Mann-Whitney test**

Test Statistics	Critical Value at $p < 0.05$	Result
$U = 42.5$	83	Significant
Z-score = 3.20356	.001358	Significant

As the calculated 'U' statistic (42.5) is significant at 0. 05 level of significance the null hypothesis is rejected and the alternative hypothesis is accepted. It means that there lies the significant difference between the opinions of employees about Safety Management in foundry industry of Kolhapur. Z score of 3.20356 tells that the raw data score is 3 standard deviations above the mean and covers 99.7 percent data.

### FINDINGS:

The major findings of the study are as follows.

- 1) The proper care is taken in foundries to keep combustible or flammable materials away from molten metal areas to avoid ignition and cross-contamination. This helps to avoid fatalities in foundries.

2) The pre-heating of furnaces and refractories is done cautiously before use in sample foundry units and it is ensured that the delivered material is free from impure materials like drink cans, aerosols or mobile phone batteries. This helps to trace mitigate the risk of '*steam explosion*'

3) There large number of tools and equipment are used in foundries like hand riddle, shovel, rammers, mallets, smoothers, lifters, clamps and the like. These are required to be free from rusting. Rusting is the process of metal oxidation. Equipment and tools of daily use are rarely kept in rust-free and dry condition in observed foundry units.

4) There lacks the system of rotating the hot-task among workers to keep the exposure-to-hot area at minimum level per worker.

5) Proper PPEs are provided to workers at hot workplace , engaged in melting and pouring operations. This helps to safeguard their skin from being directly exposed to excessive heat.

6) Enough cool rooms/ areas are provided to foundry workers

7) It is appreciable that furnace walls, fuel lines, burners, and pouring equipment are inspected from time-to-time. It ensures employee safety at workplace and in conformity with Foundry Safety Code, 2004.

8) It is always better to be prepared for the worst. Despite every precautions and care is taken, sometimes accidents happen. In order to face this situation, Substantial First-Aid facilities are provided at workplace

9) Dry sand is ever ready in foundries to combat the fire fatalities.

10) Foundries in Kolhapur are gradually moving towards automation.

### **SUGGESTIONS:**

1) The efforts may be taken to remove the rust from tools and equipment by using less hazardous chemical, well in advance before they are actually used

2) Water breaks are required to be well planned and increased at hot workplace after a regular interval with a view to keep workers sufficiently hydrated

- 3) Good quality filtered eye protection is required to be provided to protect workers from intense ultraviolet and infrared radiation. Eye disorders and skin burns may be caused by intense ultraviolet and infrared radiation.
- 4) The hazardous processes may be automated by using modern robotics for die-casting, molten metal handling and seamless pouring and the like.
- 5) Above all, the safety training may be provided to the foundry workers on continuous basis

**CONCLUSION:**

Based on the analysis of empirical data, it can be concluded that the foundries in Kolhapur still has a lot of scope for improvement in the area of Employee Safety. Always, the employee health and safety should be given the first priority. It is in conformity of humanity and employee welfare too. It is agreed that implementation of most of the employee health and safety practices are costly affair, but human health and safety can never be compromised. It is indeed satisfactory that majority of the foundries in Kolhapur have been trying their level best to provide healthy and safe workplace environment to their workforce.

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## COVID 19 AND EMPLOYMENT ISSUES IN INDIA

**Mr. Rajaram Jagannath Gore**

Research Student,  
Dept. of Commerce and Management,  
Shivaji University, Kolhapur

**ABSTRACT:** COVID-19 is a severe acute respiratory disease caused due to infection from the novel corona virus, which originated from Wuhan province in China and has now turned into a global pandemic. In four months from its initial case, COVID-19 has spread across the globe and has now started causing severe economic repercussions. Indian companies have also been severely affected due to the COVID-19 situation. This study depends on a secondary source of data. The main objective of this study is to discuss employment issues under the COVID- 19 situations in India. Finally, it is concluded that an employee is appropriate to receive salaries at the time of termination of employment depending on whether the employee was on the day the announcement was made.

**Key Words:** Covid-19, Employment, Work from Home, Lay-offs

### INTRODUCTION:

COVID-19 is a severe acute respiratory infection begun due to infection from the new corona virus, which started from Wuhan province in China and has now shifted into a global pandemic. In four months from its first situation, COVID-19 has expanded beyond the globe and has already begun causing severe financial results. Indian companies have also been loudly changed due to the COVID-19. Taking a question from how COVID-19 has got turns in another country and social distancing being the only effective way to manage this disease, the Government of India has selected to implement a national lockdown in India active from March 24, 2020. The advisory published by the Government of India, every state government and organization territory has formed lockdowns respectively. It is clear that the Lockdown will arrive at its own economic consequences in India, the Indian business is also undergoing unique issues including employee-related problems. In this note, we endeavor to give our understanding of some common issues arising out of COVID-19 which may help the companies in taking a concerning path in dealing with their employment-related matter.

### EMPLOYMENT ISSUES UNDER COVID-19 SITUATION

Following are the employment issues relating to the covid-19 situation.

## **1. Work from Home**

While the idea of work from home is no new in Indian companies, the Indian profession statutes are soundless about the work from home idea. There is no legal meaning or any particular guidelines that may regulate the said idea. Therefore, there is versatility possible with the companies to provide or not provide its employee work from home and they define their guidelines for the same. But, the legal requirements associating with operating hours, overtime pay, etc. shall remain to apply as if the worker has been working from the office premises. Due to the nature of COVID-19 and to support social distancing the different state governments and central government have from time to time has issued various announcements for supporting work from home. As of the implementation of lockdown in India (effective March 24, 2020) all business and industrial establishments which are not involved in giving necessary services, have to be blocked. Still, the closure due to the said lockdown does not necessarily indicate that companies are required to close all of their services and are free to complete work from home wherever possible. Asking an employee to complete their job from home will also not trigger any overtime payments as the closure of offices does not mean a declaration of a weekend. As an exception to lockdown, an industrial establishment that needs any physical appearance of employees to keep its continuity, such establishments can proceed to operate after taking proper permits from the district administrative authorities.

## **2. Leave Management**

As a decision of the lockdown executed by state governments on the advisory of Government of India, several companies have performed work from home to the extent achievable, but there are many workers is not performed work from home is not possible. Under these conditions where the lockdowns have been executed and business and industrial establishments are closed according to the government orders, the absence of workers from work cannot be adjusted towards paid or unpaid leaves. However, if the establishments are voluntarily closed in absence of specific orders from the government, the companies and workers can together agree on the adjustment of paid and unpaid leaves. Availing leave on a special day is an employee's right, and they cannot be forced to utilize their leave. The greatest companies are therefore considering the possibility of work from home as a preventive measure. In the past few days, we have noticed that a few companies have implemented some plans where employees are given an option to go on un-paid leaves but considering the implementation of lockdown, such a plan may get affected. In case a worker is infected or wants sickness leave unless the prescribed number of illness leaves under the applicable law varies from 7 (seven) days to 12 (twelve) days depending on the area of the concerned company. Some states like Karnataka have required the companies to give a longer duration of sick leave (up to 28 days) to workers who have contracted COVID-19. If the sickness continues behind such several days, other leaves like casual leaves or earned leaves can be utilized for the same. In the case of increased sickness, employees can be

given unpaid leaves for the necessary duration. Further, in companies covered under ESI Act, a longer duration of sick leave is possible. If a worker is required to administer self-quarantine as a consequence of discharging his official functions, such employees should be given paid leaves for the same. However, if the worker is needed to do the same due to his movements, they can be needed to use their outstanding leaves for the same.

### **3. Lay-offs**

Lay off is described in the Industrial Disputes Act of India which involves the failure, refusal, or inability of a company on account of a shortage of coal, energy or raw materials or the failure of machinery or natural disaster or for any other relevant reason to give the job to workers. During lay-off, the laborer continues to be in the employment of the company but at a decreased pay. Eligible workers can demand compensation at up to 50% of basic salary and dearness allowances for lay-off. If the lay-off extends for a duration of 45 days or more the company can proceed with retrenchment. The compensation paid for lay-off is adjustable with the compensation due for retrenchment. The rules for lay-off shall vary from one company to another depending on the number of workers engaged and the type of activity undertaken. For non-workman class employees, the provisions of lay-offs will require to be mutually agreed.

### **4. Reduction in Pay**

In the Indian labour laws, there is no special provision which deals with the decrease of payment. This has to be agreed jointly among the company and employees of the company. Taking into account the circumstances arising because of COVID-19 in certain businesses (like Aviation and Tourism) the company and employees of the company have agreed on a standardized pay cut beyond the board. In this opinion, if the company is looking at executing pay-cuts the same should be applied universally, without any discrimination, and especially not in form of punishment to any specific employee. Further, holding in mind the prevailing condition and welfare of the labours, the Ministry of Home Affairs (MHA) vide its order dated March 29, 2020, mandated each company to pay full salaries to its employees and any pay cut would amount to an offense under the Disaster Management Act, 2005. However, vide the recent order dated May 17, 2020, MHA has made its past orders ineffective, including the order of March 29, 2020, this would suggest that the companies can now do alterations in the payment of salaries of their workers without any government restriction. As far as the violation of the past order is regarded for the period of 29.03.2020 to 17.05.2020, a petition is pending in the Supreme Court, challenging the previous order on constitutional grounds. Pursuant to the petition, the court declared an interim order on May 15, 2020, showing the state government not to take any coercive step against the companies that fail to pay full salaries for the aforementioned period. However, the ultimate fate of the companies over such violations will depend upon the final order from the court.



**5. Retrenchment/Termination**

The choice of retrenchment or termination is open to the owners but the same will be treated as a termination for convenience and all the required processes like notice period, intimation to government authorities, payment of retrenchment compensation, payment of gratuity, Leave encashment etc will want to be performed. Further, there is also a number of government advisory against termination of workers due to COVID-19. We suggest that retrenchment/ termination should be considered as an alternative of last resort.

**6. Official Travel**

Regarding the complete lockdown executed in the country, any kind of international and domestic travel should be avoided. In case any worker is in the way of travel for his official duties and is unable to return home, the company should give for safety and necessary accommodation requirements. The government of India has canceled all visas issued to any overseas person up till April 15, 2020. If any overseas worker is already in India such persons can continue to remain in India for the balance duration of their visa, but, if their visa is expiring during the lockdown they should talk to the nearest foreign resident registration office to seek help. Indian company should provide the necessary support for the same.

**7. Compensation to Infected Employees**

Companies (in India) are obligated to pay compensation to workers who are hurt (which includes partial or permanent disablement) or die due to accidents occurring out of or in the course of work. Accordingly, if it can be shown that the COVID-19 virus was contracted in the course of the job and it arose out of the job, the company shall be legally obligated to pay compensation to affected workers. The obligation to pay compensation would also depend on other circumstances like the State of employment, the nature of the employee's job, and the conditions in which the injury/death/infection was caused. Accordingly, each case has to be judged based on the facts of every case.

**CONCLUSION:**

It is clear whether it is suitable to receive wages at the time of termination of work depending on whether the worker was on the work at the time the announcement was made. If the same is met, it could mean that they will be reflected employees and thus allowed to continue pay/remuneration during the closing period. Although this decision is limited in its application to Maharashtra, it is an indication of how another high court can answer similar questions. On May 17 the Department of Home Affairs issued a notice reducing the obligation to pay employees' salaries, so we can assume that during the period between the first MHA Order and the May 17 order, operators should receive wages if they satisfy the above requirements, whether they work at this time or not. Another relevant point to note is that negotiations and preferential settlement options should be used before using disputed

methods by approaching the courts. This is due to the different factors that companies and employees find themselves in and the costs connected with the case line. There are also possible considerations such as court closures and limited online court time making this a difficult practice.

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## **AWARENESS OF DIGITAL PAYMENT SYSTEM (DPS) AMONG COMMERCE STUDENTS OF SHRI VENKATESH MAHAVIDYALAYA, ICHALKARANJI: A CASE STUDY**

**Ananda Bhimrao Vibhute**

Asst. Prof of Statistics

Shri Venkatesh Mahavidyalaya,  
Ichalkaranji, Dist: Kolhapur (M/S)

**ABSTRACT:** Digital payments are the trend of the day. In a mixed economy like ours, this is a great boon for all the users around the world. Digital payment system is completely changing the traditional system of making and receiving payment throughout the world. It saves time, energy and resources. The present study is conducted among 184 students to analyze the awareness level and purpose of usage of digital payment systems.

**Key Words:** Digital Payment System (DPS), Banks, College Students

### **INTRODUCTION:**

Digital payment system helps everyone to save time and energy and is more convenient for instant money transfers all across the world. Further, there are many types of digital payment systems available at present, which includes Unified payment interface, Aadhaar-enabled payment service, Unstructured supplementary service data, Card payments and Electronic wallets. These different modes of digital payment systems are being used all across the world based on the users' requirements and suitability of transactions. Digital payments are used for purchase and sale transactions, ticket bookings and utility payments, banking and other investments and taxation payments. It also helps the business organizations to increase their profits and reduce transaction costs.

### **OBJECTIVES OF THE STUDY:**

1. To analyze the awareness level of students towards equipments of Digital Payment System
2. To find how many students understood digital payment systems.

### **METHODOLOGY:**

The present study is based on primary data. The primary data has been collected from 184 commerce students of various colleges randomly.

**DATA ANALYSIS:**

At the end of the survey, respondents give their feedback on digital payments. This gives us an indication of overall sentiments and main concerns towards digital payments such as follow.

Statement	Yes ( %)	No(%)
Heard before about D.P.S	90.2	9.8
Problem after ATM is stolen or lost	62.5	37.5
Equipments of D.P.S. makes life easier	94.6	5.4
Equipments of D.P.S. saves money and time	97.8	2.2
Equipments of D.P.S. better than Cash transactions	95.1	4.9
Using D.P.S. while they transact	79.9	20.1

**FINDINGS:**

- 1) 9.8 Percent students don't know about the equipments of DPS
- 2) 37.5% students are confused about whether there will be a problem or not after there ATM is lost or stolen.
- 3) 79.9% students are using search types of equipments while they transact that is 20.1% students are still not uses such types of equipments.
- 4) 44% students said that they have more information about the equipments,
- 5) 39.1% students are concerned about security,
- 6) 8.2% students open that their banks are not giving such types of facility,
- 7) 8.7% students facing problem of technology

**CONCLUSION:**

It was observed that the digital payments were not only driven by a positive outlook on digital payments but also a negative outlook on cash. Contrary to popular belief, students were seen higher convenience offered by digital payment modes. It is recommended that the colleges or banks should organize DPS awareness programme in such a way that they will be familiar with DPS equipments.

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**A CRITICAL STUDY ON NATIONAL EDUCATION POLICY-2020****Dr. Jadhav K.B.**

Shrimant Babasaheb Deshmukh Mahavidyalaya,  
Atpadi Dist:- Sangli (MS)

**Dr. Lohar D.N.**

Shrimant Babasaheb Deshmukh Mahavidyalaya,  
Atpadi Dist:- Sangli (MS)

**ABSTRACT:** Since India's Independence in 1947, the government has formed various educational policies and commission to improve the education system. Firstly University Education Commission-(1948-49) and after was formed "Secondary Education Commission"(1952-53) and their after Education Commission (1964-66) under the Dr. D. S. Kothari. The first National Education was formed in 1968 in the government of Prime Minister Indira Gandhi. After almost 42<sup>nd</sup> Constitutional Amendment, 1976, National Policy on Education, 1968 in the government of Rajiv Gandhi and NEP 1986 modified in 1992 by the P.V Narasimha Rao Government this decades a revolutionary change was brought to the Indian Education System the formulation of National Education Policy 2020.

After more than three decades, a policy which was approved by Union Cabinet of India on 29th July, 2020. The Ministry of Human Resources Development (MHRD) had Constituted a Committee for drafting the National Education Policy(Chair Dr.K Kasturirangan) in June 2017. The new policy replaces the previous National Policy on Education, 1986. The first University Education Commission speaks of secularism, Social, Autonomy and Less state interference in education. The Kothari Commission (1964-65) the common School neighbourhood and decentralization of structure. The NEP-1986 the agenda of dual educational system, centralization of educational administration. The present NEP-2020, democratic, welfare and inclusive agendas have been ignored. There is also no reference to globe outlook influencing education. GATTs where education is being treated as commodity because India has become a signatory of WTO.NEP-2020 both are working towards promoting and projecting regional Indian languages.

**Key Words:** NEP. University Education Commission. UGC.

**INTRODUCTION:**

Educational policies determine the social and economical Development of the nation. It was a long wait of 34 years for the country to see a New Education policy 2020. Education is a continuous process and it aims at the all round development of the individual. Individual aims and social aims are the most important aims of education.

Education is the fundamental need for development of human being. Therefore national education policy 2020 has come in force to overcome the Global education development agenda by 2030. Agenda for sustainable development adopted by India in 2015 seek to "ensure inclusive and equitable equality education and promote lifelong learning opportunities for all". Now a days world is undergoing Rapid change in technology advances. Therefore, we require skilled workforce.

To overcome the changing employment need and global ecosystem it is necessary to train our children's for adoption of new technology based education. The the curriculum must include basic art Humanities games sports fitness language literature culture in addition to science. The education should be given to early stage of childhood And Higher Education also. The main aim of national education policy is is to address many growing development Improvises of our country. The new education should bridge the Indian knowledge and highest human goals. Ancient India set the highest standard of a multidisciplinary teaching and research in the students in the different universities like *Takshila* (6<sup>th</sup> B.C.) *Nalanda* (5<sup>th</sup> D.C.) *Vikramshila*, (8<sup>th</sup> A.D.) etc imparted education in domain of knowledge. This education system produced great scholars such as *Charak*, *Sushruta*, *Chanakya*, *Madhava*, *Patanjali*, *Gautama*, etc.

New education policy must include teacher centric student centric society centric education. It is essential for our next coming generations. The new education policy must provide quality education system for all students.

NEP is an important structural shift to abolish affiliating university system and the liberal model of undergraduate education and faculty and institutional autonomy

**OBJECTIVE OF NEP-2020:**

NEP helps in creating a knowledge based economics by combining vocational educational, re-skilling, competency and efficiency, adopting and re-utilising indigenous Indian techniques and encouraging adult counting education and create good humans with values and social conscience.

NEP the existing structure of School education must be restricted to make it more relevant to the Need of students at different stages.

Students should be given more flexibility and choice in subject of study, particularly in secondary school.

The medium of instructed should be in the local language.

The curricula of all HEIs should be made Multidisciplinary to integrate humanities and mathematics.

NEP-2020 gives emphasis on establishing a National Education Technology Forum to advance digital learning and develop e-content.

NEP-2020 plans to remodel higher education in India and establish reputed University India has more than 800 University and 39000 Colleges, into about 15000 large, well--resourced, vibrant multidisciplinary institutions. All higher education institution to be consolidated into three type of institution:

1. Research University-equal focus on research and teaching
2. Teaching University- primary focus on teaching with significant focus on research .
3. Autonomous degree- granting college-almost exclusive focus on teaching.Self -  
Financed courses have also surged
4. The NEP aims to create a knowledge economy.
5. A knowledge- based economy requires it's pupils to develop a combination of skills

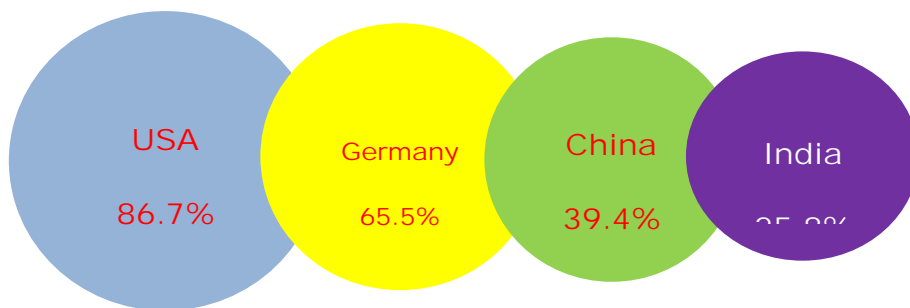
#### **FEATURES OF NEP-2020:**

- To appropriately integrate tech into all level of Indian education system
- The policy will make sure the preservation Indian languages
- This policy puts faulty back into the heart of higher education.
- To provide access vocational education to at least 50% of all learners by 2030
- Free, safe and compulsory and quality education of all children years in 2030
- Structural changes both in academics and management
- Private parties will be given Franchise for NAAC
- Early Childhood care education and Financing of education
- The observation that teachers are in heart of the system
- Integration of Vocational education to all educational institutions
- Special Education Zone for Disadvantaged Regions
- Internationalization of Education
- Graded Autonomy: Academic, Administrative and Financial phasing out Affiliation System in 15 years
- Single Regulator for Higher Education( excluding Legal and Medical)
- Public Investment in Education sector to reach 6% of GDP at the earliest
- 50% Gross Enrolment Ratio by 2035
- Holistic and Multidisciplinary Education- Flexibility of subjects
- Multiple Entry-3 OR 4 year
- PG program-1 OR 2 Year
- Integrated- 5 year - Bachelor's/Masters
- M.Phil. to be discontinued
- HEIs: Research intensive/ Teaching intensive
- University and Autonomous Degree Granting Colleges
- Model Multidisciplinary Education and Research University

**MAJOR CURRENT PROBLEMS:**

1. Limited teacher and institutional autonomy
2. A rigid separation of disciplines, with early
3. Specializations and streaming of Students into narrow of study
4. Large affiliating University resulting in low standards of undergraduate education

According to all India, Survey on Higher Education the Gross Enrolment Ratio (GER) in the higher education in India Increase from 20.8% in 2011-12 to 25.8% in 2017-18 But India is far behind in case of GER in higher education when compare with other countries like USA(86.7%), Germany(65.5%) and China(39.4%).



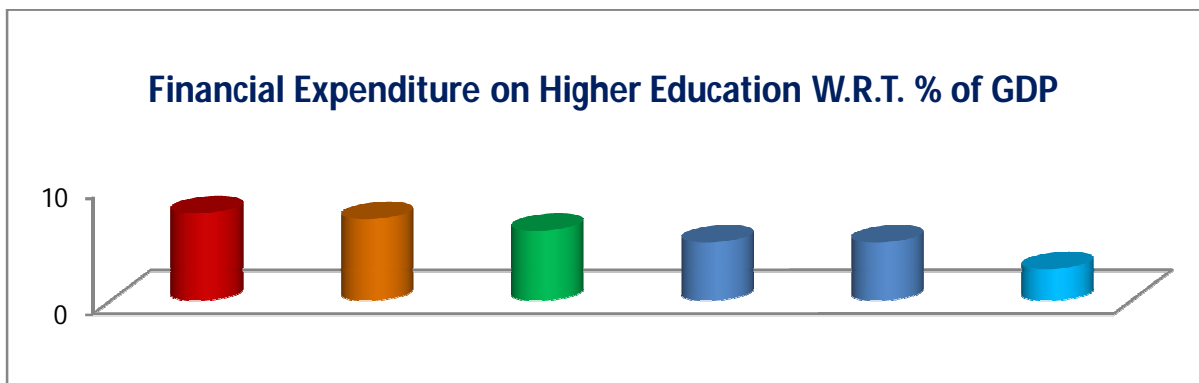
**Gross Enrolment Ratio (GER) in the Higher Education**

**FINANCING OF EDUCATION:**

It is to be noted that in 2017-18 public expenditure on education in India was 2.7% of GDP compared to Bhutan, Sweden and Zimbabwe spending 7.5%, Costa Rica and Finland 7% , Kyrgyzstan, South Africa and Brazil 6%, UK, Netherland and Palestine 5%, Malaysia, Kenya, Rangoli, and USA 5%

Sr. No.	Financing of Education	Percentage of GDP
1	Zimbabwe, Sweden, Bhutan	7.5
2	Costarica and Finland	7
3	Kyrgyzstan, South Africa and Brazil	6
4	UK, Netherland and Palestine	5
5	Malaysia, K denya, Rangoli, and USA	5
6	India	2.7





### MAJOR CHANGES:

‘Light but Tight’ regulation by single regulator for higher education revamping curriculum, pedagogy, assessment and student support.

### CHALLENGES TO IMPLEMENT INCLUSIVE EDUCATION IN INDIA:

1. All India the number of the disabled people is so large, their problems so complex, available resources so scarce
2. The census of India, 2011, the number of people with disabilities in the Country is 26 million but 75% people with disabilities live a rural area in India.
3. India is multilingual multicultural, multi- religious country and 20% of the world's out of school Children's.
4. Government of India implementation efforts have not resulted in an inclusive system of education

### CONCLUSIONS:

- The present affiliation system has to be replaced by the three of institution noted above by 2030. This structural change is st best a wild imagination and has no connect with the reality.
- The policy future of New Education policy 2020 will all depend on the political will and the system that it is going to offer to the nation.
- All higher education institutions have to become multidisciplinary institution, with teaching programmes across disciplines and fields.
- High quality institution should be established in disadvantaged geographies as a priority.
- Output in terms of research and value based teaching with attractive and motivating incentive should be encouraged.

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## A GAP ANALYSIS BETWEEN ACCOUNTING EDUCATION AND ACCOUNTING PRACTICES

**Dr. (Mrs.) S.H. Ambawade**

Assistant Professor

Shri Venkatesh Mahavidyalaya, Ichalkaranji

**ABSTRACT:** The introductory part of the research study covered that accounting is the language of communication. Therefore, it is possible to communicate the meaning of accounting statements to the various stakeholders of the business concern. So the students should know all the theoretical as well as practical knowledge of accounting. The statement of problem highlighted that, in colleges and Universities, students read different theories and concept of accounting which helps to increase the theoretical knowledge. But when students go to the real working environment and get exposed to real life scenario the situation is completely different. The theoretical knowledge alone is not enough for doing the accounting work successfully. The objective of research study is to study the Gap Analysis between Accounting Education and Accounting Practices. The primary data is collected through the online questionnaire from the college students and professionals. The major finding of study is that, lack of Knowledge of computerized accounting system has been highlighted by the both respondents ( students and professionals). The study is concluded that imparting the practical accounting skill and training during the graduation level among the students plays very vital role to bridge the gap between theoretical knowledge and the implementation of theory in real business world.

**Key Words:** Accounting Education, Accounting Practices

### INTRODUCTION:

Accounting is the called as the language of business .It is the means of communicating information about a business. It is the responsibility of the employees of accounting department to apply the theory a of accounting for maintain the books of accounts. The generally accepted accounting principles of accounting should apply in the practical field of business in order to disclose the true and fair income and financial position of the business. So the students should know all the theoretical as well as practical knowledge of accounting. The accounting provides all the information like whether the business is earning sufficient profits or incurring losses and it has sufficient money to pay

off debts, with the help of which the management enables to guide the business and the stakeholders of the business can take the decisions for further activities of investment.

**STATEMENT OF THE PROBLEM:**

Theory makes the accounting graduates knowledgeable but unless they know how to implement the knowledge in the true working environment, they will not be able to do the accounting work successfully.

Students read different theories and concepts of accounting from the colleges and universities which helps to increase the theoretical knowledge. But when students go to the real working environment and get exposed because the real life scenario and the situation are completely different.

To develop the career as an accountant student invests in the education. Graduation is the milestone of the education period of the students. Students acquire bachelors, masters, and even Ph.D. degrees but they do not know whether or not the degree will render a return on their investment.

If the students go through the job advertisement they will find in most of the recruitment advertisements, it includes 'with experience in...'. Companies in India and other parts of the world prefer graduates having some sort of applied knowledge of accounting and practical accounting training. It is very essential for correctness of the recording of business transactions.

**OBJECTIVES OF THE STUDY:**

To study the gap analysis between Accounting Education and Accounting Practices

**RESEARCH METHODOLOGY:**

The primary data has been collected online from the college students as well as from the professionals.

To study the Gap Analysis Between Accounting Education and Accounting Practices well structured online questionnaire has been sent to the students in Google Form. Total 46 students and 14 professionals recorded their response through the Google Form. The questionnaire of the research paper has been divided into two parts viz- the part A- included that questions relating to the accounting knowledge acquired by the students during the graduation period and the responses of the different professional. For taking the opinion of the students and professional four point Likert Scale method has been used.

**DATA ANALYSIS:**

**Table No.1**  
**Opinion of the Students and other Professional regarding Accounting Education and Accounting Practices**

Parameters	Opinion of the Students and Professional regarding Accounting Education and Accounting Practices									
	Opinion of Students					Opinion of Professionals				
	SDA	DA	A	SA	Total	SDA	DA	A	SA	Total
Students knows the basic concepts and conventions of accounting	4 (8)	2 (4)	8 (18)	32 (70)	46 (100)	7 (50)	4 (28)	1 (8)	2 (14)	14 (100)
Students learn procedure of preparation of cash book	4 (8)	8 (18)	18 (40)	16 (34)	46 (100)	6 (42)	5 (36)	2 (14)	1 (8)	14 (100)
Students know procedure to prepare bank reconciliation statement	5 (10)	9 (20)	14 (30)	18 (40)	46 (100)	4 (28)	4 (28)	2 (14)	4 (28)	14 (100)
Students knows the different classification of ratios	4 (8)	2 (4)	9 (20)	31 (68)	46 (100)	5 (36)	6 (42)	2 (14)	1 (8)	14 (100)
Students knows the procedure to prepare cash flow statement	4 (8)	8 (18)	15 (32)	19 (42)	46 (100)	3 (22)	8 (58)	2 (14)	1 (8)	14 (100)
Students learn procedure of preparation of cost sheet	7 (16)	6 (14)	16 (34)	17 (36)	46 (100)	6 (42)	4 (28)	3 (22)	1 (8)	14 (100)
Students knows the procedure of preparation of bank balance sheet	3 (6)	5 (10)	20 (44)	18 (40)	46 (100)	5 (36)	6 (42)	2 (28)	1 (14)	14 (100)
Students realize procedure to get audited the income statement.	6 (14)	2 (4)	22 (48)	16 (34)	46 (100)	4 (28)	8 (58)	1 (8)	1 (8)	14 (100)
Students knows the concept of internal control and the different types of audit	3 (6)	7 (16)	26 (56)	10 (22)	46 (100)	4 (28)	7 (50)	1 (8)	2 (14)	14 (100)
Students knows importance of vouching and verification and verification	2 (4)	2 (4)	22 (48)	20 (44)	46 (100)	1 (8)	2 (14)	10 (72)	1 (8)	14 (100)
Students knows preparation of audit report for business organization	9 (20)	8 (18)	24 (52)	5 (10)	46 (100)	10 (72)	1 (8)	1 (8)	2 (14)	14 (100)
Student knows calculation of the total income of individual	4 (8)	6 (14)	26 (46)	10 (22)	46 (100)	9 (64)	1 (8)	2 (14)	2 (14)	14 (100)
Student knows to get audited items of balance sheet statement	10 (22)	7 (16)	23 (50)	6 (14)	46 (100)	6 (42)	3 (22)	3 (22)	2 (14)	14 (100)
Students knows procedure of preparation different vouchers and various income and balance sheet statement in computerized accounting	17 (36)	16 (34)	6 (14)	7 (16)	46 (100)	6 (42)	4 (28)	3 (22)	1 (8)	14 (100)

(Source: Primary data)

*SDA-Strongly Disagree*

*DA-Disagree*

*A-Agree*

*SA-Strongly Agree*

**FINDINGS OF THE STUDY:**

The findings of the study are as below:

- (1) The table no 1 shows that the 70-80% students reported their opinion that they know the basic concepts and conventions of accounting, they learnt procedure of preparation of cash book, they knows procedure to prepare bank reconciliation statement, they knows the different classification of ratios, knows the procedure to prepare cash flow statement, Students learnt procedure of preparation of cost sheet, Students knows the procedure of preparation of bank balance sheet, realize procedure to get audited the income statement, knows the concept of internal control and the different types of audit, knows calculation of the total income of individual, knows to get audited items of balance sheet statement.
- (2) 30% students are reported their opinion that they know procedure of preparation different vouchers and various income and balance sheet statement by using computerized accounting.
- (3) The table no .1 shows that more than 60% professionals found that students are not developed knowledge of the basic concepts and conventions of accounting, procedure of preparation of cash book, procedure to prepare bank reconciliation statement, the different classification of ratios, the procedure to prepare cash flow statement, procedure of preparation of cost sheet, the procedure of preparation of bank balance sheet, realize procedure to get audited the income statement., the concept of internal control and the different types of audit, calculation of the total income of individual, how to get audited items of balance sheet statement.
- (4) Less than 30% professional are reported their perception that students could not prepare different vouchers and various income and balance sheet statement in computerized accounting system when they joined the accounting based jobs in the business organizations.
- (5) Lack of knowledge of computerized accounting system has been highlighted by the both respondents ( students and professionals)

**SUGGESTIONS:**

1. If students have Practical Accounting Training from accounting professionals along with their university degree, they will survive them in the cut throat competition and become confident.
2. During the graduation period students should acquire the practical accounting skills. Because companies are required the candidates with practical experience

3. University should make compulsory to the students for the completion of practical accounting internship form the professionals like chartered accountant and other accounting professionals during the graduation period.
4. Good Analytical skill is very useful to solve problems, to take business decision and to provide recommendations to clients and management. All this can be gained from practical training of accounting.
5. Students should get audited the books of accounts of different forms of organization during the graduation period under the guidance of professionals and subject teachers. So they can able to read the Balance sheet and profit and loss statement as per accounting principles which has been laid down by the ICAI.
6. Accounting training program helps to apply the theory in real life scenario. It acts as a bridge the gap between the theoretical and practical knowledge.
7. If the students want to make them capable for doing the job they should complete the training programme and acquired the expertise skill of keeping books of accounts, it will help them to grab the opportunity of accounting jobs in the various field of business .

### CONCLUSION:

Accounting training provides knowledge of popular accounting software which helps the graduate to be familiar with recent accounting software. In business sectors different kinds of accounting based jobs are offered by the business organizes like- Accounting Manager, Accounts Payable Clerk, Accounts Receivable Clerk, Accountant/Accounting Assistant, Bookkeeping, Chief financial officer, Office Manager, Payroll Clerk, Staff Accountant.

In the accounting sector, there are four primary jobs: public accountants, government accountants, co-operative auditor, internal auditors, and management accountants. The duties include auditing the accounting systems and procedures, preparing taxes, and discovering ways to reduce company costs while improving the profit margins. So imparting the practical accounting skill and training during the graduation level among the students plays very vital role to bridge the gap between theoretical knowledge and the implementation of theory in real business world.

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## IMPACT OF COVID PANDEMIC ON EMPLOYMENT AND GOVERNMENT'S INITIATIVES TO PROVIDE EMPLOYMENT

**Dr. Pradeep Rajaram Gaikwad**

Assistant Professor

Shri Venkatesh Mahavidyalaya, Ichalkaranji

Dist: Kolhapur (M/S)

**ABSTRACT:** The COVID-19 pandemic and lockdown have impacted almost all sectors of economy across the world which have a significant contribution in the country's GDP and economic development. This paper is an attempt to study the effect of COVID-19 pandemic and its overall effect on the employment as well as government's initiatives to provide employment. The study is exploratory in nature and thus give new insight to related future researches. In order to conduct the study, the secondary data has been collected from various books, newspaper articles, online blogs and websites. The paper covers various dimensions like the meaning of full employment, measurement of employment/unemployment ratio, types of unemployment, the employment situation in India, government's initiatives to provide employment. The period of study covered more than one year i.e., from March, 2020 to Aug, 2021 (during COVID). The findings of the study reveal that COVID-19 has adversely affects the employment mainly in term of increase poverty and widen inequalities, with the impact felt for years to come.

**Key Words:** COVID-19 Pandemic, Employment, GDP

### INTRODUCTION:

Undoubtedly, the COVID 19 pandemic in India has very severely impacted, rather negatively, the employment figures of India since early 2020. We have seen so many scenarios since March 2020 like corona infection in huge number, corona testing, containment zone, quarantine, mask, sanitizer, PPE kits, rushing of ambulances, heltering-skeltering of the health personnel, i.e. doctors, nurses, paramedical staff, other support staff, police personnel and most shocking helpless deaths. Side by side, we have also seen another type of scenarios like lockdown in industrial units, a beeline of the job loser labourers with hungry children, women, and elderly family members carrying belongings heading towards their native villages.<sup>1</sup>

The COVID-19 pandemic has triggered one of the worst job's crises since the Great Depression of 1929. There is a real danger that the crisis has increased poverty and widen



inequalities, with the impact felt for years to come. Countries now need to do everything they can to stop this job's crisis from turning into a social crisis. Reconstructing a better and more resilient labour market is an essential investment in the future and in future generations.<sup>2</sup>

### OBJECTIVES OF THE STUDY:

The main objectives of the present study are as follows:

1. To understand the meaning of full employment.
2. To understand the measurement of employment/unemployment ratio.
2. To understand the types of unemployment.
4. To take a brief review of employment situation in India.
5. To take a brief review of sectoral impacts.
6. To take a brief review of governments initiatives to provide employment.

### NATIONAL EMPLOYMENT (UNEMPLOYMENT RATIO)

The unemployment is a major and important economic problem of the economy. Every country considers full employment as the major objective of the macroeconomic policy. The full employment ensures maximum utilization of the productive capacities and maximum level of national income, which avoids the wastage of manpower and resources in the economy.

*“The full employment is the situation when everyone who is willing and able to work at the prevailing wage rate can find the job in the line of work for which he or she is qualified.”*

The full employment doesn't mean employment to each and every adult in the country the full employment doesn't mean zero unemployment. Generally, 3% to 4% of labour force is supposed to remain unemployment on frictional or natural grounds. The unemployment ratio is variable of the problem of unemployment which enables us to understand gravity of this problem. It is shown with the help of equation as-

$$\text{Unemployment Ratio} = \frac{\text{Total unemployment}}{\text{Total labour force}} * 100$$

- (The labour force is the population in the age group 18 to 62 years. Students + Housewives + Voluntary unemployed).
- For example, the total labour force in India in 2001 was 220 million is equal to employment 198 million + unemployment 22 million.

$$\text{Unemployment Ratio} = \frac{22}{220} * 100$$

$$\text{Unemployment Ratio} = 10\%$$

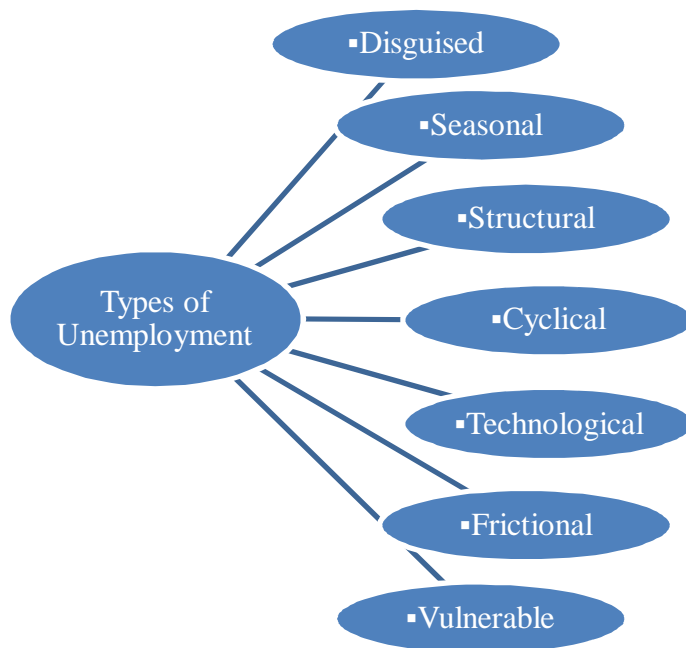
- While measuring the intensity of the problem of unemployment with the help of its variable unemployment ratio, the following important things should be considered.
  - 1) 3 to 4% on unemployment ratio is regarded as a natural unemployment, which includes in the full employment.
  - 2) When the unemployment ratio is higher than 3 to 4 % of the labour force then there is a series unemployment problem, which demands to adopt suitable policy to control it.
  - 3) During the Great Depression of 1929-33 the unemployment ratio in America was 15% to 20%
  - 4) In India the unemployment ratio is-

Date	Urban	Rural	Total
Aug, 2019	---	---	5.2%
Aug, 2020	9.8 %	7.6 %	8.3 %
Aug, 2021	8.8 %	6.9%	7.5 %

(Source: <https://unemploymentinindia.cmie.com>)

National income and national employment move in the same direction. Higher national employment brings with its higher national income and vice-versa.<sup>3</sup>

#### TYPES OF UNEMPLOYMENT IN INDIA:



##### ▪ Disguised Unemployment:

It is a phenomenon wherein more people are employed than actually needed. It is primarily traced in the agricultural and the unorganized sectors of India.

- **Seasonal Unemployment:**

It is an unemployment that occurs during certain seasons of the year. Agricultural labourers in India rarely have work throughout the year.

- **Structural Unemployment:**

It is a category of unemployment arising from the mismatch between the jobs available in the market and the skills of the available workers in the market.

Many people in India do not get job due to lack of requisite skills and due to poor education level, it becomes difficult to train them.

- **Cyclical Unemployment:**

It is result of the business cycle, where unemployment rises during recessions and declines with economic growth.

Cyclical unemployment figures in India are negligible. It is a phenomenon that is mostly found in capitalist economies.

- **Technological Unemployment:**

It is loss of jobs due to changes in technology. In 2016, World Bank data predicted that the proportion of jobs threatened by automation in India is 69% year-on-year.

- **Frictional Unemployment:**

The Frictional Unemployment also called as Search Unemployment, refers to the time lag between the jobs when an individual is searching for a new job or is switching between the jobs.

In other words, an employee requires time for searching a new job or shifting from the existing to a new job, this inevitable time delay causes the frictional unemployment.

It is often considered as a voluntary unemployment because it is not caused due to the shortage of job, but in fact, the workers themselves quit their jobs in search of better opportunities.

- **Vulnerable Employment:**

This means, people working informally, without proper job contracts and thus sans any legal protection. These persons are deemed 'unemployed' since records of their work are never maintained.

It is one of the main types of unemployment in India.<sup>4</sup>

## **THE EMPLOYMENT SITUATION IN INDIA:**

Now let us have a look at how the pandemic has impacted the employment situation in India.

Indian Government had been compelled to clamp lockdown around April,2020 in different modes and schedules to contain the onrushing pandemic. Almost all the commercial establishments, industrial units, transport systems, school colleges even government offices except emergency services, have come under lockdown. Though good

results have started coming in due to these lockdowns, on the other hand, the industries have started bleeding.

According to Mahesh Vyas, CEO, Centre for Monitoring Indian Economy (CMIE), The unemployment rate stands at 12.4%, urban 15.1% and rural 11.2% on 3rd June 2021. As well as it is noted that small towns and rural areas were not very affected by COVID 19 pandemic last year. But during the 2<sup>nd</sup> wave, these areas also affected employment situation. The manufacturing and engineering sectors have largely been affected by the lockdown during the 2<sup>nd</sup> wave. The index of actual hiring has come down from 132 in July-September, 2020 to 60 in January-March, 2021. Though the automotive and FMCG sectors in tier-2 cities have performed poorly, the recruitment situation in IT, Outsource, Technology, E-commerce, Pharma and Health Care sectors in metro and tier-1 cities have started showing some improvements (HR Firm, CIEL).

According to Sri Aditya Mishra, CEO, CIEL, though the companies have the intent to hire in tier 2-3 cities, they have not been able to actually hire due to the spread of pandemic to these markets also. According to him, the gap between the intent of hiring and the actual hiring in these markets is 50%.

The Azim Premji University revealed in its study that the 1<sup>st</sup> wave of COVID 19 pandemic has pushed 23 crore people below the poverty line. The report said that there has been a rise of 15% in poverty in rural India and a rise of 20% in urban India during the last one pandemic year.

Had the pandemic not occurred, poverty would have declined by 5 percentage points in rural areas and 1.5 percentage points in urban areas between 2019 and 2020, and 50 million would have been lifted above this line. It further stated that “Mobility curbs resulted in income losses because of decreased economic activity. A 10% decline in mobility was associated with a 7.5% decline in income.” *The study found that nearly half of formal salaried workers moved into informal work, either as self-employed (30 per cent), casual wage (10 per cent) or informal salaried (9 per cent) workers, between late 2019 and late 2020 and there was a decline in their income level as well.*

*In April and May, the poorest 20% of households lost their entire income and the richer households suffered losses of less than a quarter of their pre-pandemic incomes, the report said.*<sup>6</sup>

In January 2020, India reported its first case of COVID-19, and by May 26, 2020, the number of people affected had risen to more than 145,000 and there had been almost 4,200 deaths.<sup>7</sup> In response, the Government of India instituted a 21-day lockdown on 24 March 2020. This was one of the world’s strictest, suspending most economic activities, maintaining just basic services and only keeping open shops that provided essential consumption goods. One month later in an effort to protect the economy, the Government relaxed the measures in less-affected regions and on 29 April, allowed inter-state movement of people, mainly migrant workers. Subsequent lockdown phases, currently number 5, further opened up sectors and regions for economic activities to resume.

A prolonged economic downturn, both global and national, will lead to a substantial increase in unemployment, underemployment and working poverty, and declines in labour income and enterprises' profit and competitiveness. Though up-to-date labour force survey data is not available, this brief considers the likely impact of the crisis on enterprises and the livelihoods and incomes of workers – regular and non-regular, protected and unprotected.<sup>8</sup> It also looks at the policy responses to the economic crisis and examines initiatives to protect both enterprises and workers, especially the most vulnerable.

### **SECTORAL IMPACT:**

The lockdown placed immediate restriction on economic activity, stifling both supply and demand. Wholesale and retail trade – Restrictions on movement have had a direct impact on trade, and especially on retail trade the majority of whose workers are self-employed and make up 15 % of India's self-employed. There will also be second-round effects from a slowdown in formal higher end activities in this sector that employ regular but unprotected workers.

#### ***a. Manufacturing –***

Manufacturing employs 22 % of regular but unprotected workers. Over recent years, Indian manufacturing had already experienced a slowdown due to a decline in both domestic demand and exports, along with the effects of the credit crunch. Between 2018-19 and 2019-20 the rate of growth of manufacturing gross value-added fell from 6.9 to 2.0 %.<sup>9</sup>

On top of this trend, COVID-19 hit Indian manufacturing hard. A UNIDO survey of 85 enterprises in April 2020, for example, showed that many had stopped production. These activities included manufacture of automotive components, bicycles, paper, textiles, and ceramics, as well as foundries, tea factories and rice milling. Businesses reported cash constraints, degradation of machinery and raw materials, and a reduced labour force as migrant workers returned to their regions of origin. Some, however, had innovated, such as a bicycle manufacturer who switched to producing ventilators.<sup>10</sup>

#### ***b. Construction –***

Construction employs 12 % of all workers and nearly 40% of the casual labour force. In this sector, the impact was direct and immediate as construction largely ceased.

#### ***c. Agriculture –***

Agriculture relies heavily on casual labour and self-employment. Although not affected directly by the containment measures, the sector could become the refuge employer during the economic slowdown. In some parts of the country, a large number of casually employed urban workers, particularly in construction, have returned to their villages. This will reduce remittances, while adding to the burden on rural areas in terms of both employment and food security.

#### ***d. Transport –***

Transport employs many regular but unprotected workers. During the crisis, workers have lost their jobs as long-distance movements of people and goods across state and district

boundaries have been curtailed. However, some urban businesses still operate because of increased use of home delivery systems.

***e. Domestic workers –***

In 2017-18, there were an estimated 4.9 million domestic workers, classified as regular but unprotected. Around two-thirds were women. These workers are vulnerable to second-round effects when households facing losses can no longer employ them. The most vulnerable are those who do not live on the premises.<sup>12</sup>

**WORKERS MOST AT RISK:**

Those most likely to lose their work and incomes are casual workers and the self-employed. Using 2020 population figures (which generate an estimate of 473 million workers), around 118 million workers in India are casually employed, representing around 25 % of the total Indian workforce, while slightly more than half or 246 million are self-employed. Women are marginally more likely than men to be in non-regular employment. Unprotected regular workers, who account for around 14 % of employment or 65 million, are likely to suffer as industries restructure and contract in the face of the crisis. Taking these categories together, the number of people adversely affected by the lockdown is, therefore, in the range of 364 to 429 million. These workers suffer the consequence both of immediate restrictions in movement and the ensuing economic downturn. The total also is likely to rise if those in regular employment lose their jobs due to industry closures. Young people are particularly vulnerable; during a crisis they are often the first to lose their jobs and face intense competition for fewer jobs in the labour market.

The result will be a steep rise in unemployment, particularly in urban areas and among young people. Official labour survey data are not yet available from the National Sample Survey or the Period Labour Force Survey. However, estimates from the Centre for Monitoring Indian Economy (CMIE) indicate that average unemployment rate during the period April to December 2019 was 8 %, but by April 7 2020 it had risen to 23 %.<sup>13</sup>

At the same time, in March 2020 the employment rate fell to a record low of 38 %. The CMIE data indicate that in April 2020 about 27 million people in their 20s, and 33 million people in their 30s, lost their jobs. Even though CMIE data is collected on a different basis, it shows clearly a sharp rise in unemployed from March to April 2020.<sup>14</sup>

**GOVERNMENT'S INITIATIVES TO PROVIDE EMPLOYMENT:**

*"For millions of workers, no income means no food, no security and no future. As the pandemic and the jobs crisis evolve, the need to protect the most vulnerable becomes even more urgent."*

***Guy Ryder, ILO Director-General***

Government has taken a number of initiatives for promoting employment generation in the country these are as follows -

Newly appointed labour minister Bhupendra Yadav listed the government's employment initiatives including Aatmanirbhar Bharat Rozgar Yojana (ABRY), and said that the government is encouraging various projects involving "substantial investment" and is focussed on "public expenditure on schemes" like Prime Minister's Employment Generation Programme (PMEGP), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and more.

- "ABRY scheme is being implemented through EPFO (Employees' Provident Fund Organisation). It seeks to reduce the financial burden of the employers and encourages them to hire more workers,"
- Under ABRY, the government has been providing 12% of employees' share of wages and employers' share of contribution for two years for new employees whose monthly wage is less than ₹15,000/- per month.
- He added that the new employees under the scheme include those who lost their jobs during Covid-19 and didn't join in any EPF-covered establishment up to September 30 last year.
- Listing another scheme Pradhan Mantri Rojgar Protsahan Yojana (PMRPY), the minister said that the government is paying the "employer's contribution i.e. 12% for a period of three years to the new employees earning up to ₹15,000 through EPFO."
- However, this would largely not include people who lost their jobs due to Covid as the terminal date stated by the minister is "March 31, 2019."
- Besides this, Yadav listed two more schemes which include PM Street Vendor's Aatmanirbhar Nidhi (SVA-Nidhi) Scheme and Pradhan Mantri Mudra Yojana (PMMY), saying that the government has been helping "businesses resume" after "Covid period" through collateral-free loans loan up to ₹10,000 through the former and Rs.10 lakh through the latter.
- Yadav did not give fresh data; he quoted data from "Periodic Labour Force Survey (PLFS)" conducted by the ministry of statistics and programme implementation (MOSPI) in 2019.
- Yadav said that from 2017 to 2019, the "estimated the unemployment rate for the persons aged 15 years and above on usual status (principal status + subsidiary status) basis in the country is 6.0% and 5.8%, respectively."
- The principal status here means employment accounting for the majority of worker's time over the year and subsidiary status is activity other than the principal activity undertaken on a short-term basis.
- Besides listing employment initiatives, Yadav also said that "flagship programmes" like Digital India, Swachh Bharat Mission, Smart City Mission, Atal Mission for Rejuvenation and Urban Transformation, Housing for All, Infrastructure development and Industrial corridors also "have the potential to generate productive employment opportunities."<sup>15</sup>

**FUTURE BEYOND THE PANDEMIC:**

The COVID-19 crisis hit an Indian economy that was already slowing. Recovery is unlikely to be V-shaped and more likely to be sluggish and uncertain. Damage will persist throughout the whole economy but most notably in the unorganized sector. The shock to jobs is severe, and the worst at the lower ends of the employment structure where it will affect large numbers of people. This will be reflected in worsening employment quality, and rising rates of unemployment and underemployment, more people out of the labour force, and increased poverty. A decline in consumption will further stifle demand and hinder growth.

A key priority across these dimensions is migrant workers who have been the backbone of the Indian economy and are now some of the hardest hit. Allowing for interstate migrant workers to return to places of work will be critical to reopening the economy but will require sufficient protection of these workers both in terms of exposure to the virus and their incomes and working conditions.

As well as boosting immediate support, it is important to set out a strategy for the medium and longer term to address declining demand and speed up the recovery. This should include a comprehensive employment strategy promoting jobs and productivity in key sectors, along with measures for robust social protection, while strengthening occupational safety and health.

It will be important to support enterprises and their workers, particularly small enterprises and those in the informal sector. Reskilling and upskilling of worker may be needed in light of changes to labour demand across sectors and occupations. Monitoring wage trends, especially for low skilled workers, needs to be regularly carried out. Enterprises under financial pressure may be forced to fall into informal sector or tempted to lower working conditions including workers' protection. However, this would only result in a greater jobs crisis. Instead, based on social dialogue, there should be a priority for incomes and decent work to stimulate demand and productivity, protecting existing rights and working conditions, and where possible extending them, for example, by ensuring access to health care. These are all crucial policy choices that will shape the 'national interest' for years to come.<sup>16</sup>

**CONCLUSION:**

The sudden emergence of the COVID-19 pandemic is dealing a severe blow to state economies, businesses and workers. This unprecedented challenge is having economic ripple effects across the country as lots of Indian unexpectedly find themselves out of work with the potential for significant increases in unemployment. The pandemic has exposed deep-rooted labour market fragilities and structural inequalities, with low-paid work, young people, women, ethnic minorities, the self-employed and informal and fixed-term workers among the hardest hit by the crisis. Country is acting to address the employment concerns facing Indians and to protect those who are no longer able to work Government has taken a



number of initiatives for promoting employment generation in the country. Hope, very soon the people will rush for buses and trains, shops and markets will be buzzing, the hooters of the factories will blow again and the smoke coming out of the tall chimneys will mark the sky with sign of victory!

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## IMPACT OF EMPLOYEE ENGAGEMENT PRACTICES ON SATISFACTION LEVEL OF THE EMPLOYEES

**Mr. Shrikant S. Karanjkar**

Assistant Professor

Department of Management Studies, Rajarambapu Institute of Technology  
(An Autonomous Institute affiliated to Shivaji University, Kolhapur) (M/S)

**Mr. Krishnaji S. Patil**

Assistant Professor

Department of Management Studies, Rajarambapu Institute of Technology  
(An Autonomous Institute affiliated to Shivaji University, Kolhapur) (M/S)

**ABSTRACT:** Employee engagement is based on trust, unity, a commitment and communication between an organization and its employees. It is an approach that increases the chances of organizational success. It comes up with organizational and individual productivity, efficiency and welfare. From an employer's point of view, employee engagement is taking new ingenuity and initiatives to increase the positive psychological fitment because of that productivity is increased and overall business is developed.

**Key Words:** Employee Engagement, Satisfaction

### INTRODUCTION:

Employee Engagement is relationship between an organization and its employees. An engaged employee" is one who is enthusiastic about their work and fully absorbed in work. He contributes his individual goals to accomplish organizational goals. The study is based on employee engagement activities performed in the organization and how those activity helps in increasing productivity of workforce and contribute to the organizational growth. Employee engagement is an opportunity to employees to give their best in all organizational activities.

An engaged employee build good business outcomes, does not jump jobs and most importantly, is an ambassador of the business at all levels. Engaged employees are discern to be a part of an organization's brand and an engaged, happy employees can have a grow old effect on employee retention, the ability to attract new employees and recruitment of key talent.

### PROBLEM STATEMENT:

The problem statement is about improper working condition provided by the organization to the workforce working in the organization. Employees are not satisfied with

the working conditions provided by organization. It affects employee satisfaction and employee engagement.

### **OBJECTIVES OF THE STUDY:**

1. To find employee engagement practices in MR Care & Clean LLP.
2. To examine whether employees work get recognized.
3. To analyze factors responsible for employee engagement.
4. To identify the impact of employee engagement on productivity.

### **LITERATURE REVIEW:**

**Jawaharrani and Susi (2011)** survey some literature on Employee engagement, he explores work-place culture and work-life balance policies and practices pursued in industries in order to encourage employee engagement in their organizations with moto to increase their employee's productivity and retain employees. Work-life balance is key motorist of employees' satisfaction.

**Shashi (2011)** strengthen the significance of employee communication on the success of abusiness. She said that an organization should know the importance of employees, more than any other component, as the most powerful and energetic contributor to an organization's position.

**Bijaya Kumar Sundaray (2011)** focused on different factors which lead to employeeengagement and which steps should company take to make the employees engaged. Company should give proper attention on engagement strategies, which will increase the organizational successfulness in terms of high productivity, quality, employee retention, profit, customer satisfaction and increase adaptability.

**Roy and Siddhanta (2012)** examined implementations of theory, proceed research and practices by combining modern & 39 Employee Engagement&39; activities being practiced by the organizations with the review of previous researches / surveys.

**Singh& Shukla (2012)** find out what variables are notable to create an engaged workforce. The study was exploratory in nature. The data had collected from a tin manufacturing organization.

### **RESEARCH FRAMEWORK:**

#### ***Research Design***

It is the framework under which the project can be completed. We can call it as a research. Various research methodologies are used to carry out the research very effectively. According to the characteristics of the project (Research) the research methodology changes. For this project, Descriptive research methodology is considered. Various methods are adopted in this type of design. Questionnaire method is an effective one, so we used that

**Data Collection:**

**1. Primary Data:** Primary data are those which are collected for first time. The data has been collected from the employees through Personal Interview and Questionnaire Method.

**2. Secondary Data:** The most of the secondary sources of information were from the official website of MR Care and Clean LLP and other websites related with services.

**Research Type:** The type of research used in this project study is “Conclusive Research”. Conclusive research aims at to provide information that is useful in reaching conclusions or decision making. Here researcher has tried to find out the current status of Employee Engagement appraisal method followed by MR Care and Clean LLP, Pune.

**Sampling Technique:**

**i. Sample Size:** In order to get data a sample size of 35 is taken and employee selected on random base.

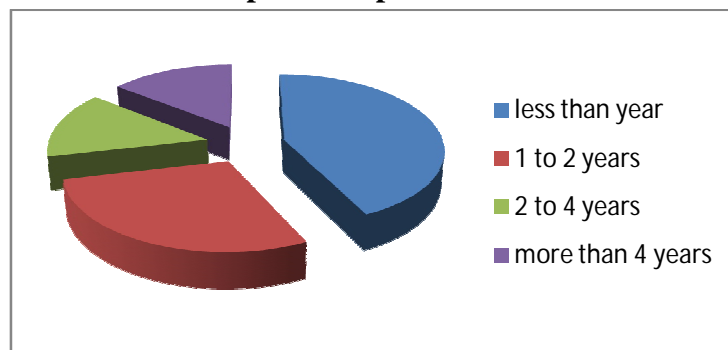
**i. Sample Methods:** Sampling design is a definite plan of obtaining some items from the whole population. The sample method used in this project is census method.

**iv. Census Method:** The census method is known as complete enumeration survey method wherein each and every part of the population is selected for the data collection.

**DATA PRESENTATION, ANALYSIS AND INTERPRETATION:**

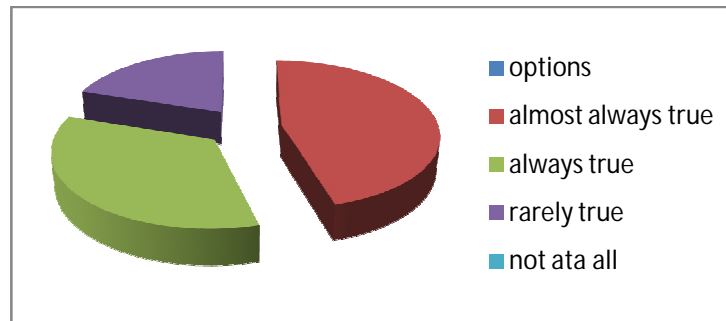
**Table-1:** Statement showing work experience of employees within MR Care & Clean LLP

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Less than a year	15	42.86%
2	1 to 2 years	10	28.57%
3	2 to 4 years	05	14.29%
4	More than 4 years	05	14.29%
Total		35	100

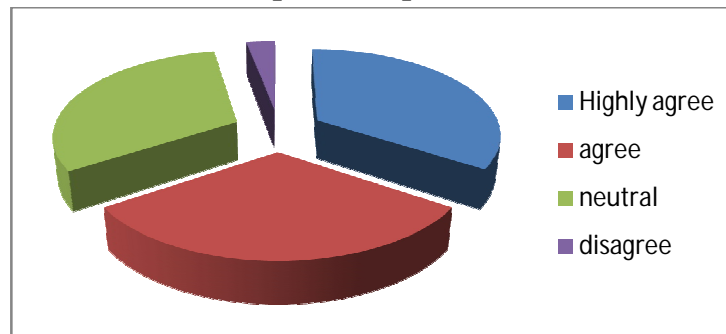
**Graphical Representation:**

**Table-2:** Statement showing opportunities to do work best

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Almost always true	16	44.44%
2	Always true	12	34.28%
3	Rarely true	07	20.00%
4	Not at all	00	00.00%
<b>Total</b>		<b>35</b>	<b>100</b>

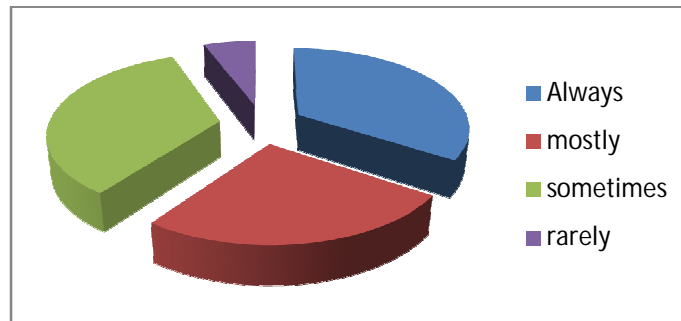
**Graphical Representation:****Table-3:** Statement showing the support organization for employees

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Highly Agree	12	34.28%
2	Agree	11	31.42%
3	Neutral	11	31.42%
4	Disagree	01	02.85%
<b>Total</b>		<b>35</b>	<b>100</b>

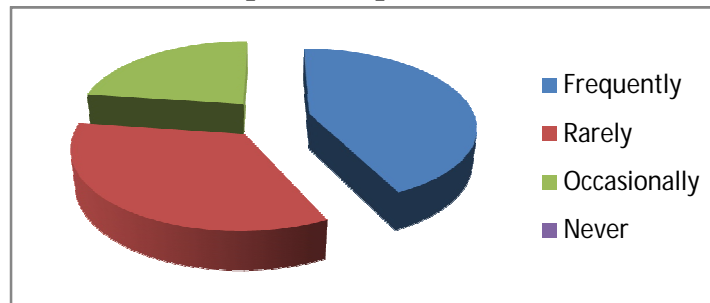
**Graphical Representation:**

**Table-4:** Statement showing the mission and purpose make feel the importance of job

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Always	12	34.28%
2	Mostly	09	25.71%
3	Sometime	12	34.28%
4	Rarely	02	05.71%
<b>Total</b>		<b>35</b>	<b>100</b>

**Graphical representation:****Table-5:** Statement shows that the Organization considered the suggestion during the job

Sr. No.	Options	No. of Respondents	Percentage (%)
1	Frequently	15	42.85%
2	Rarely	12	34.28%
3	Occasionally	08	22.85%
4	Never	00	00.00%
<b>Total</b>		<b>35</b>	<b>100</b>

**Graphical Representation**

**FINDINGS:**

1. 42.86% respondents having less than a year working experience in the organization.
2. 44.44% respondents are thought that they have opportunity in the same organization.
3. 34.28% respondents are strongly agreed with their organization that they give support to the employees for better work.
4. There are 34.28% respondents are said that always and 34.28% respondents are said that sometimes mission and purpose make feel the importance of job.
5. There are 42.85% respondents frequently considered suggestions during the job in the organization.

**CONCLUSION:**

This presents the summary of the study done in relation to the Employee engagement with reference to MR Care and Clean LLP, Pune.

While doing study researcher have found some things as maximum employees are newly joined in the organization. Performance appraisal is calculated on the basis of both i.e., total output & behavioral efficiency. Employee Engagement creates participative environment in the organization and also improves motivation & job satisfaction. In the organization employees are rarely getting any increment in the salary. Maximum employees are satisfied with Employee Engagement.

Researcher has given some suggestions like the employee engagement feedback need to be specific to each employee and identified areas of improvement. Management should perform a careful selection of raters who know the work conditions of the employee and have interacted with the employee beforehand. Policies leading promotion be aligned with the Employee engagement. There should be a monetary incentive for the effort employees make to fill the gaps.

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## JOB SKILLS REQUIRED BY GRADUATES POST COVID 19 PANDEMIC

**Mr. Rahul B. Pawar**

Assistant Professor

Department of Accountancy

Dhananjayrao Gadgil College of Commerce, Satara (M/S)

**ABSTRACT:** The arrival of the COVID-19 pandemic has presented our country and the world with many challenges and problems. This pandemic has resulted in the loss of lives of many people's across the country. Among the various problems caused by this pandemic, unemployment is one of the serious problems in our country. During this pandemic, number of employees has lost their jobs. In such unprecedented situation, many graduates' feels worried about their careers and job prospects. The present study is conducted with an objective to provide a set of additional job skills for the graduates to make them more employable. The data required for the study is collected through secondary sources such as reports, newspapers and websites.

**Key Words:** Job Skills, Graduates, Covid 19 Pandemic

### INTRODUCTION:

The Covid 19 pandemic has adversely affected on the functioning of schools, colleges and universities across the country. It has given an unprecedented shock to the livelihoods of individuals across the country. Currently, the unemployment problem in our country is very severe. So many people have lost their jobs during the present Covid 19 pandemic. In such unprecedented situation, many graduates' feels worried about their careers and job prospects as so many companies have freeze their hiring procedures and cancelled internships.

The present Covid 19 pandemic has brought so many changes not only in our day to day life but also in the work culture of different business organizations. Along with graduation and post graduation degree, a fresher / graduate needs to have some additional job skills to get good employment opportunities. These additional skills will definitely help the graduate students to become more employable.

### JOB SKILLS REQUIRED:

To become more employable, graduates needs to develop following skills:

**1. Leadership:** Leadership skills are the strengths and abilities that individuals demonstrate while overseeing processes, guiding people working for initiatives, and motivate the



employees to achieve their goals. Leadership skills include the ability to distribute, motivate, and communicate effectively, along with creativity, honesty, and commitment.

Many people believe that, the leadership skills are required only by the managers, but post Covid 19 pandemic, all the employees needs to have leadership skills. Leadership is not only about the supervising and managing others, but it also includes communicating our strategy and vision while encouraging others and embracing feedback from colleagues and superiors. Being self-aware and holding yourself accountable is particularly important during these challenging times.

**2. Flexibility and Adaptability:** Adaptability is a willingness to change our own ideas and preconceptions. Flexibility is more a willingness to meet others halfway procedurally. Since last one year and half, we all had to be flexible and adaptable. Being adaptable and flexible is a crucial skill, which an employer looks in its employees.

Due to current pandemic situation, majority of the employees had to do work from home and it is likely that it will be continued post pandemic situation also. Being flexible means an employee needs to have an open mindset, he should perform well under pressure, adjust to new and unexpected deadlines, prioritizing tasks, shouldering additional responsibilities etc.

**3. Critical Thinking:** Critical thinking is the ability to think clearly and rationally, understanding the logical connection between ideas. Critical thinking is described as the ability to engage in reflective and independent thinking. Critical thinking is thinking about things in certain ways so as to arrive at the best possible solution in the circumstances that the thinker is aware of. In simple words, it is a way of thinking about whatever is presently occupying your mind so that you come to the best possible conclusion.

In the present 21<sup>st</sup> century, where so many fake news circulates, it is necessary that employee should be able to think clearly and rationally. An employee should be able to evaluate the information objectively in order to make informed decisions.

**4. Tech Savvy:** Being tech savvy means having Knowledge about or conversant with technology or technical matters. It is important to be technologically savvy in today's modern world. Being tech savvy and understanding how to use technology effectively is critical for performance and significant personal growth. In India, there is a growing digital skill gap. The covid 19 pandemic has increased the need of specialized skilled personnel to help the businesses to survive in the present pandemic situation. For this purpose, investment in technologies as well as in people who understand technology is required.

**5. Emotional Intelligence and Communication:** Emotional intelligence also known as Emotional Quotient (EQ) is the ability to understand, use and manage our own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Emotional intelligence helps to build stronger relationships, succeed at work and achieve our career and personal goals. It also helps to connect with our feelings, turn intention into actions and make informed decisions about what matters most to us.

An employee should possess a good emotional intelligence. It means he / she should be aware of and demonstrate empathy for others emotions and behaviors, especially when people are feeling uneasy during such pandemic situation. Good communication skills are also necessary among the employees, as most of the businesses might ask its employees to continue to work from home. Good communication skills among the employees results in clarity in emails, instructions during the virtual meetings which enhances the trust and retains high productivity.

**6. Creativity and Innovation:** Creativity and innovation are two related but separate concepts, and each is required for the success of business organization. Creativity doesn't lead a growth of business but innovation does. However, innovation doesn't happen without creative people. Generating creativity means allowing people to think outside the box and go against the norms.

Creativity is essential across each every industry and sector. In the upcoming years, the business landscape is going change rapidly. For this, any graduate aspiring to work in the business will need to be able to tap into their creative mindset to steer a business through different challenges and opportunities.

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## A STUDY OF NON-STORED BASED RETAILING AND STREET VENDORS

**Mr. Naykawade Toufik Harun**

Shri. Venkatesh Mahavidyalaya Ichalkaranji.

**ABSTRACT:** Retail is done through shop as well as non-stored based. In countries like India, which are large in size, with different economic conditions, different geographical conditions, different educational and social conditions, non-shop-style retail trade exists on a large scale. This type of business is present in both rural and urban area. The basic practice of retailing has undergone remarkable, fundamental changes in the past 20 years. With increasing disposable incomes, rapid urbanization and rising living of standards, India is one of the most dynamic emerging economies in the Asia region. In particular, the retail sector has been drawn by its relatively young population of consumers – of which 70% are aged between 15 and 64 years who promise to be a key driver of robust market growth. Researcher data has been collected from online sources as well as offline data (primary data). Researcher found non-stored based retailing playing is important role for new entrepreneur. In India, non-store retail business is account for 20 percent total retail sales.

**Key Words-** Retailing, Street Vendor, retail entrepreneur

### INTRODUCTION:

Street vending is an essential part of informal sector. Because of street vending business number of people got self-employment job. Before coming the Street Vendor Act there is not any legal protection for them in the country, after Street Vendor Act., has passed by government of India in 2014, this act provide support to street vendors and suggested some rules of running street vendors business in the country. Nearby 2 percent people working in this sector out of total population.<sup>(MUDR)</sup> By this law Street vendors is defined as a person who sale goods, articles, foods and any other commodity in the open public space. Mostly low earner group bought commodity from street vendors. In this sector there is no need of special education and skills, many vendors belonging form minimum education, less capital and lack of skills. Appropriate of financial support and insurance for extend the street vendor business. Retail is done through shop as well as non-stored based. In countries like India, which are large in size, with different economic conditions, different geographical conditions, different educational and social conditions, non-shop-style retail

trade exists on a large scale. This type of business is present in both rural and urban area. The basic practice of retailing has undergone remarkable, fundamental changes in the past 20 years. With increasing disposable incomes, rapid urbanization and rising living standards, India is one of the most dynamic emerging economies in the Asia region.

#### **REVIEW OF LITERATURE:**

Kusaakabe K. (2006) focused on policy issues on street vending in Cambodia, Thailand and Mongolia. It has found informal sector important for contribution for improvement in country GDP. Sundaram S. S. (2008) has been studied on the impacts of National policy for street vendor. The study has been showed in the absence of vendors lower and middle income groups would find it very difficult to sustain their livelihood in urban area. Robert S. B. (2010) focused on the socio-economic condition of informal sector at Tiruchirappalli town, TamilNadu. It found 90 percent street vendor belonging from below poverty line. They are suffering harassment from local authority and vary parts of society. Padmegowda A. T. (2011) showed economic condition of street vendors in Shivamoga district. It has observed financial accessibility and housing condition of vendors.

#### **PROBLEM OF THE STUDY:**

In retail business have huge amount of opportunities in today's market condition, because of most of the organized sector removing their job opportunities, on this problem we can reduce dependent on organized sector. There for researcher is focused on 'A study of Non-Store Based Retailing and Street Vendors'.

#### **OBJECTIVES OF THE STUDY:**

1. To study the Non-Store Based Retailing and Street Vendors

#### **METHODOLOGY:**

**Secondary Data-** Secondary data has collected from journals, articles, newspapers, thesis, govt. reports, and internet websites.

#### **RESULT AND DISCUSSION:**

Below data has been collected from retailers through questionnaire schedule.

Table No. 1 Annual Income

Sr. No.	Amount	Frequency	Percent
1	Up to 50000	2	5
2	50001 to 100000	19	48
3	100001 to 150000	14	35
4	150001 to 200000	5	12
<b>Total</b>		<b>40</b>	<b>100</b>

(Source: Primary Data)

There are numbers street vendors, they are working hole day and earn every day and this earning expend every day he has not worry about future or tomorrow. Above table no. 1 shows the street vendor annual income this income is compute on his daily income base. Maximum numbers of fruit vendors annual income is 50001 to 1 lack (48 percent) almost half of the vendors. 35 percent vendors' annual income is between 1 lack to 1.5 lack, only

12 percent vendor annual income is more than 1.5 lack but less than 2 lack and only 5 percent of vendor annual income is less than 50000.

Table No. 2 Daily Saving

Sr. No.	Amount	Frequency	Percent
1	No Saving	10	25
2	10 to 50	6	15
3	50 to 100	9	23
4	100 to 150	9	23
5	150 to 200	3	7
6	200 to 250	1	2
7	200 OR more	2	5
<b>Total</b>		<b>40</b>	<b>100</b>

(Source: Primary Data)

Street vendor daily income is low. There saving status is shows above table No. 2, one third (25 percent) vendors are not kept any saving. 50 to 100 and 100 to 150 are save 23 percent and 23 percent respectively, 200 and more than 200 are save only 14 percent (7+2+5). Most of the vendors daily earning expends on daily need, because of he didn't able to save more amount on daily basis.

Table No. 3 Credit Access

Sr. No.	Contents	Frequency	Percent
1	Relatives	3	8
2	Friends	2	5
3	Bank	4	10
4	SHG's	-	0
5	Co-Societies	1	2
6	Money lender	1	2
7	Wholesaler	29	73
<b>Total</b>		<b>40</b>	<b>100</b>

(Source: Primary Data)

Street vending business has require working capital on daily basis, this need has fulfilled by wholesaler inform of credit basis. As per the above table shows the 73 percent vendors are used credit access from his wholesaler and only 10 percent vendors are depend on bank credit access, but this credit not use for his business they have using credit access for family needs, 8 percent vendors fulfill his financial need from relatives, remaining vendors uses credit from friends, Co-Operative credit societies and money lender, here is noticed that no one vendors related from SHG's credit. Fruit vendors daily working capital need cared-for by wholesaler.

Table No. 4: Impactable content on savings.

Sr. No.	Content	Frequency	Percent
1	Income	18	45
2	Expenditure	12	30
3	Investment	3	8
4	Profit	7	17
<b>Total</b>		<b>40</b>	<b>100</b>

(Source: Primary Data)

The results indicated by the table no. 4 impact contents on savings shows the most of respondent income is impact on his savings 45 percent respondents said their saving depend on income. If income is increase his automatically saving increase vice versa. 30 percent respondents said his expenditure impact on saving, if expenditure is high his saving capacity become low and vice versa. 17 percent respondents said their profit high that time his saving became high, only 8 percent respondents said his investment activity impact on his saving.

**FINDING:**

Street vending retailing comes at the end of the marketing distributive channel. Retailing implies selling of goods in small quantity from a permanent location. *i.e.* retail store, directly to the consumers. A retailer is the link between Wholesaler and the Consumer. Today around 93 percent of retailing market in India is in unorganized sector.

**Direct Selling-** Direct selling is a highly an interactive form of retailing in which the retailer establishes his direct contact with his ultimate customers. It is also described as door to door selling whirring salesmen do cold calls to homes and offices to sell their products.

**Street Vendors** – Street vendors are quite are quite popular in India. They carry the goods on head or on handcarts and move through different parts of the city. Generally they sell sarees, bed sheet, pickles, papad, washing powder, vegetables, fruits, decorative material etc.

1. Earning capacity of street vendor is very low
2. Street vendor are not able to save money
3. Most of the vendor expend his earning on daily needs
4. There have no credit access to organized sector like, Bank, SHGs,NBFC,

**CONCLUSION AND SUGGESTION:**

1. Provide financial support from Bank, NBFC.
2. Provide training for growth in earning and productivity capacity of the vendors.
3. Help to vendors for credit acquisition process.

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## **NEW STUDY SKILL REQUIREMENTS OF THE INDUSTRY FOR ENHANCING EMPLOYABILITY IN THE FIELD OF COMMERCE: STUDENT PERSPECTIVE**

**Mr. Mayuresh Suhas Bhambure**

Final Year Student,  
Shri Venkatesh Mahavidyalaya, Ichalkaranji-416 115  
Dist: Kolhapur (M/S)

**ABSTRACT:** With the rapid growth of digital technology and the rise in offering online courses and degrees to students, E-Learning has gained a vital role to play in the future as a classroom teaching tool and self-study platform for skill development. The emphasis of this paper is to identify prominent factors of e-learning for the development of job-specific skills. As per the survey from the student's perspective, besides other factors, flexibility in E-learning is the most prominent factor for developing job-specific skills.

**Key Words:** Digital Technology, Virtual learning centers, Job-specific skills, E-Learning Platforms

### **INTRODUCTION:**

The current educational infrastructure in India is inadequate to meet the challenges of the future needs of the country. The Digital India initiative by the Indian government will enhance Internet usage. This is going to help the education sector in providing quality education to a larger neglected population and it can be a boon for the learners to have access to quality education to skill and re-skill themselves for current and future jobs available in the market. The previous study suggests that the E-learning market in India is expected to grow twice as compared to the global average with a compounded annual rate of 17.4% from 2013 to 2019. Even though India is marked by having more than half the population under 25 years of age, due to inadequate education infrastructure, the country is going to face a crunch of 250 million skilled workforce by 2022. In this situation, E-learning has a pivotal role to play in addressing the employability skill gap and helping employers to reduce the burden and cost for training.

The unprecedented growth in the nation's economy, along with the boom in Commerce and Management based services has given birth to certain demands from workplaces in terms of employability skills. Employability presumes the need for both technical (hard) skills and soft skills considering the ever-increasing competition for employment in today's job market dominated by the industries. Besides their technical skills,



the job seekers are required to possess a range of other skills together known as Soft Skills to ace their interviews and also to progress in their professional life once they are employed. Soft skills, alternatively known as life skills, survival skills, or people skills, though essential for all, are extremely important for the fresh graduates who wish to get a job of their choice and who aim to climb the ladder of success in their professional life.

For E-learning the educators need to know that there is a need to shift the learner's attitude towards learning, they should be intrinsically motivated to learn and for this, there is a need to create awareness and develop an understanding of the relevance of the employability skills amongst them. As educators, it is necessary to understand how they can engage, impart knowledge, develop relevant skills and make them ready for employment.

This paper is focused on identifying different factors that motivate the students to adapt e-learning for developing job-related skills. This research work can be of relevance for educators while developing their course modules and delivery methods.

**STATEMENT OF THE PROBLEM:**

Students are facing several problems in the corporate sector. To resolve such a problem student in the future there is a need to join Convocational courses. They are Following such as,

1. To get a job in corporate sector various skill & technical knowledge is required, but the drawback is student are not well developed technically & adopt employability skill during the conventional degree program.
2. During bachelor degree courses the students are only given theoretical knowledge, to overcome this issue college should take initiative for practical knowledge too.
3. The education imparted in college life is not very effective, so the attitude of the students towards education is changing. Students need to be given technical knowledge that connects them to the new world.

**RESEARCH OBJECTIVES:**

As per the demand of job providers, there is a need to develop soft skills by adopting certain strategies by the students. however, the gap between what is expected by the industry and what is provided at the Commerce & Management institutions in India is yet to be bridged. The main purpose of this research is to understand this gap clearly to enhance the employability opportunities of fresh Commerce graduate students.

The following objectives have been formulated to accomplish the purpose of this study:

1. To Identify the Industrial organization's expectations of fresh Commerce graduates in terms of their soft skills & Technical Skills.
2. To Understand the gap between the needs and the existing skills/practices.
3. To Identify the specific inadequacies of the current system of higher education in equipping the students of commerce & Management in educational institutions with the required skills.
4. To study the required skills for employability.

**METHODOLOGY:**

This study begins with an extensive literature survey to understand the term soft skills in its entirety, the curriculum adopted in Commerce education, and the requirements of soft skills in entry-level jobs in the industry. 1) Primary Data – Researcher has discussed with the student those who are completed various online courses & discussion with the owner of the institution, those who are running these courses. 2)

Secondary Data – The data has been collected from the secondary source from the internet, Maxine's, articles, reports & newspapers for the study.

**DATA ANALYSIS:**

Today's Industrial companies have become more and more team-oriented, the teams comprising of employees from within a company or from its various branches across nations. In the present day's workplace, an employee is expected to be able to shuttle among several different assignments and projects at once. Any organization's management always strives for effectiveness and efficiency. In the process of gaining efficiency, companies strive to maximize productivity within the limited resources available. Therefore, it has become increasingly important for the employees to handle several responsibilities simultaneously. So, the need to equip graduating students with skills essential for the workplace has become increasingly important.

As one of the objectives of this research deals with the understanding and importance of soft skills & technical skills, it would be appropriate to define the term soft skills, the types of job-specific skills that are included under this umbrella term, and its importance to the students of commerce and management.

Depending upon the job descriptions, MNC's look for a combination of skills from the graduating students they wish to hire. Here is a list of the most desirable soft skills that HR Heads of various companies look for:

1. Quick learning & easy adopting work culture.
2. Interpersonal skills such as communication (both verbal and written communication, e-mail etiquette, etc.), presentation skills, listening skills, etc.
3. Passion to learn new things in the workplace.
4. Problem-solving ability and decision making.
5. Good time management and stress management. (Varies from work to work)

Based on the above requirements, the present study explores major areas of soft skills, which are considered to be essential for budding commerce students they are following:

Communication skills	Decision-making skills	Operate Adva. MS- EXCEL
Interpersonal skills	leadership skills	Business etiquette
Conflict management	Emotional intelligence	Time management
Learn New Skill & Technology	Learn Accounting Software	Advance Computer Knowledge

There are various platforms available which provide various soft & technical skill knowledge of the industry for enhancing employability & this platforms works as a boon for the student to empower them in this sector. Some platforms are:

**1. LinkedIn Platform**

LinkedIn is an online platform that connects the world's professionals. LinkedIn Provide us so many online Certification Courses for Enhancing our soft skill. A complete LinkedIn profile will summarize your professional experience to your connections, current and future employers, and recruiters. Through your profile, you can showcase your professional life, milestones, skills, and interests.( [www.linkedin.com](http://www.linkedin.com))

**2. Swayam Online Learning Platform**

Swayam is a program initiated by the Government of India and designed to achieve the three cardinal principles of Education Policy viz, access, equity, and quality. The objective of this effort is to take the best teaching-learning resources to all, including the most disadvantaged. ([www.swayam.gov.in](http://www.swayam.gov.in))

**3. Udemy Platform**

Udemy is a platform that allows instructors to build online courses on their preferred topics. Using Udemy's course development tools, they can upload videos, PowerPoint presentations, PDFs, audio, ZIP files, and live classes to create courses. ([www.udemy.com](http://www.udemy.com))

**4. edX Platform**

edX is a non-profit, massive open online course (MOOC) provider. We partner with the world's leading universities and organizations to offer high-quality online courses to learners across the world. Courses consist of video and text content, discussion forums, and several problems and assessment types. ([www.edx.org](http://www.edx.org))

**5. Coursera Platform**

Coursera is an online education provider that offers online courses, popularly known as MOOCs or Massive Open Online Courses, from top universities and companies around the world. Coursera courses consist of pre-recorded video lectures that you can watch on a weekly schedule or when it's convenient for you. ([www.coursera.org](http://www.coursera.org))

**6. NSDC Skill India Certification Platform**

NSDC aims to train over 40 crore people in India in different skills by 2022. The mission aims at vocational training and certification of Indian youth for a better livelihood and respect in society. ([www.eskillindia.gov.in](http://www.eskillindia.gov.in))

**7. Swayam Prabha Online Learning Platform**

The Swayam Prabha is a group of 22 DTH channels devoted to telecasting high-quality educational programs on a 24X7 basis using the GSAT-15 satellite. The contents are provided by NPTEL, IITs, UGC, CEC, IGNOU, NCERT, and NIOS. This Platform program was initiated by the Government of India. ([www.swayamprabha.gov.in](http://www.swayamprabha.gov.in))

**8. Harvard Online Courses Platform**

Through the platform, Harvard University offers more than 140 free online courses. Harvard is offering free online courses with printable certificates. The Harvard University free online courses are available to everyone from any corner of the world. (<https://online-learning.harvard.edu/>)

**9. Stanford Online Learning Platform**

Stanford Online Learning provided free online courses to you with an affordable and flexible way to learn new skills and study new and emerging topics. Learn from Stanford instructors and industry experts at no cost to you. (<https://online.stanford.edu/free-courses>)

**10. Udacity Platform**

Udacity is a superb Silicon Valley-based MOOC platform. We recommend it for its ease of use, in-demand course topics, and career support resources. Udacity's course selection is not as diversified as edX or Coursera. But they do have one of the strongest line-ups of tech courses. ([www.udacity.com](http://www.udacity.com))

**11. FutureLearn Platform**

FutureLearn courses are fully accredited and recognized for their authenticity, and FutureLearn certificates are issued by universities. ([www.futurelearn.com](http://www.futurelearn.com))

**12. Alison Platform**

Alison has its own unique free learning ecology: It is self-paced; you complete your course, at Certificate, Diploma, or Learning Path level, at a time of your choosing, and then take an assessment of 30+ questions. If you get an 80% grade, you are an Alison graduate. ([www.Alison.com](http://www.Alison.com))

The researcher has completed the online courses on the online platform as below:

Financial Accounting and Analysis.	Swayam Platform
Certificate Of Course Completion in Accounting & Finance, & Cyber Security.	e-learning college
Certificate of Getting Started with Profit Books.	Coursera Project Net.
Certification Course in Business Management. (Kings College London)	Future Learn Platform
Certification of Professional Diploma Completion in International Finance, Financial Accounting & Auditing. (European Open University, Germany)	Europe Academy

Certificate of Achievement in Classical Asian Framework of Language Reference. (Asian Council for English Proficiency Test) (ACEPT)	edX Platform
Certificate of Achievement in Advance concepts of Microsoft Excel.	Alison Platform
Certificate Of Course Completion in Financial Analysis & Financial Modelling using MS-Excel.	Udemy online Platform
Certification Of Virtual Internship Completion Certificate in PWC Cybersecurity Virtual Case Experience.	Forage Online Platform
Certificate of Achievement in Fundamental Knowledge of Computer.	Alison Platform

The researcher observed that all of these sites are completely secure, and the certifications are completely valid. The study also confirms that e-learning is preferred by the students as it is easy to use & occupational oriented which makes them ready with job-specific skills. Further, it suggests that transfer of skills & knowledge is also one of the factors of e-learning considered by users. The researchers, however, agree that the student's level of skills with information & communication technology has a significant impact on the participation in e-learning activities. Thus, educators involved in the e-learning business must ensure to incorporate, easy use and occupation-oriented modules for e-learning along with flexibility.

#### **FINDINGS OF THE STUDY:**

1. Most of the graduates in India lack soft skills & practical knowledge in their academic year.
2. Due to a lack of soft skills & technical knowledge students get demotivated in the job selection process.
3. A major reason for students to go into depression is unemployment, to avoid this issue colleges should organize skill development programs.
4. Students adopt new study skills & technical knowledge; it will help them to develop their exhaustive personality.
5. All students in India should not stop their education due to any pandemic situation. They should learn new soft skills. And this Pandemic Situation should be turned into a golden opportunity.

#### **CONCLUSION:**

From the above study, it can be concluded that factors like easy to use and occupation oriented, transfer of skills & knowledge, and flexibility in learning influence students in adopting the e-learning course. These factors facilitate job-specific skills among the learners, and the educators must consider the above-mentioned factors while planning and developing their activities and modules for e-learning.

1. It is a very important role to develop the skills among the student in this pandemic period because they cannot go to the classroom & study effectively to learn. So, these online courses are helpful for their internal & external skills among the student.
2. While creating this research paper, I was connected to so many online study platforms, which added a lot to my required industrial soft skills & Knowledge.
3. With all these education platforms available at present, our lazy education system is trying to adapt to the modern world with new hope.
4. With this online learning system, we can take any knowledge from around the world easily at your home.
5. These courses are playing a very important role in the development of hard & soft skills among the student.

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## ABOUT THE EDITORS



Dr. Naushad M. Mujawar, a post-graduate in Commerce, has been teaching at undergraduate level since 35 years and at post-graduate level since 30 years. He has secured the first position in the merit of Shivaji University in LL.B. (Gen.) examination in 1990 and obtained M.Phil. in 'O' grade in 2001 and awarded Ph. D. in 2015 in Commerce (Mutual Funds) He has acquired M.B.A. in Financial Management and Management of Higher Education, in 2019.

Presently, he is the Vice-Principal and Head of Department of Commerce at Shri Venkatesh Mahavidyalaya, Ichalkaranji Dist.: Kolhapur (M/S). He has been the coordinator of M.Com. course since its inception in 1991. He has taught M.B.A. classes of Tilak Maharashtra Open University. He has handled NAAC exercise for the college for three consecutive cycles, in the years 2004, 2010 and 2018.

He has authored many books on Management, Marketing and Company Law (For YCMOU) and contributed towards the preparation of SIM for Distance Education Centre as Unit writer for 25 books inclusive of Management, Organizational Behaviour, Entrepreneurship, Risk Management, Business Law and Business Regulatory Framework etc. He has published more than 28 research papers in the reputed national level journals and in conferences including Finance India, the reputed financial journal of India. He has delivered around 30 invited talks on various subjects in various academic forums.

He was the member of Board of Studies in Business Management of Shivaji University from the year 2000 to 2005 and actively participated in framing and revising the syllabus of various papers at undergraduate and post-graduate levels including M.B.A. He is the recognized P.G teacher and Ph.D. guide of Shivaji University.



Dr. Sunita Hansraj Ambawade, a post-graduate in Commerce, has been teaching at under graduate level since 16 years and at post-graduate level since 12 years. She has obtained M.Phil. in 'O' grade in 2009 and awarded Ph. D. in 2018 in Commerce (Merger and Acquisition of Co-operative Banks) from Shivaji University Kolhapur. She has acquired M.B.A. in Financial Management in 2009. Presently she is working as Assistant Professor in the Department of Accountancy at Shri Venkatesh Mahavidyalaya, Ichalkaranji Dist.: Kolhapur (M/S). She has published more than 30 research papers in the reputed international, national level journals and in conferences including UGC care list journals. She has delivered around 15 invited talks on various subjects in various colleges. She has been awarded the 1st Prize in the Avishkar Research Paper Competition organized by Shivaji University Kolhapur held in 2015. She is the recognized P.G teacher.

## ABOUT THE CONVENER



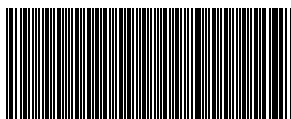
Dr. Shubhangi Nitin Jarandikar, a postgraduate in Arts (English), has been teaching English subject at UG and PG level for 21 years. She qualified SET in 1999 and did Post Graduate Certificate Course in Teaching English from IFLU, Hyderabad in 2000. She obtained Ph. D. on 'A. K. Mehrotra's Poetry: A Study in Development' and completed a Minor Research Project on 'Translating Kabir: Strategies in Cultural Translation' in 2015. As a recognized Ph. D. research guide, she has been guiding 4 Ph.D. aspirants at Shivaji University. She has published research articles in journals of National and International repute and contributed as an Editor and Unit Writer for Self Instruction Material (SIM) for M.A.(English) as well as for P.G. Diploma in Translation, for the Centre for Distance Education of Shivaji University, Kolhapur and YCMOU. Her poems and articles on poems, both in Marathi and English language, have been published in well-acclaimed magazines like Khel and Poetry Society, India. She has participated as an entry writer for Marathi Vishvakosh of literary personalities. Her areas of interests are New Literatures in English, Translation Studies and TELL.

She has been working as an Assistant Professor in English at Shri Venkatesh Mahavidyalaya, Ichalkaranji, Dist: Kolhapur (M/S) since 2009 and acting as a Co-ordinator of IQAC of the college since the year 2018.

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