

## A STUDY TO UNDERSTAND ADOPTION OF GREEN MARKETING BY SMES FOR INCLUSIVE GROWTH AND SUSTAINABLE DEVELOPMENT IN BENGALURU

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### ABSTRACT

*Green marketing promotes a more secure and environmentally friendly atmosphere. This generation, as well as future generations, will confront fewer environmental challenges, with the ultimate goal of achieving a risk-free or harmless environment. Reducing these dangerous wastes would also imply a reduction in the large expenditures that are always attributed to them. The companies will have long-term growth since they will be profitable. Though it may be costly at first due to the quantity of research, promotion, and so on, the expenses and costs will decrease over time, and there will be improvements. When entering a new market, the procedures for adopting a green attitude are always crucial. Marketing with a green mindset always provides a company with the necessary competitive advantage over other companies that are less green or have yet to adopt the idea of going green, that is to say, those companies that use green marketing or produce their products in a green manner first have an advantage over other SMEs who become green later. In this article an attempt is made to understand adoption of Green Marketing by SMEs for Sustainable Development in Bangalore City*

**Keywords:** Perception, SMEs & Green Marketing

### 1. Introduction

Corporate environmentalism, or the development and conservation of environmental resources and social responsibility, is an issue of growing relevance and concern for firms, consumers, governments, and society at large. Green marketing is a relatively new notion in India, but it has become a well-known topic globally as environmental challenges are becoming more widely recognized and handled. Consumers and businesses have begun to pay greater attention to behavior modification and considering the repercussions of their actions or activities that would have a negative impact on the environment as society has become more concerned about the natural environment. The majority of businesses have made green marketing a part of their overall business strategy. The topic of whether green marketing can add value to a firm and be a lucrative activity is one that concerns the competitive implications of green marketing. The impact of a green marketing strategy on the performance of business-to-business firms is enormous, but the area is still mostly unknown and requires further research. It is easy to comprehend the company's consequences after establishing the role of green marketing. Green marketing is a word and concept that has recently become popular in the marketing field to represent the promotion of green activities in businesses.

Green marketing is closely tied to sustainability since it aids in the achievement of sustainability by providing sustainable solutions while also meeting the changing needs of customers. The study of the green client or the acceptance of a green product has proven to be a difficult task for academics, practitioners, and corporations alike. It's still unclear what characteristics customers would choose in a green product. Businesses have begun to change their behavior in an attempt to accommodate consumers' "New" concerns about Greenness as the customer and society become increasingly concerned about the natural environment.

### 1.2 Objectives of Paper

1. To understand adoption of Green Marketing by SMEs for Sustainable Development.
2. To provide suggestions based on findings

### 1.3 Hypothesis

**Statement 1:** To Study the adoption of Green Marketing by SMEs for Sustainable Development

- Null Hypothesis  $H_0$ : There exists no adoption of Green Marketing by SME
- Alternate Hypothesis  $H_0$ : There exists adoption of Green Marketing by SME

### 1.4 Research Methodology

- A Well-structured Questionnaire with 53 Variables and Sample size 250 was considered for the study.
- Geographical Location was Bengaluru
- Sampling Method was Stratified Sampling as Data was collected only from SME's in Bengaluru

### 1.5 Tests Carried out

- Regression
- Correlation
- Anova
- Nearest Neighbor Analysis

## 2. Review Of Literature

Green Marketing has a good impact on a variety of economic players [1]. Green marketing and the implementation of green marketing tactics benefit the environment, developing economies, consumers, company strategy, product, production processes, and supply chain. Green marketing companies form strategic connections with the government, local communities, non-profits, industry experts, and competitors. Green marketing has many forms, according to [2], and it stems from product development opportunities that arise from both customer research and the company's Pollution Prevention program. Employee suggestions on ways to decrease pollution and recycle items are sought through this program. Companies that implement green initiatives may confront two major issues. To begin with, buyers may perceive that a product is of lower quality because it is green, and that the product is not truly green to begin with [3]. If firms are to be held accountable for environmental preservation, consumers must play a significant role. They should refrain from purchasing products from polluting companies [4]. Green products and services are regarded to be increasingly embraced by both enterprises and customers nowadays. There are some arguments in favor of green marketing that make it profitable for the firm/organization, such as an informed customer now demands a green product and packaging material over non-green materials, and informed customers are banding together to form interest groups that lobby for eco-friendly products and legislation to protect their

environment. According to the literature, if given the choice, buyers will prefer to buy eco-friendly products over conventional or non-green products.

[5] believes that governments rarely impose environmental sustainability, and that even if they did, they wouldn't know how to enforce it? [6] asserts that sustainability programs cannot be accomplished solely on the policy level. He claims that in order to address this issue, public participation is required. Consumer behavior, according to [7], is a prerequisite for environmental conservation and sustainability. [8] conclude that in order to promote environmental sustainability, the parties involved must discover strategies to motivate individuals to make the necessary changes in their behavior. Furthermore, [9] suggest that consumer behavior has a significant impact on environmental quality. As a result, it's important to look into the major aspects of people's green product adoption processes. The justification for focusing on the consumer in green marketing is that every time a consumer makes a purchase, there is a chance that the purchase will have an impact on sustainable consumption in some way. Adoption of sustainable consumption, such as the adoption of green products, is seen by consumers as a difficult endeavor since it necessitates a balance between practical usefulness and environmental care. According to conventional consumer behavior wisdom, proactive marketers should focus on the demands of the customer rather than merely existing in the business. In terms of societal marketing, it is also critical for marketers to educate consumers about issues that affect their long-term well-being. As a result, in line with the preceding principles, the consumer is at the center of environmental/green marketing. The customer has always been a key point in green marketing studies, and green consumerism has been the most explored area of green marketing studies, according to these findings from the literature.

**3. Results & Discussion**

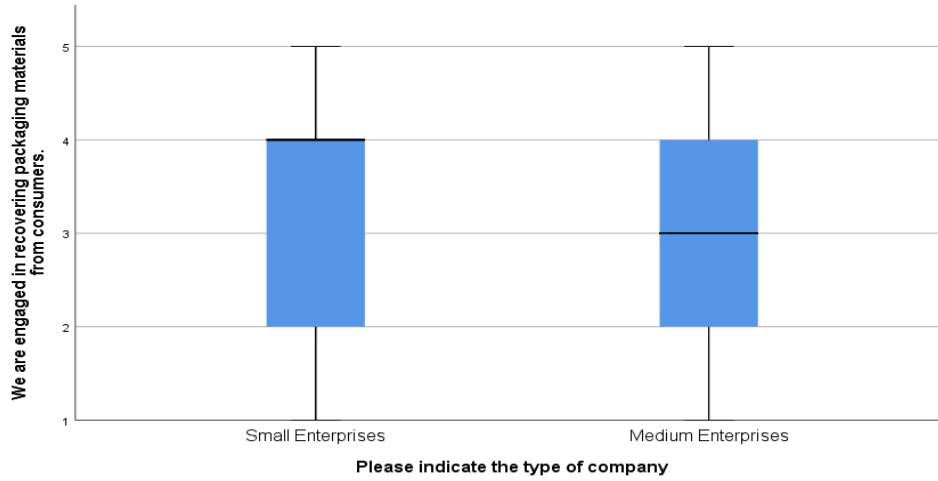


Figure 1: Box Plot for Type of Company vs We are engaged in recovering packaging materials from consumers.

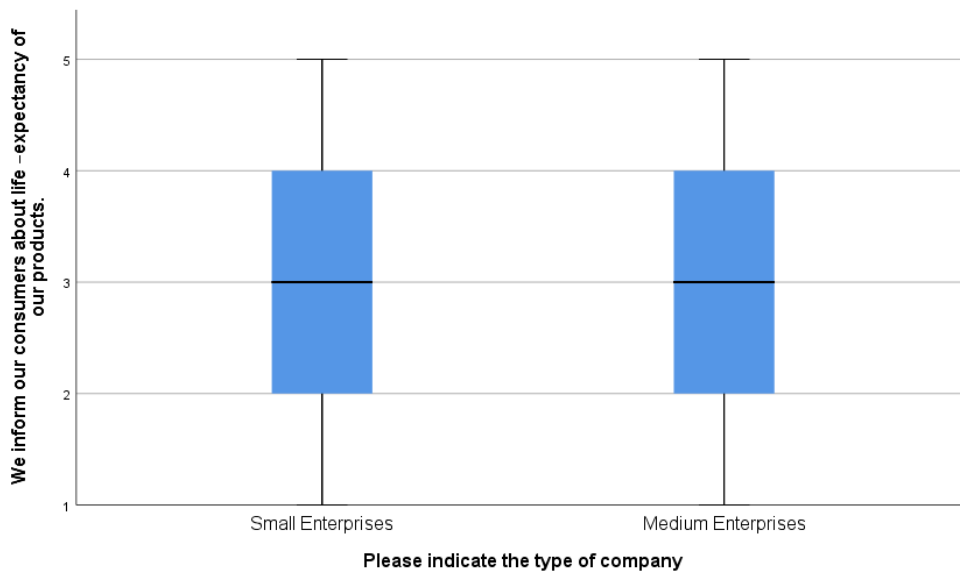


Figure 2: Box Plot for Type of Company vs We inform our consumers about life –expectancy of our products.

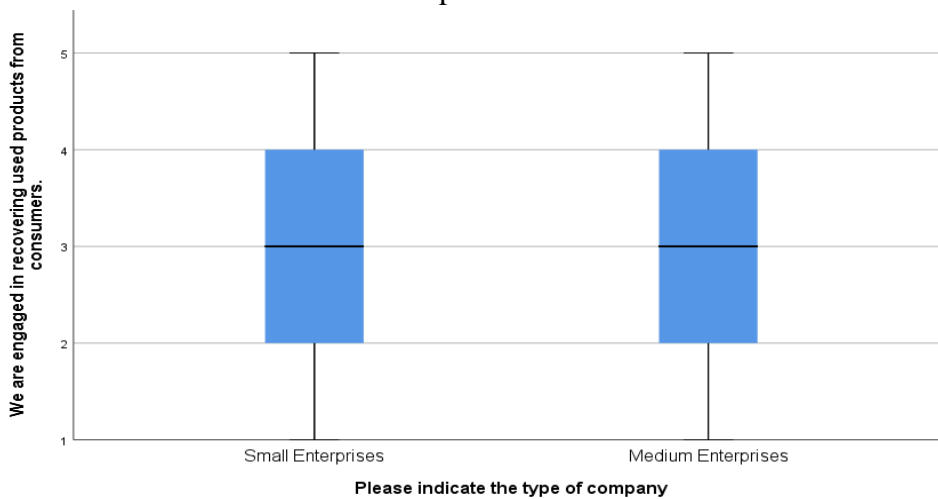


Figure 3: Box Plot for Type of Company vs We are engaged in recovering used products from consumers.

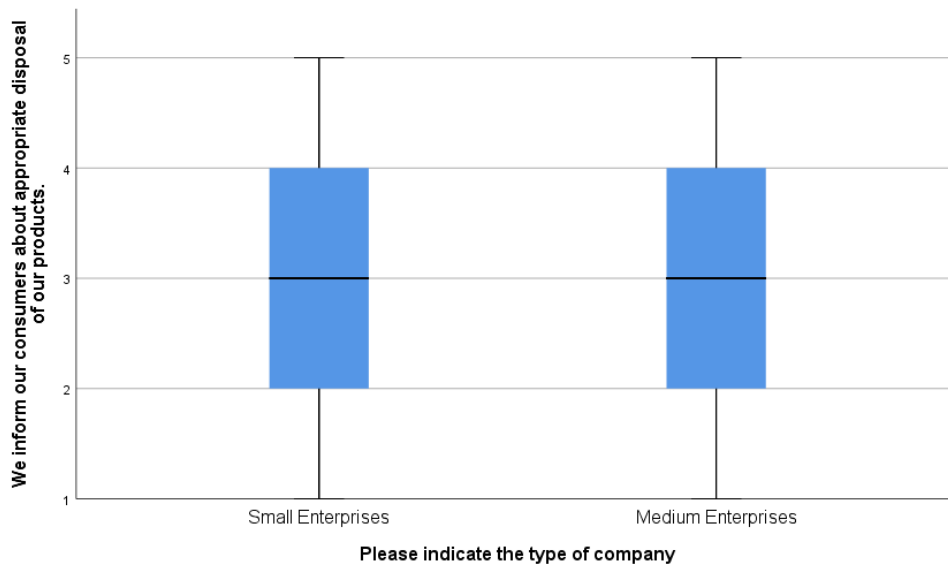


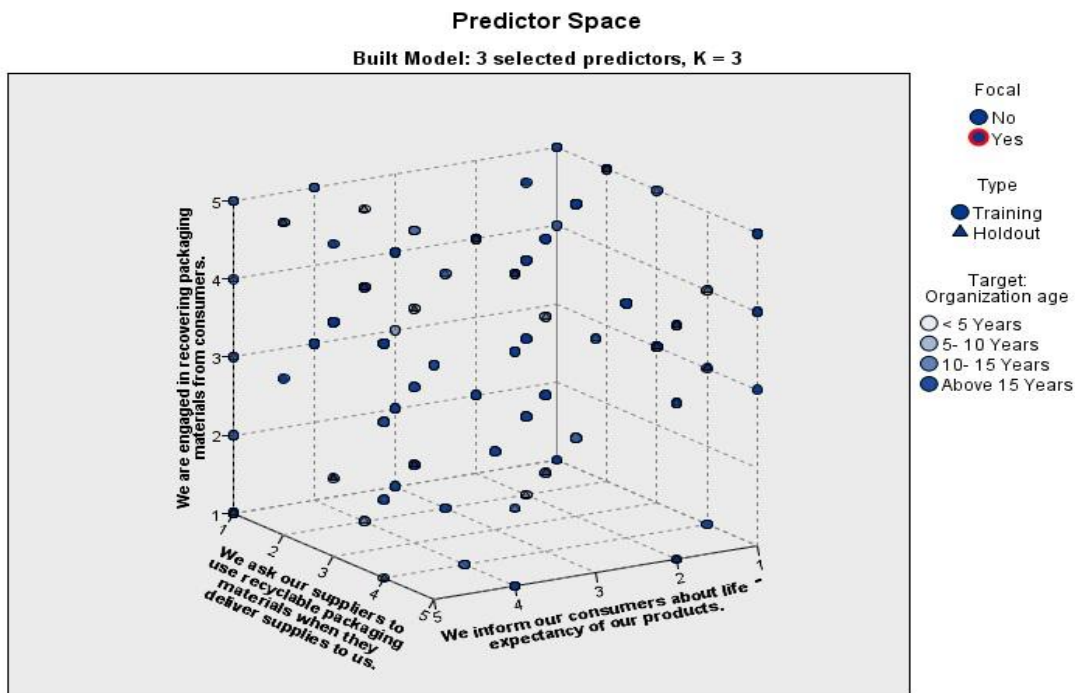
Figure 4: Box Plot for Type of Company vs We inform our consumers about appropriate disposal of our products.

From the above Box Plots it can be inferred that Small and Medium Enterprises have equal adoption Level towards Green Marketing.

### 3.1 Nearest Neighbour Analysis

Table 1: Nearest Neighbor Analysis

		N	Percent
Sample	Training	179	71.6%
	Holdout	71	28.4%
Valid		250	100.0%
Excluded		0	
Total		250	



This chart is a lower-dimensional projection of the predictor space, which contains a total of 5 predictors.

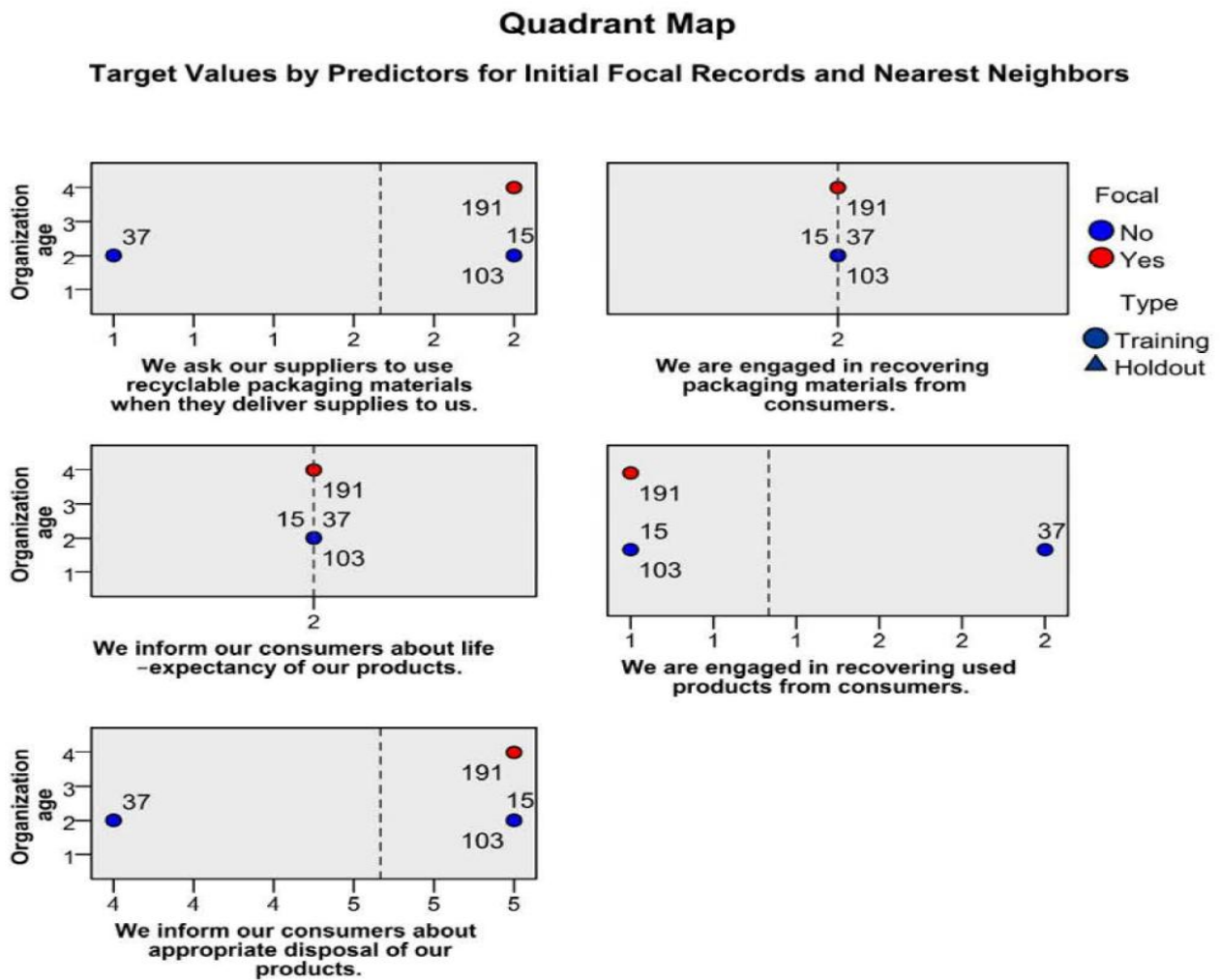


Figure 5: Quadrant Map for Nearest Neighbor

From the above Maps it can be inferred the outliers are absent indicating stronger clusters formed are closer to each other and relationships between the considered variables

Table 2: Correlations

Control Variables		Nature of Business	Please indicate the type of company	Organization age
We are in the business of reclaiming packaging materials from customers. & We tell our customers about the product's life expectancy. & We are in the business of reclaiming used merchandise from customers. & We educate our customers on how to properly dispose of our products.	Nature of Business	Correlation	1.000	.005
		Significance (2-tailed)	.	.935
		df	0	244
	Please indicate the type of company	Correlation	.005	1.000
		Significance (2-tailed)	.935	.
		df	244	0
	Organization age	Correlation	-.102	.070
		Significance (2-tailed)	.110	.276
		df	244	244

Above Correlation Table indicates irrespective of Nature of Company, Type of Company and

Age of Organization, the adaptability to Greenmarketing is similar

### 3.2 Anova Test

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
When our vendors deliver products to us, we ask that they use recyclable packing materials.	Between Groups	7.990	3	2.663	1.251	.292
	Within Groups	523.914	246	2.130		
	Total	531.904	249			
We are in the business of reclaiming packaging materials from customers.	Between Groups	2.342	3	.781	.415	.743
	Within Groups	463.322	246	1.883		
	Total	465.664	249			
We provide information to our customers on the life expectancy of our products.	Between Groups	3.491	3	1.164	.563	.640
	Within Groups	508.609	246	2.068		
	Total	512.100	249			
We are in the business of reclaiming used goods from customers.	Between Groups	12.493	3	4.164	2.068	.105
	Within Groups	495.351	246	2.014		
	Total	507.844	249			
We educate our customers on how to properly dispose of our products.	Between Groups	15.551	3	5.184	2.521	.058
	Within Groups	505.825	246	2.056		
	Total	521.376	249			

From the Anova Table it can be observed that  $F_{stat} > F_{std}$ , At 95% Confidence Level and 5% standard error rate we accept the Alternate Hypothesis and Reject the Null Hypothesis

#### 4. Conclusion

Most of the SMEs believes that the investment in the green product innovation and green process innovation contribute a positive impact to the businesses. There exists a feeling of

Positivity amongst SME's towards Green Marketing, Survey indicates awareness as well as adaptability towards Green Marketing, It is a Good Sign as Suppliers, Manufacturers are considering Sustainability using Green Marketing. Govt Should further encourage with schemes for complete adoption of Green Marketing.

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## A STUDY ON PROBLEMS AND CHALLENGES FACED BY GOOGLE PAY USERS

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### ABSTRACT

*“Change is the law of life and those who look only to the past or present are certain to Miss the future”– John.F.Kennedy. The purpose of this study is to examine various challenges faced by Google pay users. A Cross sectional study was conducted to study and evaluate various indicators contributing to the challenges faced by Google pay users. The fundamental indicators were delay in processing time and refunds which wereranked 1, transaction limit ranked 2, &poor customer support service issues ranked 3. Further studies can be conducted by applying different techniques or methods to conduct a comparative study in Google pay and Phone pe.*

**Key words:** Digital platforms, Google Pay (G-Pay, E-Wallets)

### I. Introduction

It is said “Innovation is not about why, it is about why not?” The Reserve Bank of India in 1998 took the first step in innovation by taking a leap towards evolution of Payment Systems; however the concept of digitization started gained importance during 2015. The Government of India introduced the Digital India programme to make India a cashless economy with the goal “Faceless, Paperless, Cashless”. This initiative paved way to creation of multiple digital payment methods. The digital payments value in South Asia exceeded **21 trillion** in Indian rupees as on 2020.

From cash based transactions the global economy has come a long way and payment systems since then have drastically changed over the years. Security, convenience, technological developments and changing behaviour of the consumers are key drivers to boost the use of digital payments. Demonetization & Covid-19 has played a significant role in India’s journey to become a cashless economy. Digital payments are transaction that takes place through digital or online modes, without any money involved. Both the parties the payee and the payer use an online medium to make payment. India’s mobile payment users penetration in 2019 was just 32.9%, however with the rising need for cashless payments, India has more scope to influence the people to use digital payment methods hence this study is conducted to identify various challenges & problems faced by Google Pay users.

### 1.1 Significance of Digital Payments

- a) Instant payment- electronic payments are much faster compared to other methods of payment such as cash or cheques.
- b) Payment security- digital or electronic payment offer multiple ways of securing the transactions and payments.
- c) Customer convenience- electronic payment offers the customer a high sense of satisfaction and makes the users convenient to use.
- d) Easily accessible- helps the users to access information easily by one tap.
- e) Confidentiality- Digital payments help to maintain sensitivity of data and enables confidentiality in transactions.

### 1.2 Digital Payment Methods

- a) Banking Card- Payment from Debit or Credit Cards offers convenience & control with OTP & Pin verifications. Some of the Card payment systems include Visa, Master Card, Rupay etc
- b) USSD- Unstructured Supplementary Service Data -enables banking transactions through basic mobile phones without internet.
- c) UPI-Unified Payment Interface- it is a system that brings together multiple bank account into a single mobile app. It requires a smart phone with internet connectivity and Bank Account information along with Card details.
- d) Internet Banking-Use of Internet connectivity for banking transactions & delivery of banking services, it is used to

perform financial transactions through the Bank's website.

- e) Point of Sale-it is a spot at which the customer makes payment for the purchase of goods & services offered by a particular company. POS is an E-payment Gateway.
- f) Micro ATMs- it is a card swiping machine which allows banks to connect to their banking networks with the help of GPRS. It is used to deliver basic banking services.
- g) National Electronic Fund Transfer (NEFT)-used for transfer of funds within the country from any bank or branch to individuals or firms. There is a Restriction of maximum Rs. 50,000 for a transaction.
- h) Real Time Gross Settlement (RTGS) – used for high value transactions, processing instructions & settlement of funds immediately. The minimum amount for remittance in RTGS is 2lakhs
- i) Electronic Clearing System (ECS)- ECS is a method of making payment transactions such as utility-bill payments including electricity bills, telephone bills, insurance premium etc.
- j) Immediate Payment Service (IMPS) –is an instant electronic money transfer service with the help of mobile phones.
- k) Mobile banking – It is a service offered by a bank or financial institution that allows its users to perform financial transactions using a mobile device application.
- l) **Mobile Wallets-** It is a wallet used to store & carry digital cash by linking credit card or debit card information into the mobile wallet applications with help of Bank accounts, Internet & Smart phones and used to send/transfer money. Mobile wallet is a payment method through which individuals or Business can send and receive money through smart phone or tablets.

### Types of Mobile Wallets

- Open wallets- It is used directly by a bank or a third party. It enables the customers to utilise the funds in the mobile wallet for making purchases & payment transactions or to withdraw funds. Example- PayPal.
- Closed wallets- It is issued by companies to their customer to purchase goods and services exclusively from their company.

The customers will be unable to withdraw money or make payment transactions with other merchant and they cannot withdraw the funds. Example- Amazon Pay, Ola money

- Semi-closed wallets- allows its users to use the funds in the wallet for making payment transactions with various merchants & it allows to purchase the goods and services from a particular set of merchants only. Users are not allowed to withdraw funds in form of cash. Example- Paytm & PhonePe

A few major Mobile Wallets used in India includes PayTM, Google Pay, HDFC PayZapp, PhonePe, BHIM Axis Pay, Mobikwik, and ICICI Pockets. This study focuses on Mobile wallets with specific to Google Pay.

## II. Profile of Google Pay

- a) Founders- Sujith Narayanan and Sumit Gwalani
- b) Application launch Date-September 2015 as Android Pay
- c) Head quarters- New Delhi, India
- d) Operating system -Android Lollipop 5.0 & iOS 11.

G-Pay was formerly known as Tez and renamed in 2018 as Google Pay. It is a digital wallet and payment platform that is used to make purchases online or contactless purchase with the help of mobile devices and users with tablets, supported websites, mobile apps and Android Phones. It is primarily active in more than 40 countries and has around 100 million plus downloads on play store.

### 2.1 Functioning of Google Pay

the transactions in G-pay are simple, sending or receiving money is effortless as it is directly linked to Bank accounts. The primary function of this application is to enable easy money transfers; it also allows the users to make payment in stores via UPI. G-pay services are associated with Banks and payment providers, cards such as Visa, Master Card, and Amex. The users need to install G-Pay application in their phone, possess a Bank account with Debit Card details and link the bank account with G-pay. During the process of linking the bank and card details, the user is required to set a UPI PIN which includes 4 or 6 digit numeric Pin.



## 2.2 Key Terms

- a) Merchant – a person or an entity who collaborates with G-PAY for business and provides G-Pay as Payment method to customers, to collect payment from customers for purchases made offline or online.
- b) P2P Payment- peer to peer payments.
- c) Payment Instrument- includes Debit / Credit Cards.
- d) Payment Participants- sender's bank, recipient bank, NPCI-National Payment Corporation of India, RBI etc.
- e) Recipient- a user, merchant or third party who receives payment from sender.
- f) Sender- a user who uses G-pay to send payment.
- g) User- a person who uses/ registers for G-pay services to receive or send payments.
- h) UPI- Unified Payment Interface.

## 2.3 Services Offered

- a) Send or Receive money with no processing fees.
- b) Shop on E-Commerce & websites such as Ola, Uber, Swiggy, and Zomato etc.
- c) Bill Payments facilities that includes mobile post paid & pre paid recharges, dish TV recharges. Booking movie tickets, bus, train and air tickets.
- d) Reward points, cash back and coupons.

## III. Statement of Problem

Digital Payments are electronic payments facilitated online with the use of Digital Devices such as Computers or Mobile Phones. Digital payments system in India has experience rapid growth, however the Mckinsey report 2020 October states that 89% of the transaction and still cash based, and hence there is a need to widen the scope of digital payments.

The purpose of this study is to identify the problems and challenges faced by Google pay users. Hence the problem is stated as "**A study on problems and challenges faced by Google pay users**" Digital platform enables online business to perform transactions between suppliers and customers. It makes it easier for the business to find the customers, to reduce transaction costs there by making it easier for small suppliers to reach customers.

## IV. Review of Literature

- a) Anish.B .Bhaskaran & Dr. M Saravanan (2019) pointed out the problems and challenges on digital Payment System as an ease of payment mechanism among customers in E-Commerce. The study focused on finding the extent of awareness of digital payment system & 9 key problems in growth of digital payment with a 5 point Likert scale. It was concluded that most of the customers use Cash & Cards for payment; hence the awareness of digital payment system should be increased among customers.
- b) Dr.Ratinder Kaur & Shivani Bansal (2019) described the Problems & Challenges faced by mobile payment applications users in India. The study focused on various independent variables such as Performance Expectancy, Innovativeness, and perceived Compatibility etc. The study concluded that customers face significant issues in technology security while using mobile payment applications and Mobile payment application adoption has a significant association with Behavioural Intention mediating through user satisfaction.
- c) Zahoor Ahmad Shah (2017) examined in his study Digital Payment System: Problems, concluded that majority of the transactions are still cash based, hence to achieve a 100% cashless economy may be slightly impossible however he suggested that we can start from less cash economy and focus on becoming cashless.
- d) Abdul Shahanaz Taj & Srihari Kulkarni (2017) conducted a study on various challenges in Digital Payments and offered solutions. They have focused on various methods of Digital Payments and challenges such as unbanked population, cyber security etc. The study concluded that challenges can be overcome by introducing strict security measures and to increase ease of transactions.
- e) Sujith T S & Julie C D (2017) highlighted in their study various E-Payment options available along with its risk, requirements & transaction process. The study concluded that risk of online payments include theft of payments data, personal data and fraudulent rejection on the part of

customers. Hence electronic signatures should be widely used.

- f) Vasudha Singh, Supriya & M. S. P. Joshna (2016) analysed different Issues and Challenges of Electronic Payment Systems such as Lack of Usability, Security, Trust & Awareness. The study concluded that electronic payment system can be effective only if the ICT infrastructure is efficient.
- g) Trivedi Jay (2016) examined in his paper that contributing the acceptance of E-wallets among the generation by using TAM- Technology Acceptance Model. In this study the researcher concluded that perceived usefulness & perceived ease of use has significant impact on adoption of E-wallets.
- h) Rachna & Priyanka Singh (2013) identified various Issues and Challenges of Electronic Payment Systems that focused on creating awareness on online payment systems and frauds of electronic payments. The study concluded that to overcome security challenges there should use of electronic signatures and Smart Cards.

## V. Objectives of the Study

- a) To examine various challenges faced by Google Pay users
- b) To suggest appropriate remedies to overcome the challenges.

## VI. Research Methodology

### 6.1 Research design

It is the process of collection and analysis of data in order to achieve the purpose of the research. It helps to reduce bias and improve the reliability of the data. It depends on the purpose and nature of the research problem. Research design can be classified as -

- a) Exploratory Research Design - it is conducted for a research problem when the past data is not available. It helps to understand the existing problem better. The researcher has to use qualitative data under this design.
- b) Descriptive Research Design - it is conducted for research problem when the data is readily available. The researcher's focus is on the what, rather than how or why, and he/she uses numerical data in order to arrive at conclusion.

c) Experimental Research Design- it is a scientific approach that uses two sets of variables. There is a presence of a control group that won't be subject to changes.

The experimental group experiences changes after the experimental tests are completed. Both the groups are observed to check the extent to which the results vary among both the groups.

**The current study adopts descriptive research design.**

### 6.2 Data collection Methods & Techniques

In the current research work, both the primary and secondary data are used for analysis. An **Online questionnaire** was prepared forms were used to collect the primary data.

- a) Primary Data – It is called as first hand data, the data is collected directly from the respondents and it used for analysis and interpretation. It is collected in the form of questionnaire and interview.
- b) Secondary Data- It is second hand data; this data is readily available in various sources such as books, articles, magazines, newspapers & journals etc.

### 6.3 Sampling Design

A sample is a small size of population selected, which concludes entire population in the research work. The sampling design includes-

- a) Sampling Element - Individuals
- b) Sample Size- 100
- c) Sampling method- the current research work uses non-probability judgement sampling.
- d) Target population- Google Pay users from various parts of Bangalore Region.
- e) Statistical Tool- Microsoft Excel 2016 was used to calculate mean. A Questionnaire has been devised for the purpose of this study.
- f) Statistical Techniques- Descriptive analysis using Central Tendency.

### 6.4 Data Analysis & Interpretation

The following Analysis is presented on based on Demographic Factors

DEMOGRAPHIC	OPTIONS	IN %	ANALYSIS & INTERPRETATION
GENDER	Male	22	78% of the users are female; they tend to use this application to make payments for E-Commerce purchases and other bill payments compared to male users.
	<i>Female</i>	<b>78</b>	
STATUS	<i>Employed</i>	<b>54</b>	The maximum category of users are employed individuals, who use this application as they have a regular source of income, however business may use other payment options such as cheques.
	Business	5	
	Households	11	
	Professionals	9	
	Students	21	
AGE GROUP	Below 20	2	77% of the users fall under the age of 20-30, they fall under the salaried category and these youngsters have an appetite to explore new payment methods.
	<b>20-30</b>	<b>77</b>	
	30-40	19	
	40 & Above	2	
EDUCATION QUALIFICATION	SSLC	2	Majority of the users of this app are Post graduates who has awareness on digital payment methods and are tech savvy. Users with SSLC & PUC qualification are very few due to their literacy levels & resistance to shift from cash payment to other mode
	PUC	2	
	Degree	41	
	<i>Post Graduation</i>	<b>53</b>	
	Others	2	
MARITAL STATUS	Married	36	It is clear from the data that 64% of the users are unmarried and their expenditure and consumption habits are more compared to married users whose savings habits has an impact on less usage of the application.
	<i>Unmarried</i>	<b>64</b>	
ANNUAL INCOME	<i>Below 2,50,000</i>	<b>49</b>	49% of the users' income level is less than 2, 50,000 per annum who fall under the middle income group.
	2,50,000-5,00,000	26	
	5,00,000-7,50,000	15	
	Above 7,50,000	10	
PERIOD OF USE	Less Than 1 Year	18	48% of the users have been using this application for a period of 1-3 years as G-Pay offers multiple service payment under one roof.
	<b>1-3 Years</b>	<b>48</b>	
	Above 3 Years	34	

#### Data Analysis based on indicators contributing to various challenges faced by Google Pay Users-

NO	INDICATORS	1	2	3	4	5	Mean	Rank
1	Connectivity issues	22	21	<u>40</u>	14	<u>3</u>	2.55	4
2	G-pay not accepted by all merchants	29	21	<u>32</u>	13	<u>5</u>	2.44	8
3	International transaction restriction	30	17	<u>34</u>	10	<u>9</u>	2.51	6
4	Poor customer support Service	22	21	<u>37</u>	13	<u>7</u>	2.62	3
5	Security issues & frauds	<u>29</u>	<u>29</u>	25	13	<u>4</u>	2.34	9
6	Delay in processing time & Refunds	18	20	<u>35</u>	16	<u>11</u>	2.82	1
7	Transaction limit	15	29	<u>33</u>	17	<u>6</u>	2.7	2
8	Absence of wallet facility	<u>28</u>	25	28	12	<u>7</u>	2.45	7
9	Difficulty in usage of app	<u>40</u>	16	25	11	<u>8</u>	2.31	10
10	Regulatory compliance	23	24	<u>36</u>	11	<u>6</u>	2.53	5

(Where 1= Very low, 2=Low, 3=Moderate, 4= High, 5= Very High)

Note- The underlined numbers indicate Highest & Lowest responses for each indicator.

**VII. Findings & Interpretation**

- a) Connectivity issues-40% of the users felt that there is only a moderate level of server or connectivity issues, these users maybe account holders of private sector banks, as these banks have lesser down time compared to public sector banks.
- b) G-Pay not accepted by all merchants-32% of the users feel that this challenge is only to a moderate extent, as G-Pay is now widely accepted by most of the merchants. Merchants who accept payments via UPI can receive payment from any appswith the help of UPI Linked QR codes.
- c) International transaction restriction – 34% of the users feel that this is a moderate challenge as these users might prefer other payment modes, and they may prioritise to use G-Pay for transactions other than fund transfers. However G-Pay does not allow users to make International transactions.
- d) Poor Customer Support- 37% of the users felt that this is a moderate issue as there is absence of physical service centre for customers to visit the store and resolve their queries.
- e) Security Issues & Frauds- 29% of the users feel that the security issue is too low, as G-Pay offers dual lock option there by

- offering multiple layers of security. It also locks out the user in case he/she enters incorrect pin.
- f) Delay in processing time & Refunds – 35%of the users feel that this a moderate level issue, this may be so, asG-Pay usually takes up to 3-5 business days for processing refunds.
- g) Transaction Limit- 33% of the users feel that this a moderate level issue, as majority of the users under this study fall under middle income group, who may not transact over 1,00,000 per day.
- h) Absence of wallet facility -28% of the users feel that this a very low level issue, this may be so because users may prefer G-Pay for direct bank transfer facilities and the need for wallet is not high.
- i) Difficulty in usage of application- 40% of the users feel that is a very low level issue, as G-PAY is a user friendly application and it doesn't involve much complex operations, it also allows users to track their transactions.
- j) Regulatory Compliance-36% of the users feel that this a moderate level issue, as the users are already compliant with existing bank policies & procedures they are not required to comply with additional policies.

**7.1 Findings & Interpretations based on Ranks Assigned to Challenges**

Rank	Issue/Challenge	Interpretation
1	Delay in processing time & Refunds	The refund processing is a tedious task to users as G-Pay takes 3-5 business days to resolve the issue and the user has to contact G-PAY support via email.They also face other issues such as delay in receiving transaction status.
2	Transaction Limit	This issue is ranked 2 <sup>nd</sup> , as the app limits the users from sending more than 10 times a day. The maximum limit set by G-Pay is Rs.1,00,000 per day. Users may an expectation or demand to increase the limit to meet their necessity.
3	Poor customer support Service	This issue was ranked is 3 <sup>rd</sup> due to absence of physical service centre, lack of immediate phone support, Stringent procedures to connect to a representative and unresolved complaints requiring follow ups.

**VIII. Suggestions**

- a) G-Pay app could be modified or developed to be compatible with lesser bandwidths.
- b) G-Pay could create awareness & promotional programmes to boost the application knowledge among people.
- c) National Payments Corporation of India is planning to enable UPI-based payments for international transactions, post that G-Pay can enable this option for its customers.

- d) It can focus on providing improved customer support via Calls/E –mails/ Chat bots.
- e) They can offer a Quick turnaround time for resolving issues.
- f) Google has its own wallet named G-Pay send; it can be integrated into Google Pay.

**IX. Conclusion**

By 2025 the Digital Payment transactions in India is expected to grow to 71.7%, India has

retained the top spot in digital transactions with 15.7 billion transactions; hence there is a vast scope for G-Pay to expand its customer base. Although there are a few issues & challenges faced by G-Pay users these issues can be rectified or minimised based on the suggestions offered, G-Pay has come a long way in India with 857.8 million transactions as of October 2020. According to the NPCI- National Payments Corporation of India (2020

December) G-Pay ranked first in India with 96 crore transactions and it holds 43% of the Indian market share with more than 30 crore downloads. It can focus on increasing its market share by attracting users through advertisements & promotions. Google Pay can play a significant role as India's journey towards creation of a financial infrastructure is witnessing milestones.

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### Appendix

Link for online questionnaire  
<https://forms.gle/xsSGNdigkDhZkR6Z6>

## A COMPARATIVE STUDY ON THE CSR ACTIVITIES WITH SPECIAL REFERENCE TO ITC AND HUL

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### ABSTRACT

*CSR has become a key idea and technique for addressing social, economic, and environmental challenges. The Indian Companies (Amendment) Act, 2013 has brought the CSR concept to the forefront in the country and explains why transparency and disclosure are so important. CSR guidelines apply to companies with a net worth of Rs 500 crore or more, a turnover of Rs 1000 crore or more, or a net profit of Rs 5 crore or more, as defined under Section 135 of the Indian Companies Act and rules issued there under. Companies that exceed the required level must spend at least 2% of their average net earnings over the prior three financial years on CSR activities. The aim of this paper is distinct the CSR activities according to Companies (amendment) act 2013 and to compare the CSR activities performed by HUL and ITC. This paper focused on comparative study on Hindustan Unilever Limited (HUL) and India Tobacco Company (ITC). Data have been collected from annual reports of both company and Statistical tools such as ANOVA, Regression analysis and Correlational analysis used to analyse the collected data with the help of SPSS software. The study found that both the companies have spent more than the required percentage of the profit.*

**Keywords:** CSR, Activities, HUL, ITC

### 1. Introduction

The history of business shows a long journey from the early days of barter to the usage of plastic money in the contemporary era, and finally to the current technologically advanced stage, when the physical form of money is less used due to commercial transactions made over the internet. There is strong evidence of dissociation of economic activities from society in general in this process. Business, on the other hand, is a social entity that exists and acts in a social setting. Because of the usage of society's resources, corporations gain wealth and profit. The logic of the concept of Corporate Social Responsibility (CSR) in this context is to pay back to society what corporations owe it morally. It represents a genuine contribution of corporations to society's socioeconomic growth. CSR is defined as a company's commitment to socioeconomic development by improving the quality of life of its employees, local communities, and society as a whole. The notion of corporate social responsibility (CSR) has grown in importance around the world for the socioeconomic development of the society in which businesses operate.

#### 1.1. Purpose of the Study

This study aims to distinct the CSR activities according to Companies (amendment) act 2013

and to compare the CSR activities performed by HUL and ITC.

#### 1.2. Objectives of the Study

1. To Study the distinct CSR activities According to Companies (amendment) act 2013.
2. To compare the Corporate Social Responsibility spending of ITC and HUL companies.

#### 1.3. Scope of the Study

The study is devoted to a comparative study on corporate social responsibility in selected Companies in India. So, far as to complete the study ITC and HUL companies of the country were selected. As these are the among leading companies performing Corporate Social Responsibility. This study is covered from 2015 to 2020 based on Companies annual reports.

#### 1.4. Research Methodology

This study is based Secondary data source of HUL and ITC companies in India. Datas are collected through companies' annual reports for comparison of CSR activities by HUL and ITC companies. Statistical tools such as ANOVA, Regression analysis and Correlational analysis used to analyse the collected data with the help of SPSS software.

**Hypothesis**

Ho: There is no comparison of CSR activities performed between HUL and ITC.

H1: There is a comparison of CSR activities performed between HUL and ITC.

**2. Data Analysis****Table No. - 1 Net profit and CSR spending by the companies**

YEAR	NET PROFIT		CSR SPENDING BY THE COMPANIES			
			HUL (in Cr)		ITC (in Cr)	
	HUL (in Cr)	ITC (in Cr)	GROSS	ACTUAL	STANDARD	PERFORMED
2015-16	4,082.37	9,844.71	091.94	092.12	196.89	247.50
2016-17	4,490.00	10,200.90	102.00	104.00	204.02	275.96
2017-18	5,237.00	11,223.25	112.00	116.00	224.46	290.98
2018-19	6,036.00	12,464.32	124.00	126.00	249.28	306.95
2019-20	6,738.00	15584.56	142.20	143.74	326.17	326.49

Source: Company's Financial Accounts.

The above table gives the clear information about the Net Profit earned by the Companies during the various Financial Years. In the year 2015-16 the company HUL has earned the profit of Rs. 4,082.37 Cr. Whereas ITC has earned the profit of Rs. 9,844.71 Cr. As per the financial statements provided by the companies at the end of the financial year 2016-17 they have earned a profit of Rs. 4,490.00 Cr and Rs. 10,200.90 Cr respectively. The financial data of the year 2017-18 shows the figures of Rs. 5,237.00 Cr and Rs. 11,223.25 Cr as the profit of the companies HUL and ITC. During the Period 2018-19 the profit made by the Company HUL is Rs. 6,036.00 Cr and ITC is Rs. 12,464.32 cr. HUL earned profit of Rs. 6,738 Cr and ITC is 15,584.56 in 2019-20. The profit earned the companies are frequently raising by yearly. It gives the clear information

about the usage of Net Profit earned by the Companies during the various Financial Years under the CSR activities. In the year 2015-16 the company HUL has invested the profit of Rs. 92.12 Cr. Whereas ITC has invested the profit of Rs. 247.5 Cr. As per the financial statements provided by the companies in 2016-17 they have invested a total of Rs. 104.00 Cr and Rs. 275.96 Cr respectively in CSR activities. The financial data of the year 2017-18 shows the spending figures of Rs. 116.00 Cr and Rs. 290.98 Cr by HUL and ITC. . During the Period 2018-19 the usage made out of the profit by the Company HUL is Rs. 126.00 Cr and ITC is Rs. 306.95 Cr towards society. In 2019-20, HUL spent 143.74 and ITC is Rs. 326.49 Cr. The profit invested on corporate social responsibility the companies are frequently raising by yearly.

**Table No. 2 Comparative csr performance of the companies from financial year 2015-2020**

Activities	HUL (in Lakhs).							ITC (in Lakhs).						
	15-16	16-17	17-18	18-19	19-20	TA	%	15-16	16-17	17-18	18-19	19-20	TA	%
Employee Benefits	2,900	3,200	3,800	4,500	5,060	19,460	22.11	7,010	6,750	7,840	8,690	9,690	39,980	23.05
Health & Sanitation	1,917	2,809	3,356	5,199	6,619	19,900	22.62	5,795	10,544	10,216	12,783	11,061	50,399	29.07
Education	4,342	4,413	4,177	4,335	5,340	22,607	25.70	4,747	4,493	4,549	4,625	2,225	20,639	11.90
Women Empowerment	194	224	198	1,608	5,340	07,564	08.60	1,818	1,285	1,585	1,312	1,672	07,672	04.42
Environment	2,633	2,816	3,878	1,503	7,364	18,194	20.68	7,213	7,399	7,304	6,250	2,790	30,956	17.85
Agriculture	126	126	00	00	00	00,252	00.29	5,085	3,657	5,210	5,437	4,351	23,740	13.69
Total						87,977	100						1,73,386	100

Source: Company's Financial Accounts.

The above table shows that amount spent on different activities performed by HUL and ITC in India from 2015 to 2020. First activity is that benefits that are made to the employees from the amount that is used for the CSR. The companies have used an amount of Rs. 2.9 Cr, Rs.3.2 Cr, Rs.3.8 Cr, Rs.4.5 Cr and Rs.5.06 Cr by HUL and Rs. 7.01 Cr, Rs. 6.75 Cr, Rs.7.84 Cr, Rs.8.69 and Rs.9.69 Cr by ITC during the year of 2015-20. The corporate social responsibility performed by the companies in the form of Health & Sanitation towards the society. From 2015 to 2020, the total spending of HUL (Rs.19,900 Lakhs) is less than the ITC at Rs. 50,399 Lakhs. Education is the key to build an effective country. Through the provided financial information we come to know that the companies have performed the CSR of education. Therefore, HUL has invested Rs. 22,607 Lakhs more than the ITC (Rs.20,639 Lakhs) between 2015-20. Empowerment of women is necessary now days. As it helps them to educate, survive and improve the society. So, as a part of society the companies spend a certain amount of their profit in empowering women. As per the data

between 2015-20, it is clear that the company ITC had invested a Rupees of 7,672 Lakhs higher than the HUL (Rs. 7,564 Lakhs). By this we came to know that HUL had improved their CSR towards Women Empowerment. As we all know that every organization is a part of environment and they need the environment to sustain in the society. When a company manufactures any product it needs the sources of and from environment. ITC had spent of Rs. 30,956 Lakhs significantly greater than the HUL (Rs.18,194 Laksh) towards Environment. According to the Company Act 2013, agriculture is one of a part in CSR practices. According to the financial reports of HUL & ITC it is cleared that both companies have performed the CSR activity towards agriculture. But ITC spent huge investment on Agriculture when compare to HUL. The data table helps to know the comparative analysis of the CSR practices performed by the HUL and ITC companies in the previous financial years. As we all know that there are 6 various sectors in which these companies performs their CSR activities.

**SPSS or Descriptive analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 <sup>a</sup>	.450	.435	3276.50289

**Regression Analysis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333148841.652	1	333148841.652	31.033	.000 <sup>b</sup>
	Residual	407947905.932	38	10735471.209		
	Total	741096747.584	39			

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1985.679	730.577		2.718	.010
	Avctivities	1.199	.215	.670	5.571	.000

**Correlation Analysis**

Correlations									
		NP	CSRS	EB	HS	E	WE	En	Ag
NET PROFIT (NP)	Pearson Correlation	1	.811**	.752**	.193	.436	.080	.308	-.068
	Sig. (1-tailed)		.002	.006	.297	.104	.413	.194	.426
	N	10	10	10	10	10	10	10	10
CSR Spent (CSRS)	Pearson Correlation	.811**	1	.977**	-.244	.395	.023	.124	-.430
	Sig. (1-tailed)	.002		.000	.248	.129	.475	.366	.107
	N	10	10	10	10	10	10	10	10



<b>Employee Benefits (EB)</b>	<b>Pearson Correlation</b>	.752**	.977**	1	-.398	.395	-.063	-.030	-.541
	<b>Sig. (1-tailed)</b>	.006	.000		.127	.129	.431	.467	.053
	<b>N</b>	10	10	10	10	10	10	10	10
<b>Health &amp; Sanitation (HS)</b>	<b>Pearson Correlation</b>	.193	-.244	-.398	1	-.226	.266	.506	.807**
	<b>Sig. (1-tailed)</b>	.297	.248	.127		.265	.229	.068	.002
	<b>N</b>	10	10	10	10	10	10	10	10
<b>Education</b>	<b>Pearson Correlation</b>	.436	.395	.395	-.226	1	.339	.528	-.195
	<b>Sig. (1-tailed)</b>	.104	.129	.129	.265		.169	.058	.295
	<b>N</b>	10	10	10	10	10	10	10	10
<b>Women Empowerment(WE)</b>	<b>Pearson Correlation</b>	.080	.023	-.063	.266	.339	1	.492	.003
	<b>Sig. (1-tailed)</b>	.413	.475	.431	.229	.169		.074	.497
	<b>N</b>	10	10	10	10	10	10	10	10
<b>Environment (En)</b>	<b>Pearson Correlation</b>	.308	.124	-.030	.506	.528	.492	1	.563*
	<b>Sig. (1-tailed)</b>	.194	.366	.467	.068	.058	.074		.045
	<b>N</b>	10	10	10	10	10	10	10	10
<b>Agriculture (Ag)</b>	<b>Pearson Correlation</b>	-.068	-.430	-.541	.807**	-.195	.003	.563*	1
	<b>Sig. (1-tailed)</b>	.426	.107	.053	.002	.295	.497	.045	
	<b>N</b>	10	10	10	10	10	10	10	10
**. Correlation is significant at the 0.01 level (1-tailed).									
*. Correlation is significant at the 0.05 level (1-tailed).									

As per the above result shows that calculated value is more than the Table value. It can be conclude that Alternative hypothesis is accepted and Null hypothesis is rejected. The Regression on CSR value output yields on 0.67, R square 0.45 and adjusted R square= 0.435 which means 43.5%. P value for every term tests the null hypothesis and that the coefficient is shows in the table is zero which means no effect. Less than 0.05 indicates that reject the null hypothesis, so, there is significant between the CSR spending and respective activities.

### 3. Findings

After analyzing the CSR performance of the company with the help of financial statements. It is found out that in all most all the areas its performance is good. But there are some places where there are some issues which found through study. Both the companies have spent more than the required percentage of the profit. ITC is a larger than the HUL company in both sales volume and profit earning. HUL performs the CSR spending of 2% on the basis

of 3 years average profit. But ITC performs 2% on the current year profit. The Net Profit of ITC has more than the HUL. Due to the huge variance in their profit ratio it is difficult to compare these to company. The CSR towards Employee Benefits has been included in the total CSR spending amount of the HUL. Whereas ITC has separated it from the actual CSR amount. Both the companies did not prefer spending more on empowering the women. Agriculture is the backbone of our nation but the HUL Company stayed down in improving the agricultural structure of the society.

### 4. Suggestions

As we have seen some of the issues occurring in the CSR practices we some suggestions that are to be provided to overcome those issues. This helps in strategy implementation of CSR performances of the companies. It is necessary for HUL Company to increase its sales to improve its Profit. As per the CA-2013, every company should spend 2% of profit on CSR on the basis of 3 years average profit. This is not followed by the ITC, but now it must follow

the rule. As per this study both the companies have done well in performing CSR, but eventually the HUL must improve a little more. Both the companies need to prefer performing CSR in the Women Empowerment. As per the data the companies lost interest in some of the categories (i.e. Agriculture, Environment and Education) of CSR and that should not happen in the upcoming periods.

### 5. Conclusion

CSR policies should be created by companies in accordance with the Companies Act of 2013. However, just one-third of

businesses have developed a CSR policy in accordance with the Companies Act of 2013. As a result, various companies' CSR policy development has to be reviewed. In terms of spending, Indian companies are prepared to devote 2% of their net profit to CSR. Education and vocational skills, healthcare, disaster assistance, financial literacy, and livelihood are the five most favoured categories in priority order. As the market conditions vary on a daily basis, company profits fluctuate, affecting CSR values. Every company participates in CSR efforts, but they are not well maintained.

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**EMPIRICAL RESEARCH ON THE FINANCIAL PERFORMANCE OF SOME PRIVATE BANKS IN INDIA USING THE CAMEL MODEL****Anand R.<sup>1</sup>, Rashmi B.H.<sup>2</sup> and Siddesh D.<sup>3</sup>**<sup>1,2</sup>Department of Commerce, St. Claret College, Bengaluru.<sup>3</sup>Bapu Degree College, Bengaluru.**ABSTRACT**

Private Banks are the banks which claimed by the private partners. These banks are too playing a imperative part within the improvement of the nation. Most of the private banks provide a fulfilling benefit to their clients as compared to the public segment banks within the country. These days' private division banks are the most players within the managing an account industry in our nation. As the banks are imperative channels of feasible advancement in creating nations like India, it is essential to analyze the monetary execution of private division banks and to distinguish the escape clauses of the banks, and make an suitable methodology to overcome these. The display consider endeavours to analyze the money related execution of major private division banks in India by utilizing the CAMEL approach for the period 2015-16 to 2019 -20. The CAMEL method is a model, a widely used method to analyze the financial performance of banks. The purpose of applying the CAMEL rating system is to help us assess capital adequacy, asset quality, management efficiency, earnings, and liquidity. We use the capital adequacy ratio to analyze the asset side of the bank's capitalization, asset quality to analyze the rate of return on assets, and the relationship between interest income and total assets to analyze the profitability of assets. bank assets. loan interest rate The difference between quick ratio and quick ratio helps us understand the liquidity status of banks.

**Keywords:** Return, Earnings, Capital, Liquidity, CAMEL

**1. Introduction**

In recent trends, our private bank plays an important role in the domestic banking industry by providing customers with satisfactory services. The role of private banking and monetary stability in the economic development of various countries cannot be underestimated. The development and financial stability of the country depend on the financial stability of its banking sector. Supervision of the banking sector helps banks stabilize their finances. In developing countries like India, the banking industry is very important for conducting financial transactions. Banks are the backbone of the country's financial system. Therefore, customer satisfaction plays a vital role in the growth and development of private sector banks in my country. If customers are satisfied, the financial stability of private sector banks will be good. Private sector banks must attract new customers to their banks by providing quality services and other benefits. They must adopt transparent mechanisms in the financial transactions they handle. Banks must attract customers by providing quality services. In this way, the bank's credit quality will also be further improved. In the past ten years, compared to public sector banks, private sector banks have done a good job of serving clients.

India's casual economy is basic to the country's GDP. The casual economy has no control instrument or centralized structure. It is challenging to build a esteem chain for the Indian rural segment since it needs a head and tail. Hence, a concrete arrangement to the circumstance can be proposed. A all-encompassing approach includes a chance of settling the circumstance effectively. India's current arrangements have fizzled to rouse certainty within the masses, coming about in waves of disturbance, hartal, and non-cooperation developments. Corporatization of India's agribusiness has brought about in disturbance, hartal, and non-cooperation developments within the country's capital, most likely the world's most impressive disturbance. The CAMEL model is an index-based model used to evaluate the financial performance of banks. It is a model for classifying banks based on capital adequacy ratio, asset quality, and management quality and bank profitability. Through this model, we will be able to obtain the financial strength of the bank.

**2. Objective of the study**

The main purpose of this research is to evaluate the financial performance of the top 5 private banks in India from 2016-17 to 2020-21, and to understand the bank's position in the CAMEL ranking.

### 3. Literature Review

Many scholars and academicians have analyzed the financial performance of the various banks in India by using the CAMEL model and the summary of the research conducted is as follows.

1. **Kumbirai and Webb(2010)** Analyzed the performance of five major commercial banks in South Africa in 2005-09. The research tool used is financial indicators that measure bank profitability, credit quality and liquidity. The survey results show that performance has improved since 2005-2009. Ranking in terms of credit quality and profitability.

2. **Kaur and Gupta(2008)** in their research they used the CAMEL model to assess the performance of Indian private sector banks which is ranked bottom five and top five.

3. **Hui and Jha (2012)** In Nepal, they applied the CAMEL method to compare different bank structures with the research involved in 2005-2010. The analysis is based on financial description and measures, compares and classifies financial conditions. The research results show that the return on assets of public sector banks is higher than that of national public banks and joint-venture banks. In addition, financial indicators show that Nepal's national public banks and hybrid banks are strong. It may have a massive impact on your balance sheet.

4. **Malhotra and Aspal (2013)** attempted to study the financial performance of the selected middle sizes Indian Public sector banks with the CAMEL model from 2007-2011 and they have concluded that Bank of Baroda and Andhra Bank had the highest ranking.

5. **Babli Dhaiman and Shilpaa Sahota (2014)** Using the CAMEL model to analyze the performance of India's regular commercial banks, they concluded that there is a high level of competition between the National Bank of India and ICICI Bank, and found that private sector banks performed well in comparison. with public sector banks.

6. **Anand R and Dr.PadmaPriya S (2019)** made a study on the Financial Performance of Selected Commercial banks in India using the CAMEL approach and they conclude that Bank of Baroda is doing outstanding and followed by State Bank of India and IDBI bank shared the 2nd Position in terms of financial Performance.

### 4. Research methodology

In this study, we mainly use secondary data collected from the bank's financial statements and annual reports. In total, the top 5 private banks operating in India were selected. In this study, we use the CAMEL methodology model to analyze the financial performance of the top five private sector banks. The investigation period is from 2016 -17 to 2020-21.

### 5. Data Analysis and Interpretation

Bank/year	2021	2020	2019	2018	2017	AVERAGE	Rank
HDFC	83.34	86.49	85.85	83.02	86.15	84.97	1
ICICI	74.1	75.81	74.78	75.1	77.83	75.524	2
AXIS	19.12	17.53	15.84	16.57	14.95	16.802	4
KOTAK MAHINDRA	17.89	17.45	18.22	16.77	16.34	17.334	3
YES BANK	8.5	16.5	18.4	17	16.5	15.38	5

The above table shows the average capital adequacy of the Private sector banks for the period from 2017-2021 with a Five years average; HDFC bank stands at the first with a

capital adequacy of 84.97 followed by ICICI with an average of 75.52 and YES bank which stands at the last

Bank/year	2021	2020	2019	2018	2017	AVERAGE	Rank
HDFC	381.74	322.68	566.13	423.71	359.35	410.722	1
ICICI	200.46	187.44	181.44	187.98	168.11	185.086	5
AXIS	331.63	301.05	259.27	247.2	232.83	274.396	2
KOTAK MAHINDRA	253.6	222.13	196.69	150.01	130.61	190.608	4
YES BANK	17.31	116.22	111.85	483.13	327.84	211.27	3

The above table show us the average return on assets which reflects the quality of assets of the bank. HDFC Bank has the highest average in terms of return on assets with an average of

410.722 is ranked first followed by Axis bank with an average of 274.396 placed at 2 rank and ICICI bank with an average of 185.09 stands at the last.

**Table 03 – Interest Income to Total Assets**

BANK/YEAR	2021	2020	2019	2018	2017	AVERAGE	RANK
HDFC	7.61	8.51	8.78	8.55	9.03	8.496	2
ICICI	7.38	6.57	5.94	6.45	6.83	6.634	5
AXIS	6.66	7.3	7.37	7.08	7.91	7.264	4
KOTAK MAHINDRA	8.01	8.3	8.24	8.7	10.99	8.848	1
YES BANK	8.16	8.55	7.68	8.64	8.98	8.402	3

The above table represents the income to total assets which depicts the management efficiency in generating the interest income to Total Assets. Kotak Mahindra stood at first

place with an average of 8.848 followed by HDFC bank with an aggregate of 8.496 and ICICI bank at the least with an average of 6.634.

**Table 04 – Interest Spread Ratio**

BANK/YEAR	2021	2020	2019	2018	2017	AVERAGE	RANK
HDFC	6.92	7.04	7.12	7.7	7.38	7.232	2
ICICI	7.61	6.73	6.76	6.85	6.94	6.978	3
AXIS	6.16	6.22	6.37	5.9	6.84	6.298	5
KOTAK MAHINDRA	7.79	6.73	6.94	7.64	7.86	7.392	1
YES BANK	6.42	6.37	5.41	6.56	7.53	6.458	4

The above table makes an analysis of interest spread ratio of the five private sector banks. Kotak Mahindra Bank at the top with an

average of 7.39 and Axis Bank at the bottom with an average of 6.298.

**Table -05 Quick Ratio**

BANK/YEAR	2021	2020	2019	2018	2017	AVERAGE	RANK
HDFC	17.15	16.53	16.55	17.4	11.35	15.796	3
ICICI	9.5	10.57	3.57	3.56	3.91	6.222	5
AXIS	17.05	17.6	17.84	20.02	17.1	17.922	2
KOTAK MAHINDRA	23.01	20.24	19.49	18.09	15.61	19.288	1
YES BANK	12.42	15.34	20.8	13.17	14.02	15.15	4

The above table gives us the details of quick ratio of Five private sector banks from 2017 to 2021. Where as Kotak Mahindra secure the first place with an average of 19.29 followed by

Axis Bank with an average of 17.92 and the ICICI bank secure the last place with an average of 6.22.

**Table 06 – Composite Rank**

Bank/ year	C	A	M	E	L	AVERAGE	RANK
HDFC	1	1	2	2	3	1.8	5
ICICI	2	5	5	3	5	4	1
AXIS	4	2	4	5	2	3.4	3
KOTAK MAHINDRA	3	4	1	1	1	2	4
YES BANK	5	3	3	4	4	3.8	2

Table 06 represents the overall composite rank, ICICI bank secured first rank at the composite level which means the banks financial

performance is outstanding followed by Yes Bank secured 2<sup>nd</sup> level and Axis Bank and Kotak Mahindra Bank are in 3<sup>rd</sup> and 4<sup>th</sup>

respectively and finally HDFCBank secured last place.

Most private segment banks show way better showcase capitalization execution indeed in spite of the fact that open segment banks have more branches than the private division. In this basic intersection, open division banks ought to reevaluate their authority parts for compelling differing qualities administration and perform superior in advertise capitalization. A company's showcase capitalization is relative to its arrange of advancement. Large-cap stock speculations are by and large more preservationist than small-cap or mid-cap stock ventures, posturing less hazard in trade for less forceful development potential.

## 6. Conclusion

The above study was conducted to know the financial performance of the private sector banks from 2015 to 2020. The study reveals that the performance of ICICI bank is excellent followed by Yes bank. Hence it is recommended that HDFC bank should take necessary steps to improve its capital adequacy, earning capacity, liquidity, and asset quality management efficiency to improve the financial performance of a bank. One possible solution for the private bank to reach the efficient performance is by implementing a creative approach to diversity management that includes the reinvention of leadership. An additional strategy that the private bank must follow is implementing an equal opportunity, open-door policy, lower maintenance of the hierarchical structure, and a customer-friendly method.

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**PANDEMIC A RAY OF HOPE FOR ENTREPRENEURS****B.B.Chandran<sup>1</sup>, H.Matharu<sup>2</sup> and Divya V.R.<sup>3</sup>**

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<sup>1</sup>binilakiran022@gmail.com, <sup>2</sup>harmeet1782@gmail.com, <sup>3</sup>divyaaramachandran@gmail.com**ABSTRACT**

*Creativity, Innovation, and ideas were never an obstacle for Indians. Indians are known for survival during crises and this was shown by many people during the COVID-19 wave. Though many lost their jobs, they never lost hope and found a way far better for their living. This paper attempts to understand what motivated many citizens to either give up their jobs and start a small-scale business or those who lost their jobs, how they entered into the business line, and their experiences about the same.*

*The study includes both primary and secondary data. Questionnaires were prepared and responses were taken from 100 respondents who started business in various sectors.*

**Keywords:** Entrepreneurial skills, Challenges, Motives, Creativity, Ideas, Sustainability

**1. Introduction**

An entrepreneur is a person who involves himself in business activities and practices which have no definite limits towards success and failure. Any business originates from opportunities and uncertainties or through various predictions. An entrepreneur is a person who is responsible for making decisions which in return have a great impact on internal and external factors

According to the viewpoint of Schumpeter, entrepreneurship comes into existence when there is an innovation attached and introduced in the form of a product, process or, organization. Further, he says an individual who tries to replace the present enterprise can be in no way considered an entrepreneur.

He also believes that entrepreneurs create a situation for creating something new and discover various resources available.

“Entrepreneurship is living a few years of your life like most people won’t so that you can spend the rest of your life like most people can’t.”

Entrepreneurs are the backbone of our economy. The government is coming up with various schemes to encourage people to enter into entrepreneurship. They are also giving various tax benefits and loan waivers to new start-up organizations to encourage people to continue their business during this pandemic.

COVID 19 has made both positive and negative impacts on the economy. We can see, due to the pandemic and lockdown many businesses have seen a downfall and on the other hand, lockdown came as a challenge for

many for survival. When people were struggling to make ends meet during this crisis, many of them instead of losing hope converted their ideas creatively and innovatively into practice and started small businesses from their own homes. We also get to see a lot of young people after their graduation, turning into businessmen and creating jobs rather than seeking jobs thereby contributing to our economy. They want to turn their skill and knowledge into productive use. There are also lots of people who are moving towards starting up their own business. There are many factors for this move, which would include passion to become an entrepreneur, loss of their job, financial crisis, or circumstances. In this paper, we have even attempted to know how much risk the entrepreneurs are ready to take and what are the different constraints they face in carrying out the business successfully.

**(Source: Authors data compilation from various sources)**

**1.1 Research Objectives**

1. To understand the relationship between age and risk factors using Anova.
2. To identify motive behind starting up business.
3. To understand the source of Capital for starting up the business during the pandemic.
4. To understand whether individual would like to continue with their ventures or no

**2. Review of Literatures**

Jose Ernesto Amoros, Luciano Ciravegna, Vesna Mandakovic, Pekka Stenholm, 2019 43 (4), 725-750 in their work on Necessity or

Opportunity states level of economic development of nation moderates the relationship between state delicacy and need driven lessening the probability. They included 956,925 respondents from 51 countries for a period of 9 years from 2005-2013

A Study about Entrepreneurship in India and Its Promotion under 'STARTUP INDIA' Scheme by Dr. R Jayanthi, Asst professor, Vidhya Sagar Women's College, Tamilnadu, IRE journals 2019, Volume 2 Issue 11. The author has discussed the Startup India initiative of the Indian Government which encourages many people to start ventures through proper policies, measures, guidance etc so as to establish their business.

Entrepreneurial Opportunities and Poverty Alleviation by Sharon A. Alvarez, Jay B Barney, 2014,38(1),159-184. The author in his study has made an attempt to know the initiative taken by the entrepreneurs to eradicate poverty by finding opportunities that will have a positive effect on the economy Local and Systemic Entrepreneurship: Solving the Puzzle of Entrepreneurship and Economic Development by **Frederic Sautet**, 2013,37(2), 387-402. The author had conducted research

and came up with why entrepreneurship had a very limited impact on the economic growth of developing countries.

Opportunity Evaluation under Risky Conditions: The Cognitive Processes of Entrepreneurs by Hean Tat Keh, Maw Der Foo, Boon Chong Lim, 2002,27(2), 125-148. The author had conducted a study to know how entrepreneurs evaluate the opportunities through a model which had four independent variables, 2 control variables, and dependent variables.

### 3. Research Methodology

The study is based on primary and secondary data. The study was conducted by circulating a questionnaire. The questionnaire contained open and closed-ended questions for a better understanding of the motives behind selecting an option of choosing entrepreneurship as a career. The sample was selected on a random basis. The number of responses included was 84. In secondary sources data was collected through various articles, research papers, journals, etc.

### 4. Discussions

#### 4.1 Relationship between age and risk factor using ANOVA Table

Age / Risk Factor	18-28	28-38	38-48	48 and above	Total
less than 40	1	1	3	0	5
40-60	1	2	4	1	8
60-80	7	9	9	10	35
80-100	6	9	10	1	26
100	2	4	3	1	10
<b>Total</b>	17	25	29	13	84

Solution:

H0: There is a relationship between age and risk factor

H1: There is no relationship between age and risk factor

ANOVA Summary					
Source	Degrees of Freedom (DF)	Sum of Squares (SS)	Mean Square (MS)	F-Stat	P-Value
Between Groups	4	169.7	42.425	9.1565	3.06
Within Groups	15	69.5	4.6333		
<b>Total</b>	19	239.2			

Group represents Age and risk factor

Age factors 18-28 , 28-38, 38-48, 48 and above

If F Test Result > Critical Value (Value in F-table), Reject null hypothesis.

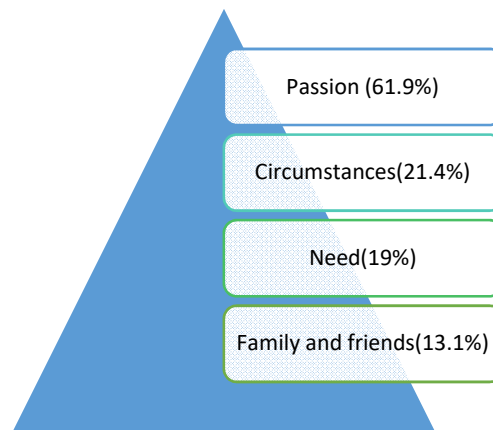
Since the calculated value of test statistics F-Stat = 9.1565 is greater than the critical value i.e., 3.06 at 5% level of significance with degrees of freedom (4,15).

Therefore reject Null hypothesis H0, so we can accept H1.

Therefore there is no relationship between Age and risk factor



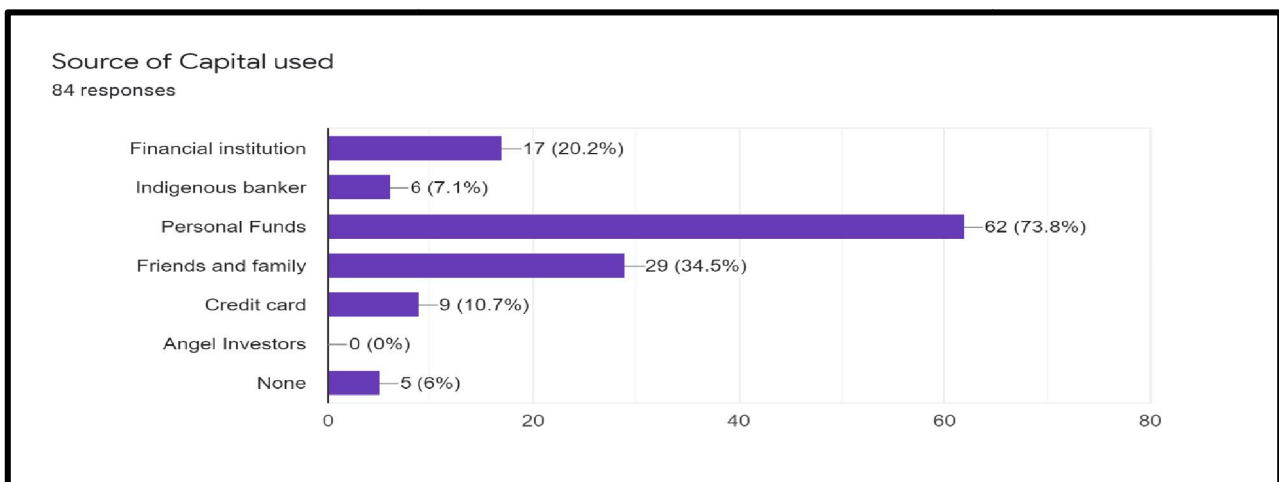
### 4.2 The motive behind starting a business



62% of the respondents has mentioned that passion is the driving force behind starting up of business. They believe that if an individual has an urge and is passionate enough they can enter into starting up of business and scaling to grater heights of sucess. 22% of the respndents mentioned that sometimes circumstances force

them to shift from current occupation to startups. Only 19% of the repsondents says that for the survival they took up entrepreneurshp as a career. 13% of the respondents believe that family plays an important role in pushing them towards strating a new business.

### 4.3 Sources used for helping in setting up a business



Graph 1: Source of Capital

During the pandemic, people had started up their venture from the funds that were available to them easily. A major percentage of the respondents had made use of their savings or investments made by them to start up their business unit, others had raised the fund from various other sources like friends or family, financial institutions, their credit cards, and indigenous banker. 6% of the respondents did not require any source of capital or investment in running their venture as they involved

themselves into ventures which did not require any kind of initial investment such as starting up tuition classes or starting .

### 5. Findings

1. Study states that there is no relationship between Age and risk factor when talking about starting up a business.
2. Study reveals that passion is the driving force behind any startups.

3. Majority feel comfortable starting up their business with their fund in order to minimise the risk associated with the raising of funds or getting funds from other sources.

## 6. Conclusion

The previous researches state that an individual needs the courage to become an entrepreneur but according to our study it states that every individual is creative in their way. Due to this pandemic situation, many individuals have come out of their comfort zones and have

challenged themselves without any fear to become an entrepreneur.

The table below gives us a clear idea that pandemic situation did not put down the morale of individuals and they challenged themselves and pushed their abilities in order to start new venture. Individuals took a bold step in exiting the current profiles and now they are very happy with the success they achieved, and due to same they now want to continue as an entrepreneur and want to be a job giver rather than a job seeker.

Sr. No	Name of Entrepreneur	Profession	Type of Business	About the start up
1	Smrutisree Singh	Chef, Master Chef finalist	Desi Kitchen	wants to start pop-ups in malls and is looking to partner with restaurants and Hotels to showcase authentic Odia cuisine. She also plans to start working on her restaurant.
2	Veena Manek	Homemaker	Baking	Veena is now working on upgrading her skills, expanding menus, and increasing her clientele.
3	Priyanka Pani	Journalist	My Didi's Kitchen	She believes there is a massive scope to grow given the huge demand for customized, home-cooked meals that appeal to young health and calorie-conscious customers.
4	Debodeep Khaund, Dipankar Sarmah, Shahbaz Khan		Bazaar 24x7	online endeavor spends significant time in food, vegetables, and fundamental administrations. It even associates senior residents to scientific experts subsequent to getting their remedies on WhatsApp
5	Pratibha Kanoi,	Homemaker	Mommy's Kitchen	They start to deliver fresh pizzas to individuals doorstep and in a period of 4 months, customers number increased to 200 individuals.
6	Samera Kumar	Yoga and dance teacher	The Brownies Story	Her enthusiasm in baking and the positive input was the main impetus to begin the business
7	Maitrayee Roy	Telecom consultant	handcrafts cross-stitch products	Her reusable and washable mask stated gaining many customers.
8	Aanchal Suri	at-home food business	Bhaturas to brownie	Aanchal's venture Bhaturas to Brownies serves delicious homemade food in Bengaluru to people living in her locality. She uses Whatsapp to take orders
9	Divya Jalan	Student at University of Amsterdam	Handmade jewelry	She says that the lockdown allowed her to turn her hobby into a business
10	Sanjeevini Navadgi and Nandita Navadgi	law students	skincare products	lockdown period allowed us to work on our dream project. Since we don't have too much to do these days study-wise, both of us are diverting our time on our skincare line,

## 7. Research gap

1. Identify various reasons why passion was not taken into consideration in becoming an entrepreneur as a career
2. Various methods used for analysing the risk factor

3. To identify the preference changes due to uncertain factors or situation prevailing as a reason for the shift in career

4. Why individuals are not keen on getting funds from various financial institutions initially for their start ups.

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## INNOVATIONS IN AGRICULTURAL VALUE CHAIN, FARMER PRODUCER'S ORGANISATION

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### ABSTRACT

*Agriculture is the industry on which 50% of the world relies. Various agricultural values have been preserved by humans thus far. Humans have advanced to a very high level of technological achievement. Human-possessed technology has paid off handsomely in the agricultural sector. They have Hybrid seeds, which protects farmers from insects during that season. However, a human scientist is in the process of developing another type of seed that will permanently eliminate insects. It is the Apomixis seeds; this seed is the agricultural sector's future. Some people, whether intentionally or unintentionally, pollute the agricultural fields by spending their leisure time there. People like M.S. Swami Nath, Vandana Shiva, and others stood up to them to keep agriculture from being distracted. How do the farmers make money? Farmers are the most important people in human history. Farmers are the producers who produce raw materials all over the world. Farmers make money by selling their raw materials. We should use the technology we have at our disposal to take the agricultural sector to the next level from where it is now. Apomixis seeds, Bio-Technology, Organic Farming, and Bio Fortification will have a brighter future in agriculture.*

**Keywords**—Agriculture; Farmers; Apomixis; Biotechnology, Double-cross hybrid, Hybrid Offspring

### Objectives

- Conceptualize the Agricultural sector.
- To study the advantage and disadvantages of fertilizers.
- To highlight the future scope of Agriculture.

### 1. Introduction

Agriculture is the agricultural science or practice, involving soil cultivation for crop growth and animal rearing for food, wool and other products. Agriculture is the practice of cultivating crops, conserving soils, and raising livestock. Agriculture is derived from the Latin word's ager or Agri, which mean soil, and culture, which means cultivation. The agricultural activity employs 50% of the world's population. Agriculture still employs two-thirds of India's population. India is primarily an agricultural nation farming employs almost 62% of the population and represents around 33% of India's GDP.

Agriculture is a watershed moment in human history because it allowed people to settle in a specific location. Agriculture is one of the oldest and most important human activities. It has continued to be an important source of land. Despite global industrialization and urbanisation, agriculture employs nearly half of the world's working population. Agriculture has been a major source of employment and contribution to the national economy in

developing countries. The primary goal of agriculture is to raise stronger and more fruitful crops and plants, as well as to aid in their growth by improving the soil and providing water. Agriculture is the Indian economy's backbone. In India, agriculture provides a living for approximately 64 per cent of the total population. Physical Factors have a strong influence on agricultural activities around the world. Indian agriculture is no exception; in fact, India is currently dealing with two major agricultural issues. The first is meeting the increasing demand for food, the second is supplying agro products to an ever-increasing population, and the third is uneven agricultural development and changing patterns of agricultural land use. Through the five-year plans, India attempted to achieve agricultural self-sufficiency. Agriculture receives increasing attention in every five-year plan after independence, owing to its unique importance, and top priority is given to the development of agriculture in our country. After 1950, the study of land and agriculture from a geographical standpoint gained importance. The Green Revolution brought remarkable change in the field of agriculture at the beginning of the 1970s and later on; as a result, India became not only self-sufficient in food grains but it could also export a small quantity of it.

Agriculture development is not being properly channelled due to uneven rainfall, a lack of basic infrastructure facilities, and an unbalanced allocation of resources. Only irrigation is a successful storey for the green revolution. Despite the government's best efforts, small farmers were unable to reap the benefits. This creates a large disparity between small and large farmers, resulting in an imbalance. To close the gap. Systematic planning is required for this purpose, as is detailed knowledge of the region.

## 2. Review of Literature

The environmental impact and challenges of the agricultural discovery and innovation are continually changing, the organisation and social procedures of dissemination of knowledge are affected, and so is the analysis of the perspective and value chains of innovation in development research in agriculture, according to Ponniah Anandajayasekeram and Berhane Gebremedhin (2009). Consequently, significant paradigm shifts have occurred in agricultural knowledge generation, distribution and utilisation. Currently, four complementary, mutually reinforcing concepts and principles guide knowledge generation, dissemination, and application processes for the agriculture sector (R4D). The ISP concept implies the concepts of impact orientation and R4D. An important challenge facing the AR4D community is how to integrate these different concepts into the design, implementation, and evaluation of agricultural development research (AR4D). However, an operational model integrating the ISP and the value chain approach in AR4D is lacking.

PMCA is intended to encourage innovation that will processor in high-value market, according to Sarah Mayanja (2013), Developing the value chain in Uganda: learned from the Participatory Market Chain approach. The PMCA was introduced and implemented between 2005 and 2007 in Uganda's market chains of potatoes, sweet potatoes and vegetables. The knowledge and skill and social capital needed for effective innovation processes by market chain players and service providers. Innovations in the commercial, technological and

institutional spheres have been observed, including product creation such as sweet crisps and flour, hot appetite, improved potato crisp and sweet potato flour packaging, and contract farming arrangements. Current innovation is being achieved. Although a few initial innovations have been used only short term, still in use today. In addition, the PMCA created processes for innovation that generated innovations. Increased connectivity of social networks facilitated the sharing of information and business. Many women farmers have been able to increase their market income and improve their family's well-being. After several facilitators have worked with PMCA since its inception provided or in other market chain development projects, we've used this same strategy. Experience in Uganda after PMCA, it is important to continue to provide business development services, farmers' ability to adapt to changing market conditions can be improved through capacity building, and long-term innovation brokerage arrangements can be negotiated.

In 1925, Monkombu Sambasivan Swaminathan (M.S. Swaminathan) was born in Kumbakonam in Tamil Nadu, India. Indian geneticist and international administrator best known for his leadership role in India's "Green Revolution".

Vandana Shiva is an Indian physicist and social activist who was born on November 5, 1952, in Dehra Dun, Uttaranchal, now Uttarakhand, India. In 1982, Shiva established the Research Foundation for Science, Technology, and Natural Resource Policy (RFSTN), an organisation dedicated to developing sustainable agricultural methods.

## 3. Research Method

Secondary data is used in research and the data has been collected through research articles, journals, student's papers, internet sources, etc.

## 4. Findings

Agriculture, as we all know, plays a vital role in our lives. Agriculture has contributed 6.4 per cent of India's GDP (Gross Domestic Product). We locate seed banks close to where the cultivation is taking place. This makes it much easier for farmers to obtain seeds. In areas

where water is scarce or where the table is high, the Ecosan toilet is the viable alternative to leaking pit toilets, increasing the risk of contamination by the groundwater. It's a closed system that doesn't require water. The Ecosan is suitable for dry areas with low water supply, high tables and rocky areas, coastal or flood-prone areas, according to the Swachh Bharat Mission (SBM) guidelines. It's a raised platform with a dry toilet. It can be used as a soil conditioner in agriculture.

## 5. Analysis

We all know that earthworms are a farmer's best friend. Earthworms assist farmers by stimulating microbial activity, mixing and aggregating soil and soil water content, and storing water capacity. It enriches the soil as a habit for crops, but it also nurtures other organisms, some of which can be harmful. Farmers face numerous challenges in their daily lives to produce crops. Obstacles such as animals that intend to eat the crops that are being grown. Farmers' enemies are animals that cause damage to agriculture or destroy crops. Birds, crabs, rats, grass cutters, and squirrels are the adversaries. Farmers use scarecrows to keep birds away from their crops to protect them from these enemies. Pesticides are sprayed on fields to kill pests. Natural enemies, such as other insects that naturally feed on your pests, can be used to help you get rid of them. Finches are being placed around the cultivated field.

The seeds are the most important aspect of the farmer's benefits. Previously, our farmers relied on non-insect-resistant seeds. The farmers had some difficulties purchasing the seeds, but the crops turned out well. The main issue was that the farmers had to sell their crops at a lower price than they had anticipated. As a result, the farmers did not have enough money. Following years of research, our scientists discovered a new seed, the hybrid seed prevalent in modern agriculture and indoor gardening. These seeds are chosen to improve the plants' characteristics such as yield, uniformity, colour and resistance to diseases. [Hybrid Offspring of a Cross Between Two Varieties]. The seed of Apomixis is the result of a plant that can avoid the most important aspects of sexual: meiosis and fecundation. This seed germinates from a

plant that, without the need for male fertilisation, develops like a breast clone. This seed represents the agricultural sector's future.

Fertilisers are chemical or natural substances that are added to soil or land to increase fertility. Ammonium sulphate, ureoelctron, ammonium chloride, calcium ammonium nitrate, calcium ammonium nitrate, anhydrous ammonia, ureoa super granulate and more are the fertilisers used in fields. Fertilizers have both advantages and disadvantages.

### 5.1. Advantages of Fertilizers

- Organic matter improves soil structure and increases the capacity of the soil to hold onto water and nutrients in organic fertiliser.
- Microbes are thriving. Synthetic fertiliser is made up of chemical molecules that lack carbon. These molecules may sometimes be disruptive and microbial. On the other hand, organic fertiliser is high in organic matter that promotes microbial growth. As part of its chemical composition, organic fertiliser contains carbon, which is carbon, together with nitrogen, phosphorus and potassium that feeds microbes and enables them to make plants' naturally occurring biological nutrients available. Reduce fertiliser and pesticides utilisation.
- Even if organic fertiliser is cheaper than synthetic fertiliser, reduction in pesticides, phosphorus and potassium need for and general nitrogen requirements. Organic fertiliser can be cost-neutral or even cost-saving as a result of the reductions.
- The threat of plant damage has been avoided. Some synthetic fertilisers can harm the leaves and roots of plants. Organic fertilisers are less likely to cause this.

### 5.2 Disadvantages of Fertilizers

- Low Nutrient Levels - The nutrient content of organic fertiliser is frequently low. Furthermore, the nutrients in the organic chemical structure are typically complex, which means that it may not produce the same colour pop as chemical fertiliser using organic fertiliser. It is not a one-time occurrence that organic fertiliser is used.

- Making Your Compost Is a Difficult Process While it is possible to make your compost, it's a messy and difficult process frequently results in a product and result that are inconsistent.

## 6. Discussion

The agriculture industry is huge and it is dependent on more than half the world's population. The value of farming is such that the primary determining factor of international geostrategic context is demographic growth. The population of the world will increase from 1,5 to 10 billion between 1900 and 2050. This major bang was driven by enormous technological progress and endless growth in computing resources, both from an economic, social and environmental perspective. The movements creating new economic and military powers comprise lines of power carrying nations and fault lines leading to crises Food, agriculture and more generally rural interests were underestimated as strategic assets in our developed societies. We need to reinforce our expertise on agriculture policies to develop our representations and find solutions to the challenges of the 21st century.

## 7. Future Scopes

The future of agriculture can be depended on the following content: -

- Apomixis
- Bio-Technology
- Organic Farming
- Bio Fortification

### 7.1. Apomixis

Apomixis is the process used to produce embryos in the ovules without using egg cells or meiosis, also known as apomictic embryogenesis. Seeds that are genetically equal to the mother plant are produced in Apomixis. It will ensure that the hybrid progenies do not segregate, and farmers can continue to use hybrid seeds year after year for cultivation, thus eliminating the requirement to buy new seeds every year. Apomixis seeds can help farmers save seeds from hybrid plants while maintaining superior yields. To ensure a marketable surplus for each planting season farmers no longer need to access or buy new hybrid seeds.

### 7.2. Bio-Technology

Biotechnology of agriculture, also known as agritech, is an agricultural science branch that uses scientific tools and methods to modify living organisms, such as genetic engineering, molecular signs, molecular diagnostics, vaccine and tissue cultures.

Biotechnology has an important aspect in creating better crops. But what does "better" mean precisely? Crops that are insect resistant or harmful to drought? Better degustation of plants? Cultivation with a longer lifetime? Crops that can grow anywhere? How do we feed more than 7 million thousand? Biotechnological help. Biotechnology crops must play a major role in the future of the world. And in the laboratory, everything starts. Biotechnology has a wide variety of other applications in addition to medical applications. Many have to do with agriculture or food science. These include the development of transgenic crops, to confer a beneficial effect on the crop by inserting genes into plants.

- The advantages include increased crop yield.
- Cultivations have reduced sensitivity to environmental stress.
- Nutritional characteristics of food crops have improved.
- Food that has a better flavour, texture, or looks.
- Dependence is reduced on fertiliser, pesticides and other agrochemicals.
- Production of vaccines.

### 7.3. Organic Farming

Organic farming may be a system of farming and management that combine a high degree of biodiversity with environmental practices that conserve natural resources and have high standards of animal welfare. Organic farming reduces non-renewable energy use by decreasing agrochemical requirements (these require high quantities of fuel to be produced). Organic agriculture helps to mitigate the atmospheric phenomenon of sequestration of carbon within the soil and heating.

In developing countries, organic agriculture isn't always certified. Certification links to the market and makes goods easier to exchange. For the bulk of small-scale farmers,

certification isn't a critical issue. The implementation of the principles of organic farming can meanwhile put smallholder farmers during a position to supply a more than food that poses a drag for the market.

#### 7.4. Bio Fortification

Biofortification represents a process of increasing food crops' nutrient density through conventional plant breeding, improved agricultural practises and/or modern biotechnology without sacrificing features that consumers or, above all, farmers prefer to use. This is recognised as an intervention to reduce

vitamin and mineral deficiency in nutrient-sensitive agriculture. The production and development phases of carotenoid biofortification are currently in progress for beans, cowpeas and pearl millet, fortification with zinc, fortified maize, rice and wheat and pro-vitamin A carotenoid biomorph cation for cassava, maize, rice and sweet potato. There are three ways of biofortification of essential micronutrients in crop plants: transgenic, conventional, agro-based, involving biotechnology, crop breeding, and fertilisation strategies.

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**INTERNATIONAL TAXATION PRACTICES: AN ANALYTICAL STUDY****Ramesh S.G<sup>1</sup> and Raghavendra N.R<sup>2</sup>**Department of Studies and Research in Commerce, Vijayanagara Sri Krishnadevaraya University,  
Jnanasagara Campus, Ballari, Karnataka.<sup>1</sup>ramesh.s.g.95@gmail.com, <sup>2</sup>nrrma@rediffmail.com, <sup>2</sup>raghavendra@vskub.ac.in**ABSTRACT**

The international taxation system is a mechanism to adjust the tax procedures for corporations and individuals to engage the cross-border economic activities. A recent major international effort is made that the introduction of Base Erosion and Profit Shifting Project. In this paper, the study used secondary data only and a case study has been taken to study the effect of international taxation on India and U.A.E exchange centre. Various countries are preferred on digitalizing the tax collection procedures; the study found that Japan country is having the high Personal income tax rate in Asia. The study focused on Average Corporate Tax rate by Region or Group at worldwide in the year 2020, as per the study Africa region has the highest average statutory corporate tax rate among all the regions in the world and the Europe region has the lowest average statutory corporate tax rate among all the regions of the world. Higher income tax rates will decrease the incentive to work and invest compared to lower tax rates. For every type of tax, there is a threshold rate above on which the incentive to produce is more diminishes, thereby reduction in the government revenue.

**Key Words:** International Taxation, tax rates, UAE and India, Digital Taxation, corporate tax rates, personal income tax rates.

**1. Introduction**

The international taxation system is a mechanism to adjust tax procedures for corporations and individuals to engage in cross-border economic activities. International tax rules are important for economic activities of the governments. A recent major international effort is made that the introduction of Base Erosion and Profit Shifting Project. The base erosion and profit shifting refers to tax planning strategies used by multinational enterprises to exploit gaps and mismatches in tax rules to avoid pay taxes. Developing countries are heavily reliance on corporate income tax means and they suffer from the Base Erosion and Profit Shifting disproportionately.

International tax is a complex subject concerned with the endless rules, regulations, statutes, guidelines and directives, which are helpful to portray the global tax matters; they may have somewhat technical and difficult matters. Tax practitioners those who expert in the international taxation are capable to monitor trends and developments in the global tax landscape, they can furnish their suggestions to the companies and clients with early risk management and proactive decision-making and they provide the support to help them in mitigating the impact of unexpected occurrences.

Global trends and developments in Transfer Pricing reflect the ongoing priorities in

international tax. Furthermore, The KMPG report has proposed introduce the changes to the policies and OECD proposals are having a significant impact on current regulations, guidelines and case law developments; it increases the complexity of the Transfer Pricing landscape to companies for doing business in an international environment. Taxes are burden, but paying taxes is important for several reasons. Because, these taxes are used to fund the education, technology, infrastructure, the military and health programs. Taxes provide the funds that a country needs to survive, so it's necessary evil.

**1.1 Objectives of the study**

1. To study the international taxation practices in India and a case study relating to the effect of the international taxation on India and U.A.E.
2. To study the taxation international trends in worldwide countries in terms of their practices.

**1.2 Methodology**

The study includes secondary data collected from the various websites relating to the income tax rates in various countries. A comparison is made between the various countries in terms of their personal income tax rates including India. A Case study has been taken to study the effect of international taxation on India and U.A.E exchange centre.

The corporate tax rates are studied and observed regional variation with increase or decrease in the percentages. Collected data is tabulated and analyzed through drafting the graph from available data.

## 2. Review of Literature

The researchers during the research had reviewed some literatures related to the International Taxation Practices, the taxation practices in worldwide are important for decision making and observe the recent changes in practices.

**Robin Boadway, December 2003<sup>1</sup>** This paper has been prepared with the lessons from the practice of fiscal federalism for guidance on new approaches to development finance. Despite the fact that the inter-regional redistribution in a federation relies on a central government with strong fiscal powers, that is the form of redistribution, this can be used as a benchmark for international development assistance financing. In a federation, finance for less-developed regions is taken as the form of equalizing transfers to sub-national governments.

**Klara Sabirianova Peter et al, June 2009<sup>2</sup>** the study employs a panel of 189 countries to describe the salient trends that have emerged in national personal income tax systems. The study considered the period from 1981 to 2005 and used the complete national income tax schedules to calculate actual average and marginal tax rates at different income levels.

**Dr. N.S. Rathi and Emhemad Omar.A. Abusef, February 2014<sup>3</sup>** Study revealed that, in global arena, the use of international accounting standards and its implementation in different industries for taxation system is growing, this may cause to many challenges. They addressed the different countries governments and policymakers in developing the measures. The primary reviews suggested that lenders, investors and different industries prefer to use international accounting standards and taxation system in order to deliver the best financial reporting.

## 3.A Case Study Analysis on International Taxation Union of India v. United Arab Emirates (UAE) Exchange Center [2020]:-

### Introduction to the case

The assessee, a tax resident of UAE, was engaged in provision of remittance services for transferring funds from UAE to beneficiaries in India. The assessee opened four Liaison Offices (LO) in India and expenses were met out of the funds received from the Head Office located in UAE. The assessee entered into contracts with customers in UAE for provision of remittance services and received one-time fees by telegraphic transfer through bank channels; or on the request of the customer, the assessee has dispatched the instruments and the cheques through its LO to beneficiaries in India. The assessee had been filing his returns of income, since the assessment year 1998-99 until 2003-04, showing NIL income, according to him, no income had accrued or deemed to be accrued in India. The assessee filed an application before AAR for determining, whether the activity in the second mode of transfer would result in a taxable presence of the assessee in India.

### Issues Addressed during the case

Whether the activity of dispatching cheques or drafts to the beneficiaries and which is done by a Liaison Office in India, which is done as per the instruction of its Head Office could be regarded as the activities of 'preparatory or auxiliary' as in the nature as per the Article 5(3)(e) of the India-UAE DTAA, and thus the LO would not be considered as a PE of the UAE entity in India.

### Decision of Authority of Advance Rulings

The AAR held that activities undertaken by the LO would constitute a taxable presence in India by observing without the service of the LO the assessee would not be able to render the remittance services to its customer in UAE. The Authority of Advance Rulings also observed that the commission on which the assessee received for remitting the amount that covered not only on business activities carried on in UAE, but also includes the activity undertaken by the LO. The AAR held that the activities undertaken by the LO constitute a main function of the business of the assessee and

hence cannot be termed as preparatory or auxiliary in nature.

**Decision of the High Court:** - The High Court was reversed the decision of the AAR, and it is relying on by the decision of the Supreme Court in the case of Morgan Stanley & Co. [2007] 162 Taxman 165 (SC) and it is held that the activities undertaken by the LO are auxiliary in nature, since, it support to the execution of the main activity undertaken by the assessee in UAE, hence, the LO would not be considered as a PE of the assessee in India.

#### Decision of the Supreme Court

Accordingly the SC upheld the order of the HC and held that the LO was not allowed to

undertake any commercial activities and hence the activities were preparatory or auxiliary in nature, which did not result in constitution of a PE of the assessee in India and thereby not liable to tax in India.

#### 4. The global taxation trends in worldwide countries in terms of their practices

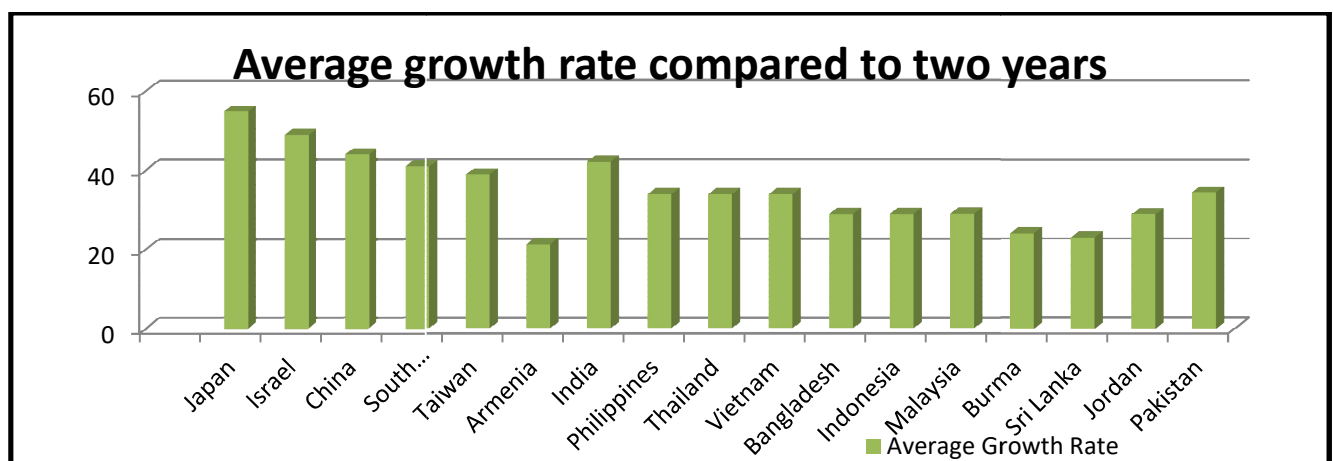
##### 4.1 Personal income tax rates in Asia

The following table helps us to understand variation in the personal income tax rates of Asian countries. Here, three years tax rates collected to observe the increase or decrease in the tax rates:

**Table No. 2 Showing Personal income tax rates in Asian countries-**

S. No	Name of the country	2019	2020	Average Growth Rate
1	Japan	56	56	55.0
2	Israel	50	50	49.0
3	China	45	45	44.0
4	South Korea	42	42	41.0
5	Taiwan	40	40	39.0
6	Armenia	36	23	21.4
7	India	36	43	42.2
8	Philippines	35	35	34.0
9	Thailand	35	35	34.0
10	Vietnam	35	35	34.0
11	Bangladesh	30	30	29.0
12	Indonesia	30	30	29.0
13	Malaysia	28	30	29.1
14	Burma	25	25	24.0
15	Sri Lanka	24	24	23.0
16	Jordan	30	30	29.0
17	Pakistan	20	35	34.4

Source: - [https://www.theglobaleconomy.com/rankings/personal\\_income\\_tax\\_rate/](https://www.theglobaleconomy.com/rankings/personal_income_tax_rate/)



Source:- Created by the researchers based on Table No. 2

### Analysis

By observing table and graph, the Japan (55.5) country having highest average tax rate in two years period and India is varied 42.2% in two years. The country namely Armenia (21.14) is recorded very low average growth in personal income tax rates. Wasylenko (1988) finds that higher pre-tax wages have the largest effect on employment growth in the various industries, though the magnitude of the effect varies by industry. He also reports that progressivity of the PIT also has a negative effect on total non-agricultural. Employment and wholesale trade employment. Wasylenko and McGuire (1985) find that higher wages, utility prices, PIT rates, and increases in the overall level of taxation discourage employment growth in several industries. In short, they conclude that the total employment growth is slower in states where the overall tax effort is growing relative to that in other states they also report evidence that

state PIT rates have relatively important negative effects on employment growth for three industries: wholesale trade, retail trade, and financial services.

### 4.2 Digital Taxation Efforts at Worldwide Countries:-

Sound tax policy includes the principles like simple, transparent, neutral, and stable. The policy is leading to the conversation; the politics is dragging the digital taxation policy. Various countries are preferred with on digitalizing the taxation, but that is clearly failed on all accounts, it takes time also. However, all the countries are not considering digital taxation nature, they are planning to have imposed taxes in other than the digital manner. In general, the digital tax transactions were used the existing consumption tax regimes; they are superior ones to apply special taxes on revenues associated with certain digital services.

**Table No. 1 Showing Status of implementing the digital taxation by countries**

Name of the Country	Status of Proposal	Initial Year of Implementation
Hungary	Implemented	2014
South Korea	Implemented	2014
India	Implemented	2016
Israel	Implemented	2016
Slovakia	Implemented	2018

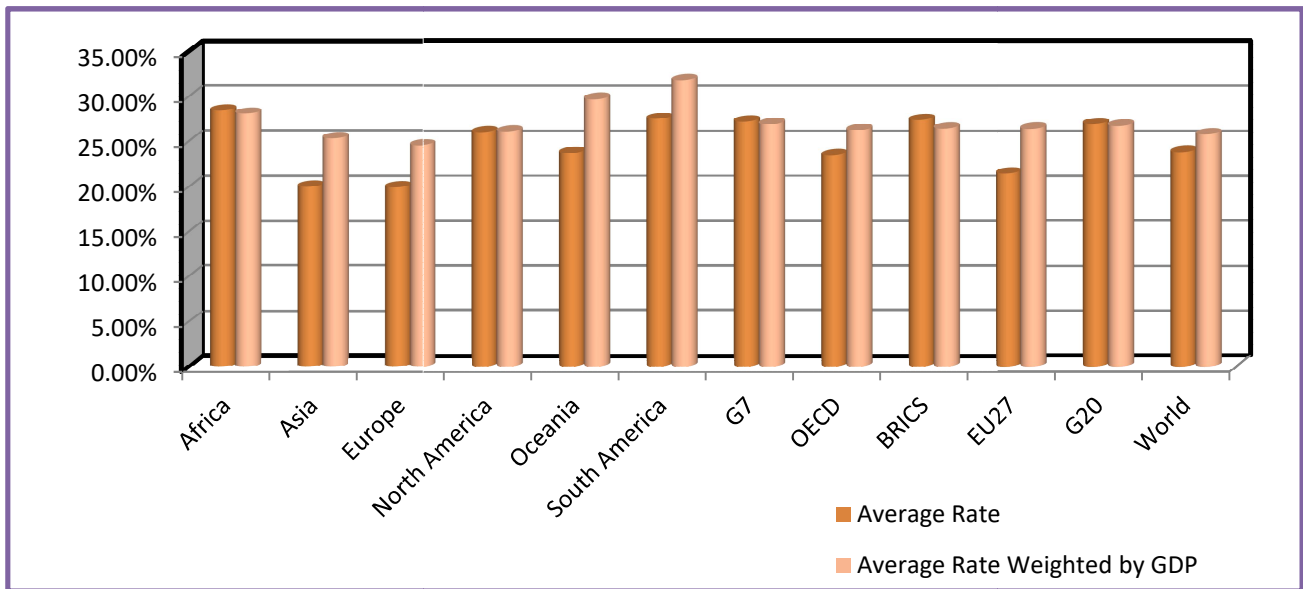
Source: - Bloomberg Tax

### 4.3 Average Corporate Tax Rate by Region or Group, 2020

**Table No. 3 Showing Personal income tax rates in Asian countries**

Region	Average Rate	Average Rate Weighted by GDP	Number of Countries Covered
Africa	28.50%	28.16%	50
Asia	20.06%	25.37%	46
Europe	19.99%	24.61%	39
North America	26.06%	26.13%	22
Oceania	23.75%	29.74%	8
South America	27.54%	31.83%	12
G7	27.24%	26.95%	7
OECD	23.51%	26.30%	37
BRICS	27.40%	26.49%	5
EU27	21.47%	26.46%	27
G20	26.96%	26.77%	19
<b>World</b>	<b>23.85%</b>	<b>25.85%</b>	<b>272</b>

Source: -Statutory corporate income tax rates are from OECD, "Table II.1. Statutory corporate income tax rate" KPMG, "Corporate tax rates table" and researched individually.



Source: - Created by the researchers based on table No. 3

**Analysis**

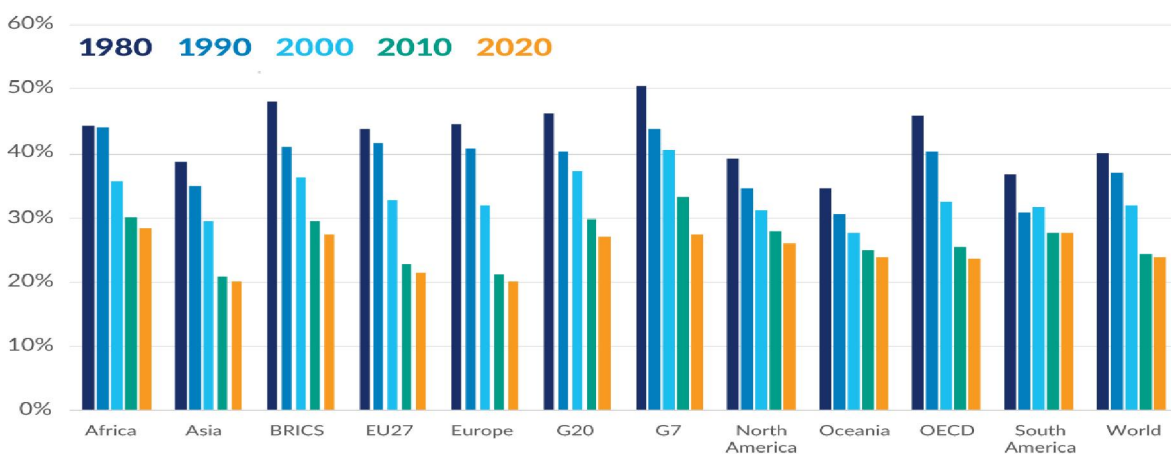
The tables and graphs help us to know the previous variation in terms of region. Corporate tax rates are varied significantly by region. Africa has the highest average statutory corporate tax rate among all regions and 28.50% in percent. Europe has the lowest average statutory corporate tax rate among all regions, at 19.99 percent. When weighted by GDP, South America has the highest average statutory corporate tax rate at 31.83 percent. Europe has the lowest weighted average

statutory corporate income tax, at 24.61 percent. Worldwide and regional average top statutory corporate tax rates have declined over recent decades, with most countries following the trend. Of 223 jurisdictions around the world, only one has increased its top corporate income tax rate in 2020, while nine countries have decreased their corporate tax rate. The trend seems to be continuing, as several countries are planning to reduce their corporate tax rates in the coming years.

**Figure No 1. Decline of corporate tax rates over a time**

**Corporate Tax Rates Have Declined in Every Region over Time**

Average Statutory Corporate Income Tax Rate by Region and Decade

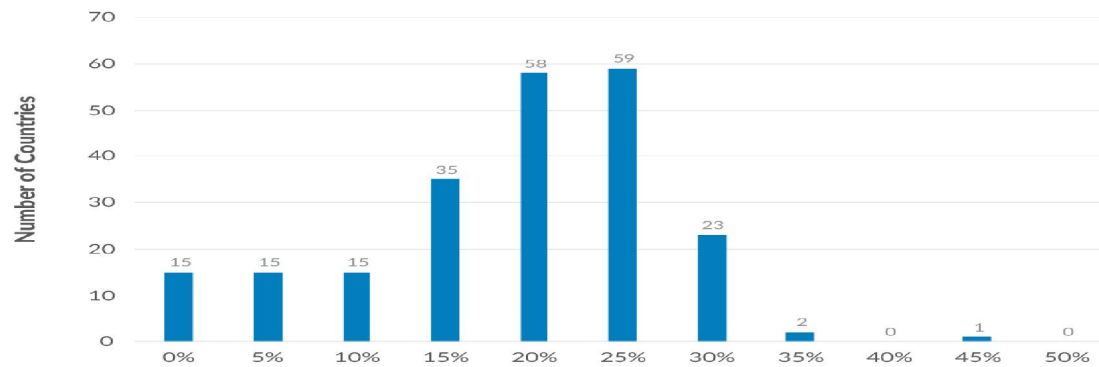


Note: The number of countries included in calculated averages varies by decade due to missing corporate tax rates for years prior to 2020; that is, the 1980 average includes statutory corporate income tax rates of 74 jurisdictions, compared to 177 jurisdictions in 2020. Source: Statutory corporate income tax rates were compiled from various sources.

**Figure No 2. Range of corporate tax rates in the world**

**Most Countries' Corporate Tax Rates Range between 20% and 30%**

Distribution of Worldwide Corporate Tax Rates, 2020



Sources: OECD, "Table II.1. Statutory corporate income tax rate;" KPMG, "Corporate tax rates table;" and some jurisdictions were researched individually.

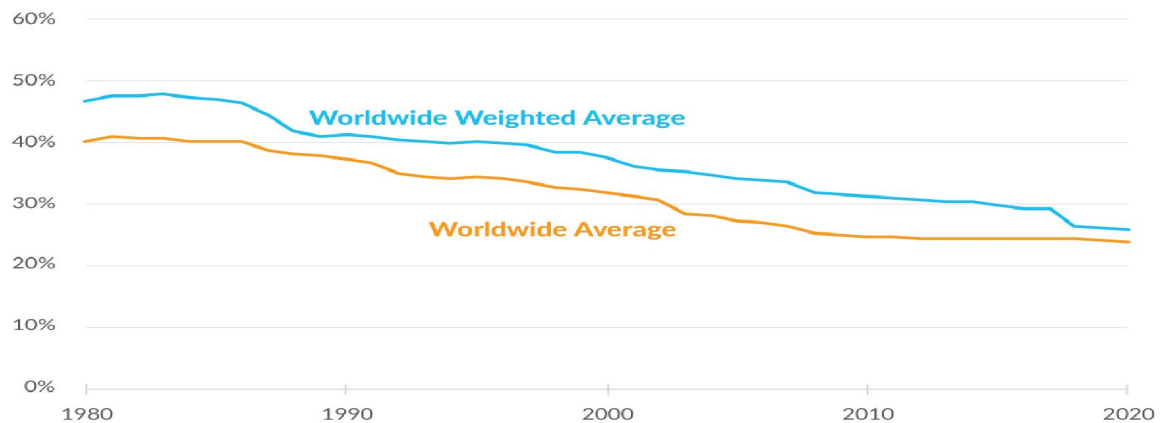
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**Figure No 3. The continuous decline of corporate tax rates**

**Corporate Tax Rates Have Continuously Declined over the Last 40 Years**

Statutory Weighted and Unweighted Corporate Income Tax Rates, 1980-2020



Note: The number of countries included in calculated averages varies by year due to missing corporate tax rates for years prior to 2020; that is, the 1980 average includes statutory corporate income tax rates of 74 jurisdictions representing roughly 60 percent of 1980 world GDP, compared to 177 jurisdictions representing above 95 percent of world GDP in 2020.  
Sources: Statutory corporate income tax rates were compiled from various sources. GDP calculations are from the U.S. Department of Agriculture, "International Macroeconomics Data Set."

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**Findings**

1. The case study find that ,the assessee is a tax resident of UAE, was engaged in provision of remittance services for transferring funds from UAE to beneficiaries in India.
2. The assessee filed an application before AAR for determining, whether the activity in the second mode of transfer would result in a taxable presence of the assessee in India. The High Court was reversed the decision that the activities undertaken by the LO are auxiliary in nature, Accordingly the SC upheld the order of the HC and held that the LO was not allowed to undertake any commercial activities and hence the activities were preparatory or auxiliary in nature, which did not result in constitution of a

PE of the assessee in India and thereby not liable to tax in India.

3. Study also found that the Japan country is having the high Personal income tax rate in Asia. Africa has the highest average statutory corporate tax rate among all regions and Europe has the lowest average statutory corporate tax rate among all regions.

**Suggestions and Conclusion**

1. International tax is a complex subject to concerned with the endless rules, regulations, statutes, guidelines and directives, which are helpful to portray the global tax matters; hence a business organization has to pay special attention to the international taxation practices.

2. Higher income tax rates will decrease the incentive to work and invest, when we compared to lower tax rates. If this effect is large enough to work and invest, it means that increase in the rate will actually lead to a decrease in total tax revenue. For every type of tax, there is a threshold rate above which the incentive to produce is more diminished, thereby reducing the amount of revenue the government receives.

### **Conclusion**

International tax is a complex subject, it is concerned with the endless rules, regulations, statutes, guidelines and directives, which are

helpful to portray the global tax matters. Since, the countries have recognized as the high impact of the increased corporate tax rates on their business, investment decisions are so difficult in the year 2020. European countries tend to have lower corporate income tax rates than countries in other regions, and many developing countries are having corporate income tax rates which are above the worldwide average tax rates. Today, most countries have corporate tax rates below 30 percent. Some countries in progress for implement the digital taxation.

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**RE-EMERGENCE FROM TOBACCO ADDICTION TO WELLNESS AMID COVID-19****R.Singha<sup>1</sup> and Y.Kanna S<sup>2</sup>**

CHRIST (Deemed to be University), Bengaluru, Karnataka, India.

<sup>1</sup>ranjit.singha@res.christuniversity.in, <sup>2</sup>yogesh.kanna@christuniversity.in**ABSTRACT**

*The illegal tobacco market expanded during COVID-19, indicating that there was a sudden price increase, resulting in an illegal tobacco market in India. Tobacco use is the leading preventable cause of death; India is currently the world's second-largest tobacco market. The number of tobacco-related deaths is expected to triple or even increase by 2025 as a result of the COVID-19 pandemic. An appropriate recovery model would be required to fill the void left by the COVID-19 scenario. The best solution is community-based intervention, but it is difficult due to the COVID-19 scenario. Currently, Mindfulness-based relapse prevention (MBRP) that can be used scientifically and systematically could be a viable option for halting the tobacco epidemic in the face of COVID-19. Incorporating technology into the treatment process, such as CD-recorded content, a reflective journal, an online session, virtual reality, an interactive app, an interactive website, AI, machine learning, and modeling, simulation, and analysis via cloud computing can improve the entire process. The majority of tobacco commercials portrayed happiness, success, love, enjoyment, and fulfillment. This is both the expected and aspirational reward for many customers. The majority of tobacco companies have attempted to project happiness because images speak louder than words. The subliminal message evokes feelings of pleasure, romance, independence, and strength. It's exciting to see people willing to take a risk for the perceived notions created by advertising, such as pleasure, happiness, romanticism, independence, and power. Even though smoking or consuming tobacco is bad for one's health and causes cancer, humans are willing to risk their health.*

**Keywords:** COVID-19, Tobacco, Tobacco addiction, Tax, Tobacco Marketing,

**1. Introduction**

While change is possible, destiny and the time required to achieve the predetermined goal must be taken into account. A positive transition from tobacco addiction to well-being is the call that every tobacco addict on the planet must respond to. To achieve greater well-being, one must have a positive attitude toward oneself. (S. Torres et al., 2018) secondhand tobacco smoke is hazardous to the health of neighbors, the environment, and other living things. Smoking is harmful to the health of others. Tobacco use harms the health of nonsmokers. Without concerted efforts to implement innovative and long-term strategies, the proportion of female tobacco users is expected to rise over the next few decades.

(WHO, 2010) globally, 40% of children, 33% of nonsmoking males, and 35% of nonsmoking females are exposed to second-hand smoke. Every year, 603 thousand people are killed as a result of the consequences. (Öberg et al., 2011) children spend the majority of their time with their mothers, so they are at a high risk of being exposed to secondhand smoke. As a result, infant mortality rates will rise. Infants born to smoking mothers are about 200-250 g lighter than infants born to non-smoking mothers. (Ernster, 2001) according to

counselors, women avoid therapy due to the stigma and embarrassment associated with it. (Colley, 2016) in India, it is unusual to come across a women's or children's de-addiction center, and the industry is well aware of this. According to Indian news outlets, very few women seek addiction treatment. Women are unlikely to be involved with de-addiction centers due to the lack of gender-segregated treatment; as a result, women do not use those services. (Deb, 2015) women account for 20% of the world's billion smokers. By 2025, the number of women smokers in developed countries will rise from 2.5 billion to 3.5 billion. As a result, reaching women will be the tobacco industry's primary marketing goal. (Kaleta et al., 2011) the entire issue with women's opportunity for resilience is that they do not have it if they fall into this trap. (K. Gibbs et al. 2016) cigarette smoking is unacceptable in any public place or the home, even more so in the COVID-19 scenario. It implies the possibility of self-contamination as well as the possibility of infection spreading to others. Jiang, C., Chen, Q., & Xie, M. (2020) tobacco use increases the risk of respiratory, digestive, reproductive, and other tract diseases in humans, as well as the prevalence of HIV, tuberculosis, and COVID-19. All of this infection increases the risk of contamination



and disease transmission. One of the most effective preventative measures is a complete prohibition of Tobacco. Tobacco is not beneficial to one's health and is detrimental to one's health. To protect its citizens' health, a country must enact a policy that permanently prohibits tobacco use.

Patanavanich, R., & Glantz, S. A. (2020) tobacco use is a risk factor for the progression of COVID-19, and smokers are more at risk than non-smokers. Medical faculties are working diligently to combat the COVID-19 pandemic, but resolving this issue will be difficult without public participation. This situation necessitates smoking cessation. (Jones, L. L., et al. 2011) passive smoking in family homes has a significant effect on the risk of LRI in children, particularly bronchiolitis. The risk of postnatal maternal smoking is incredibly high. Prevention of Passive Smoke Exposure in Small Children is a critical public and child health priority.

(Li, J. et al. 2021) a history of tobacco use increases the risk of developing severe COVID-19; individuals with a history of tobacco use should attempt to quit as soon as possible. Collaboration is required to combat the COVID-19 scenario. While no other country has completely prohibited tobacco sales, Bhutan is the only one to do so for the sake of its citizens' health. In India, tobacco-related policies are referred to as golden leaf policies; indeed, tobacco leaf is referred to as golden leaf; the tobacco price increased significantly during COVID-19, resulting in a significant profit for India. Only six companies are permitted to trade Tobacco in India. In India, local cigarette production is prohibited by the Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution Act, 2003, but the six companies are permitted to produce Tobacco because it is legal; however, farmers can now sell their product to buyers other than the state-designated market yard, such as the big six tobacco companies, which have purchasing units across the country and buy it. They also have a digital marketplace where they can buy and sell Tobacco. The illegal flow of Tobacco in India increased during COVID-19, most likely due to the rising price of tobacco leaf in India. Furthermore,

India is the world's second-largest tobacco consumer, creating many opportunities for tobacco-related businesses. India's tobacco-related products are labeled with a cancer warning, but this has not stopped India from being the world's second-largest tobacco consumer, indicating that all tobacco-prevention strategies in India have failed.

### 1.1. Statement of the Problem

Despite the epidemic state of tobacco addiction, India is the second-largest consumer of tobacco products, and India lost a large population during the COVID-19 pandemic, implying a possible link between COVID-19 and cigarette smoking. Even though every tobacco product in India bears a pictorial representation of the warning, tobacco consumption is increasing, and illegal tobacco use is alarmingly high. What is a potential solution to tobacco epidemics in the face of COVID-19, where community-based intervention is difficult? How is India's tobacco market behaving before, after, and after the first wave of COVID-19? And what motivates people to choose the high-risk behavior of tobacco consumption in the face of the COVID-19 scenario? are some of the existing problems of the Indian society, which require to be addressed.

### 1.2. This study proposes the following objectives

1. To bring the solution from tobacco epidemics
2. To study the relationship between COVID-19 and Cigarette Smoking
3. To study India's tobacco market Pre, Post first wave of COVID-19 and second wave of COVID-19
4. To analyses the psychological drivers, marketing agility of the tobacco market of India
5. To study the price range of India's tobacco product

### 1.3. Research Questions

Based on the formulated research objectives, the research questions were drawn:

1. Is there a solution to the tobacco epidemics?
2. Is there a relationship between COVID-19 and Cigarette smoking?

3. What is India's tobacco market Pre, Post first wave of COVID-19 and second wave of COVID-19
4. What are the psychological drivers, marketing agility of the tobacco market of India?
5. What is the price range of Tobacco products in India?

## 2. Review of Literatures

### 2.1. Re-emergence in tobacco addiction

Prevention is better than cure; the best thing that can happen is prevention, which should begin in school before the first puff of a cigarette. Either the school should regularly conduct tobacco cessation programs, or a tobacco cessation lesson should be included in the textbook. This can be accomplished by enacting new legislation or amending the existing National Education Policy.

If a person is already addicted to Tobacco, Miller, R. (2009) will need psychological and medical help to recover. More importantly, De Leon, G., & Melnick, G. (2001) readiness and motivation to participate will be critical in the recovery process. Mackay, J., Bettcher, D., Minhas, R., & Schotte, K. (2012) being aware of tobacco addiction and its health consequences and rational thought about it can aid in preparation. All of this is possible with the help of an experienced counselor; the formulation is a systematic and scientific process agreed upon by the counselor and the client. It can be done in both group and one-on-one settings. Everything is dependent on how the client and counselor wish to proceed concerning the desired context and situation. One person's context, circumstance, and position may differ from that of another. Cohen, A., & Bai, H. (2015) within the perspective of Daoist energy work, to complete the counseling intervention, the counselor must hold the energetic space for both the client and themselves.

Henningfield, J., Moolchan, E., & Zeller, M. (2003) study investigates the various issues and potential solutions related to harm reduction in the tobacco control process. The study concluded that some youths are in a risky position regarding their health. In contrast, others may contribute to broader tobacco control efforts to prevent tobacco use and

promote cessation in youth and adults. Harm reduction is a multifaceted approach that includes how the Food and Drug Administration plays its role. According to the findings, prevention and tobacco cessation programs are being undermined. This exploration validates the need for a tobacco cessation program that can assist people in overcoming their addiction. Based on the findings of this study, it is recommended that tobacco cessation programs be integrated into the curricula of schools, colleges, universities, institutions, non-governmental organizations, and community service providers. It is always stated that prevention is preferable to cure, which can be accomplished through a tobacco cessation program. The readiness for recovery can be instilled in addicts through tobacco awareness programs. Willingness can play a critical role in the whole process of well-being.

### 2.2. COVID-19 and Cigarette Smoking

(S. Torres et al., 2018) second-hand tobacco smoke is harmful to neighbor health and the environment, and other living things. (K. Gibbs et al. 2016) cigarette smoking is unacceptable in any public place or the home, even more so in the COVID-19 scenario. C. Jiang, Q. Chen, and M. Xie (2020). Tobacco use increases the risk of respiratory, digestive, reproductive, and other tract diseases in humans, as well as the prevalence of HIV, tuberculosis, and COVID-19. R. Patanavanich & S. A. Glantz (2020) tobacco use is a risk factor for the progression of COVID-19, and smokers are more at risk than non-smokers. (L. L. Jones et al., 2011) Passive smoking in family homes has a significant effect on the risk of LRI in children, particularly bronchiolitis. The risk of postnatal maternal smoking is exceptionally high. Prevention of Passive Smoke Exposure in Small Children is a critical public and child health priority. (J. Li et al., 2021). A history of tobacco use increases the risk of developing severe COVID-19. Individuals who have an account of tobacco use should attempt to quit as soon as possible. To combat the COVID-19 scenario, collaboration is necessary.

### 2.3. Tobacco Addiction

Tobacco is a psychoactive drug widely used by the general public. It is more addictive than

opiates, alcohol, and other controlled substances. (Anthony et al., 1994) nicotine is a highly addictive substance that is present in all varieties of tobacco leaves. Tobacco comes in over 69 varieties, all of which contain nicotine. Different types of Tobacco are used in the manufacture of various tobacco-related products. Aboaziz, E., & Eissenberg, T. (2015) when tobacco use is discontinued, withdrawal symptoms occur, and managing withdrawal symptoms can be difficult. Tobacco, or more precisely nicotine, produces very little physical dependence. As a result, it is possible to refer to it as primarily creating psychological dependence; however, it would be incorrect to ignore the biomedical component, the brain disease that results in uncontrollable craving for the substance, seeking, and use despite adverse health and social consequences. While tobacco withdrawal symptoms are physical, they are mild in comparison to heroin and alcohol withdrawal. Addiction can occur regardless of the drug's physical or psychological addictive properties. Several physical, mental, and emotional symptoms will manifest during nicotine withdrawal. The first week's most difficult days are days 3–5. Nicotine is a highly addictive substance, and clients will experience unpleasant withdrawal symptoms if they stop using it. If the client stops smoking after an extended period, withdrawal symptoms such as headaches, cravings, and insomnia will occur. Relapses occur in the majority of cases within the first two weeks of quitting smoking. Suppose the client overcomes the initial psychological barrier. In that case, the physical symptoms will subside, but the client will continue to struggle with mental and emotional problems such as anxiety, depression, and irritability. These, too, will fade into obscurity after a few weeks. Hunger, cravings, coughing, headaches, dizziness, fatigue, and constipation are just some of the physical withdrawal symptoms smokers experience during their quit attempt. Nicotine withdrawal symptoms can be mental, emotional, or behavioral. Smokers frequently suffer from anxiety, depression, irritability, and cognitive impairment. Cigarettes are designed to deliver nicotine to the brain quickly. Nicotine stimulates the release of the neurotransmitters dopamine and serotonin in

the brain. When nicotine is removed from a smoker's system, physical withdrawal symptoms occur, resulting in a desire to re-start smoking to alleviate the withdrawal symptoms. The more extended clients smoke, the more ingrained nicotine addiction becomes in a client's daily routine and way of life. Because the client's smoking habits would have to be altered in addition to their daily routine, quitting smoking may be more difficult in this situation. Nicotine is just as addictive as heroin or cocaine, and leaving is not impossible. Nicotine addiction is treatable with a psychologist or physician; however, the treatment strategy will vary depending on the severity of the addiction and withdrawal symptoms. Certain circumstances may warrant simultaneous consultation with a psychologist and a psychiatrist.

#### **2.4. Psychological drivers, marketing agility of Tobacco**

Tobacco advertising elicits subliminal messages such as pleasurable, romantic, new fashion, trend, warmth and happiness, independence, and power. It is exciting to see humans willing to risk their lives for pleasure, joy, romance, freedom, and ability. Smoking or consuming Tobacco is well known to be harmful to one's health and causes cancer; however, humans are willing to take the risk. Regardless of advertising restrictions, all tobacco companies promote their brand in some way. Smoking is harmful to health, but people continue to smoke; it is risky behavior and decision-making. (Dahl, 2004) harmon's influence on the desire for social recognition, inhibition against social contact, and preference for social status. (Beyth et al., 1997) we are all aware that adolescents take more significant risks than children or adults. There is an urgent need to prohibit surrogate advertising for Tobacco, alcohol, drugs, and other harmful products globally because they altered the advertisement's strategy, but the objective remained the same.

In the medial prefrontal cortex and ventral striatum, both young and older adults responded similarly to reward. (Cox et al. 2008) the subliminal messages of pleasurable, romantic, independent, and powerful have targeted the female and child markets; as a

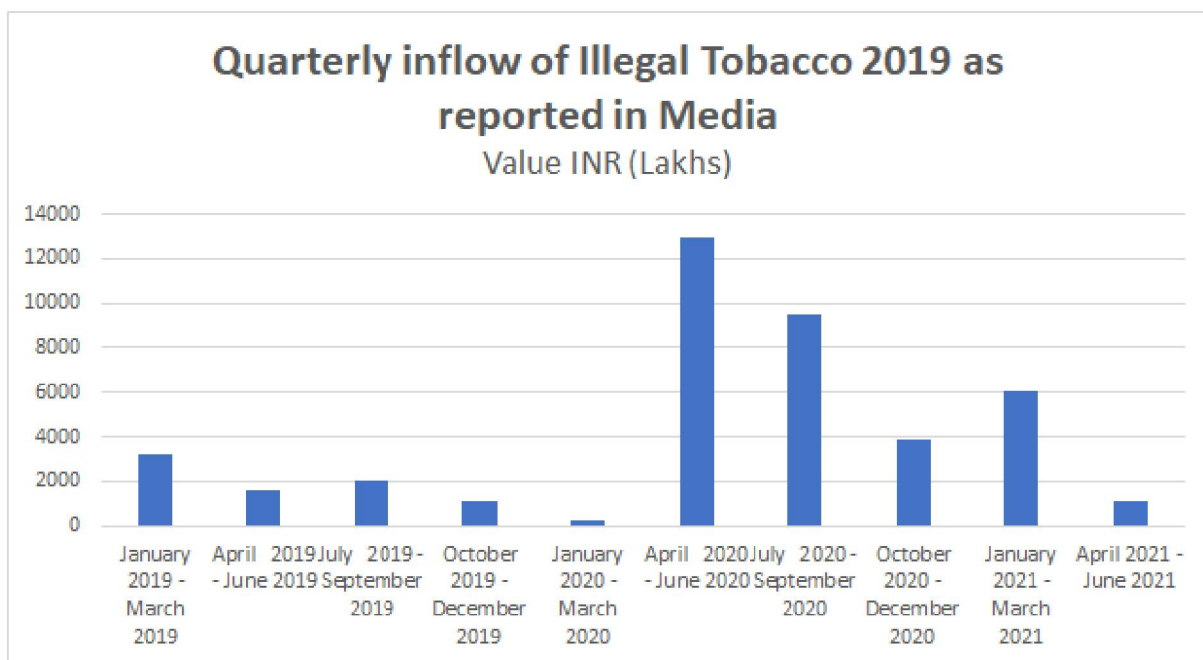
result, women account for 20% of the world's one billion smokers. By 2025, developed-country women smokers will increase from 2.5 billion to 3.5 billion. As a result, the cigarette industry prioritizes women. (Kaleta et al.,

2011) tobacco is harmful to health and causes cancer; because children live close to their mothers, the risk of second-hand smoking affects children is highly avoidable.

**Table 1. Quarterly inflow of Illegal Tobacco 2019 as reported in Media**

Month and Year	Value INR (Lakhs)
January 2019 - March 2019	3211.24
April 2019 - June 2019	1592.97
July 2019 - September 2019	2046.38
October 2019 - December 2019	1114.93
January 2020 - March 2020	289.35
April 2020 - June 2020	12965.67
July 2020 - September 2020	9532.31
October 2020 - December 2020	3867.73
January 2021 - March 2021	6044.16
April 2021 - June 2021	1103.15

**Figure 1. The quarterly inflow of Illegal Tobacco 2019 as reported in Media**



**3. Analyses of the Data**

Throughout the year 2019, approximately 7964.94 lakhs worth of illegal cigarettes is seized. A total of 26193.6 lakh illegal cigarettes will be seized in India by 2020, a 18228.66 lakh difference. Thus, approximately 18228.66 lakhs more cigarettes were smuggled in 2020 than in 2019. The illegal tobacco inflow totaled 12965.67 Lacks (INR) between

April and July 2020, exceeding the total for 2020.

The amount for January to March 2021 is greater than for 2019 and 2020. (January to March 2020). The above data shows an increase in illegal tobacco since 2020. (Amid COVID 19). For the first three months of 2021 (January-March), the amount was greater than in either 2019 or 2020 (January-March) (Jan-March)

**Table 2. Results of the current price range of Tobacco products in India**

Year	FCV Tobacco*	Gross Earnings*	Drop-in Earnings vs. Normal
	Production (Million Kgs)	(Rs. Crore)	(Rs. Crore)
2013-14	316	3812	–
2014-15	293	2880	932
2015-16	190	2346	1467
2016-17	204	2743	1069
2017-18	240	3219	593
2018-19	209	2719	1094
2019-20	235	2914	898
<b>Cumulative Drop-in Farmer Earnings</b>			6053
<b>Source:</b> The Tobacco Board, Government of India (*Derived: Figures rounded) *Flue Cured Virginia (FCV) tobacco			

**Analyses:** For all tobacco farmers in India, during 2019-20, there is a drop in earnings; the drop in the earning is about 898 cr. During

2018 and 2019, it has dropped more than 2019-2020; it was 1094. In fact 2019-2020 is less than that of the previous year.

**Table 3. Excise Tax of Cigarette Price**

WHO Benchmark	India
Minimum 71 percent Excise Tax is included in the Retail Price.	31.22 percent Excise Tax is included in the Retail Price.

**Analyses:** India is not following the WHO Benchmark for tobacco excise tax norms, India at present just takes 31.22 percent Excise Tax

is included in the Retail Price. The WHO benchmark to take a Minimum 71 percent Excise Tax is included in the Retail Price.

**Table 4. Tobacco Consumption**

Tobacco users in India	267 million
Among adults (age 15+),	28.6 percent, among that man 42.4 percent and women 14.2 percent
Adults use smokeless tobacco	21.4 percent, Men 29.6 percent; Women 12.8 percent
Adults smoke	10.7percent , Men 19.0 percent ; Women 2.0 percent
Adult smokers smoke bidis	7. percent
Among youth (ages 13-15)	14.6 percent currently use tobacco in some form (boys 19.0 percent; girls 8.3 percent ), with 4.4 percent smoking cigarettes and 12.5 percent using other tobacco products.

**Analysis:** India is the world's second-largest tobacco consumer, and the number is growing. The most vulnerable population is adults, who are targeted through various marketing strategies. The majority of the advertising projected happiness, success, love, enjoyment, and fulfillment. This is the anticipated reward and, in fact, the aspiration of many customers. The majority of tobacco companies have attempted to project happiness because images speak louder than words. The subliminal

message is one of pleasure, romance, self-sufficiency, and strength. It's exciting to see humans willing to put their pleasure, happiness, romanticism, independence, and power at risk for the sake of pleasure, happiness, romanticism, and power. Even though smoking or consuming tobacco is harmful to one's health and causes cancer, humans are willing to take the risk for short-term gain.

#### 4. Theoretical Underpinnings of Benchmarking

(Cox et al., 2008) both young and older adults reacted to reward the same way in the medial prefrontal cortex and ventral striatum. The Theoretical underpinnings Person, Product, and Context/Situation factors (and their impacts) which include how advertisements are used to trigger the sense of reward and stimulate the medial prefrontal cortex and ventral striatum. And thus, the consumption of tobacco is increasing, today India is the 2<sup>nd</sup> largest consumer in the world, because of a lack of control over the surrogate advertisement and there is no policy to stop stimulation of the medial prefrontal cortex and ventral striatum, via an advertisement in India.

#### 5. Discussion

(Leshner 1997) As is the case with many other brain diseases, addiction is a behavioral and social component of the disorder. Thus, behavioral intervention is necessary, and the community must also be supportive throughout the process; the environment in which one lives will also play a critical role. However, seeking psychological help is culturally taboo for both men and women, particularly women. This is a problem in India's tobacco addiction recovery process and any other addiction or psychological disorder recovery process. This itself is a hurdle in the whole treatment process, including Research and Development. This situation brings forth the possibility of fewer women sampled in research study towards addiction, or psychological disorder, which challenge the reliability and validity of the report, specific to the women population.

(Leshner 2001) however, genetic factors contribute between 50% and 70% of the variability in addiction susceptibility, with environmental and biological factors also contributing. Leshner mentioned, "Greater progress will be made against drug abuse when our strategies reflect the full complexities of the latest scientific understanding", While one client may not be a high addict despite using the substance for an extended period. In contrast, another may have been used for a few months; the client exhibits more behavioral symptoms than the longer-using client. Thus, withdrawal symptoms will vary according to

the individual; they do not have to be related to the number of years a person has smoked. The counselor may have a clear strategy to manage the withdrawal symptom, but this strategy is based on personal experience. There is no such thing as a one-size-fits-all treatment for addiction, as the severity of the addiction is determined by genetic, environmental, and socioeconomic factors. Which treatment methodology will work best for whom is critical to determine until and unless the client's detailed case is with the counselor; each decision the counselor makes is layered with a thin layer dependent on the client's communication; counseling is both an art-science. Though it may sound unscientific, the counselor's intuition is critical during the session. During the session, the counselor must make an immediate call, assuming the authority position necessary to effect change.

Cohen, A., & Bai, H.(2015) within the perspective of Daoist energy work, to complete the counseling intervention, the counselor must hold the energetic space for both the client and themselves. The energy space is critical because there is an exchange of energy. If the counselor does not know how to manage the space, they may get contaminated with the client's talk, and transference and countertransference can occur in any session. It is pretty natural, From the counselor's perspective, awareness of such is necessary, and it is the counselor's responsibility to bring attention to the client.

(Sur, 2017) women are projected in the majority of tobacco advertising, and the underlying reason is the commercial culture of late modernity; young women are obsessed with their body image and struggle to conform to publicly established standards of attractiveness, to a large extent, this also applies to men, but adolescent girls are overwhelmed by beauty representations in advertisements, television, films, magazines, and the new beauty blogs that have exploded onto the world wide web It is a well-known fact that the tobacco industry targets women explicitly to increase tobacco sales. The majority of advertisements are deceptive and have encouraged young women and men to consume Tobacco by portraying them as young, attractive, happy, and successful.

In the late 1950s, advertisements portrayed both men and women; the subliminal message conveyed is that they are committed, loyal, and romantic and that smoking is pleasurable. Independent women smoking boldly are depicted in several advertisements. They projected independence, change, and power dynamics through advertising.

Throughout the early 1990's advertising, we see numerous surrogate advertisements for Gutka (betel quid mixed with Tobacco) being sold as pan masala. Pan Parag and Manikchand marketed their products as Pan Masala. Manikchand marketed their brand through sponsorship of the Filmfare Awards. Wills Lifestyle (WLS) is the title sponsor of India Fashion Week, operates its lifestyle (textiles) showrooms, and sponsors the Indian Cricket Team/Matches. Cigarettes and Pan Parag (Gutka brand) do promote their brand via Audio Cassettes and Compact Discs(CD) release in the market.

Four Square white (Cigarettes) brands were involved in water rafting and gliding, boat shows and races, posters, and tennis tournament sponsorship. Red & White Cigarettes was the brand that hosted Bravery Award ceremonies and presented bravery awards. Gold Flake Cigarettes formerly sponsored tennis tournaments, while Apache Cigarettes hosted an annual boat show and race. While tobacco advertising is prohibited, tobacco companies maintain their branding through surrogate advertising. However, tobacco advertisements have decreased in frequency; we also see fewer depictions of women in advertisements for tobacco-related products. There is an urgent need to prohibit surrogate advertising for Tobacco, alcohol, drugs, and any other harmful product globally.

## 6. Conclusion

To close the gap created by the COVID-19 scenario, an appropriate model of recovery would be required. Community-based intervention is the best solution; however, due to the COVID-19 scenario, it is difficult. Mindfulness-based relapse prevention (MBRP), which can be used scientifically and systematically, could be the next alternative solution to halting the tobacco epidemic in the face of COVID-19. Technology, such as CD-

recorded content, a reflective journal, an online session, virtual reality, an interactive app, an interactive website, and the incorporation of AI and machine learning into the treatment process, can improve the process even further.

The majority of the advertising projected happiness, success, love, enjoyment, and fulfillment. This is the anticipated reward and, in fact, the aspiration of many customers. The majority of tobacco companies have attempted to project happiness because images speak louder than words. The subliminal message is one of pleasure, romance, self-sufficiency, and strength. It's exciting to see humans willing to put their pleasure, happiness, romanticism, independence, and power at risk for the sake of pleasure, happiness, romanticism, and power. Even though smoking or consuming tobacco is harmful to one's health and causes cancer, humans are willing to take the risk for short-term gain. Despite the prohibition on advertising, even the largest tobacco companies promote their brand in some way. People continue to smoke although it is harmful to their health; it is risky behavior and decision-making.

(Colley, 2016) tobacco is harmful to one's health and causes cancer; children live close to their mothers, and the risk of secondhand smoking affecting children is easily avoided. (Deb, 2015) counselors stated that women avoid therapy due to the stigma and embarrassment associated with it. In India, it is unusual to come across a women's or children's de-addiction center, and the industry is well aware of this. According to Indian news outlets, very few women seek addiction treatment. Due to the lack of gender-segregated treatment, women are unlikely to be involved with de-addiction centers; as a result, women do not use those services. (Kaleta et al., 2011) women account for 20% of the world's billion smokers. By 2025, the number of women smokers in developed countries will rise from 2.5 billion to 3.5 billion. As a result, reaching women will be the tobacco industry's primary marketing goal. The problem with women's resilience is that they don't have it if they fall into this trap. The most effective solution is to raise awareness or build additional de-addiction centers, as well as to arrange for cancer and de-addiction treatment facilities in

rural areas. Tobacco sales generate enormous revenue in India; at least 30% of the money can be contributed to the construction of cancer treatment facilities, de-addiction centers, sponsored awareness camps, and sponsored

alternative livelihood training in rural areas; however, the government does spend money to strengthen the skill for tobacco cultivation through its various agencies.

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**DIGITAL PLATFORMS: THE NEW NORMAL****A.Basavaraju<sup>1</sup> and Shamitha<sup>2</sup>**Dayananda Sagar of Arts, Science and Commerce, Bengaluru.  
<sup>1</sup>ashwinibasavaraju86@gmail.com, <sup>2</sup>shamitha.gnr.25@gmail.com**ABSTRACT**

*A digital platform is a powerful tool composed of people, processes, and services that enables the providers to rapidly develop and operate digital services at scale. The digital platforms are largely adopted in the recent times to organise economic and social activities due to the pandemic. "The Digital India" Campaign which was introduced in the country by Prime Minister Narendra Modi on 1<sup>st</sup> July 2015 has actually been effective during the pandemic time as every activity was digitalised for the safety and convenience of the end users. Though the digital platforms are being largely adopted there were a few set-backs as well as advantages noticed. A systematic review of the literatures has been made in order to gain better visibility of the achievements made and what aid can future research or study on the topic bring. A survey was also conducted to get an idea about the users of the digital platforms. The paper highlights the concept of digitalisation, pros and cons of using online platforms in various sectors. Therefore an attempt has been made in the following research paper to study those aspects as well as the future scope of the same.*

**Keywords:** Digital Platforms, platform adaption and development, future scope, survey, digital transformation

**1. Introduction**

A Digital Platform is the area which provides various facilities to its users to collaborate, interact and transact electronically. It can be said as the Two-Sided Market structure where people on either side can interact freely at the place of stay digitally. "Digital Platforms" in general include all the online platforms such as entertainment platforms (Youtube, Netflix, Disney Hotstar etc.), interactive media platforms (Facebook, Twitter, Instagram, LinkedIn, WhatsApp, Snapchat, pinterst etc.), knowledge platforms (Brainly, Vendantu, Quora, Byju's, Extramarks etc), service motive platforms (Uber, OLA, Bounce, etc), Market platforms (Amazon, Flipkart, Snapdeal, OLX etc), Browsing platforms like (Google, Internet Explore, Yahoo, Microsoft etc), banking platforms (net banking, YONO SBI, Finacle etc), Healthcare platforms (meditect, fitbit, Xealth etc) and many other. Every person can have a different perspective about the online platforms. Therefore from the survey which we conducted, we received different definitions about the topic from various sectors out of which a few has been mentioned below in the following part of the paper.

**1.1. Research Objectives**

- Conceptualize Digital Platform
- To study the effectiveness of digitalised society
- To study the pros and cons of Digital platforms
- To showcase the future of Digital platforms in the society

**1.2. Research Methodology**

To fulfill the objectives of the study, few research papers from various authors around the globe were referred. As different studies use different terminologies to refer to the occurrence of Digital Platforms our search was based on "Digital Platforms" in general, "Digitalised society", and "Future scope of digital platforms". An online survey was conducted to know the preferences of people about the topic, where we got satisfactory responses from all sectors like education, IT, healthcare, and a few responses from homemakers also. A few articles from various sources were also referred to get a broader reach in the topic. While studying the papers we found that this paper can be focused on the comparison of usage of digital platforms before, during and after the pandemic (future) which would help in giving a clear cut idea about the future of Digital Platforms.

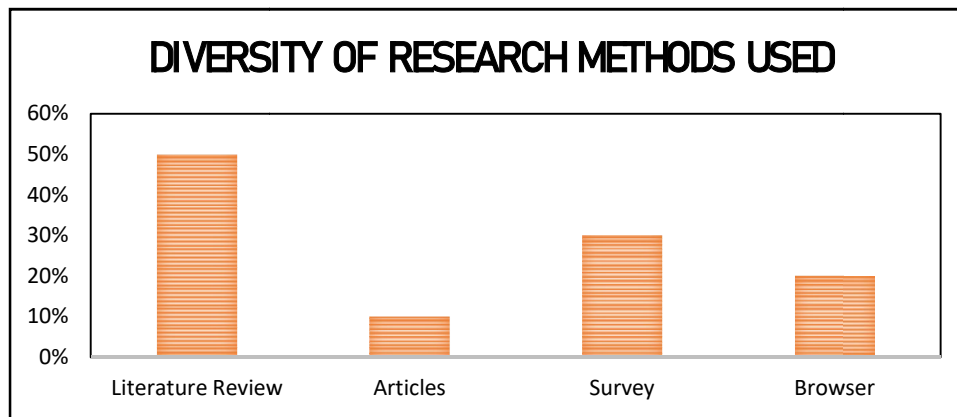


Figure: 1

## 2. Conceptualizations and Definitions of Digital Platforms

### ✓ According to IT employees

- A digital platform is the location which can be utilized for exchanges of information, goods or services to occur between the manufactures and the customers (end users) as well as the communities which interact in the platform.
- A platform is a product that serves or authorises other products and services.
- Digital platforms can be considered as an electronic tool for communication that includes electronic devices like mobile, laptop, desktop etc.

### ✓ According to educational sector

- It is a collection of software and tools designed for sharing or exchanging of knowledge online.
- It is a combined set of interactive online services that provides its users, mainly teachers, learners, parents and resources to support and amplifies educational delivery and administration.

### ✓ According to Banking sector

- A digital platform for banking represents a virtual process that includes online banking services. It is an end-to-end encrypted platform.
- Banking done through digital platforms means doing away with all kinds of

paperwork like cheques, demand drafts, pay slips, etc.

### ✓ According to medical staffs

- Digital Health care platforms is an intersection between technology and health care.
- It is a platform that enables exchange of health care advices and services in an online mode.

It is obvious that there are always differences in the way of usage of a single product or service. It is the same as well in case of digital platforms also. But they all are the branches which belong to same root.

## 3. Findings from the survey

An online survey was conducted to collect information related to usage of digital platforms from a group of people with particular professions. We got satisfactory responses which helped in our study. The survey provided us the information about how the digital platforms helped their profession in particular, is it user-friendly, expectations meeting experience, rating a digitalised society etc. when we conducted a further research about the survey, we found the increase in usage of digital platforms in almost all the professions that were considered for the survey during the pandemic. But this can drop once the pandemic comes to an end which may cause a huge loss to the digital platform investors. The following chart shows the responses received from the survey

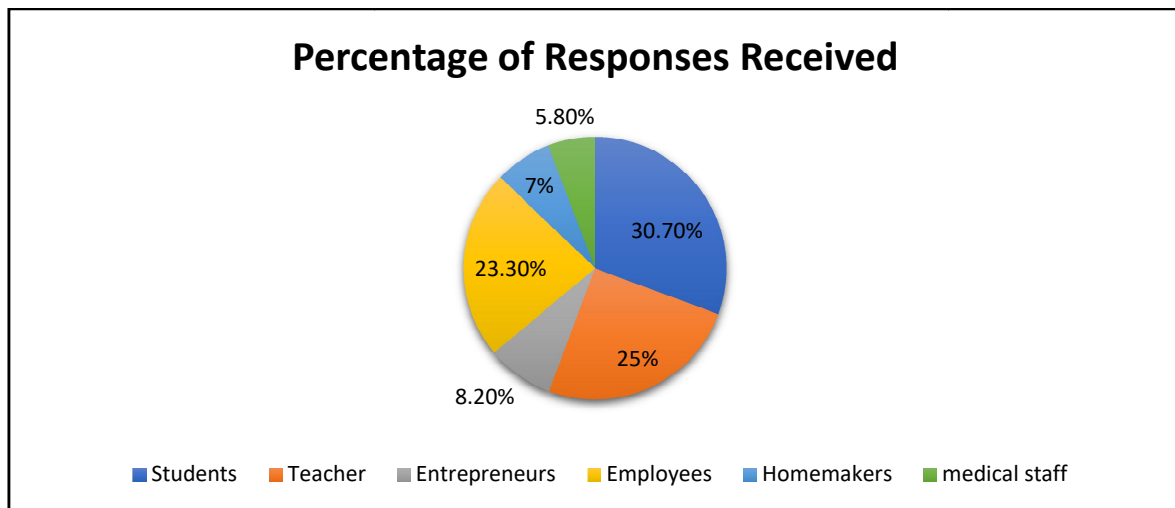


Figure: 2

The following figure shows the how digital platforms have helped as well as hindered the growth of a personnel during the pandemic

period as the main focus. It is a combination of both in a single chart.

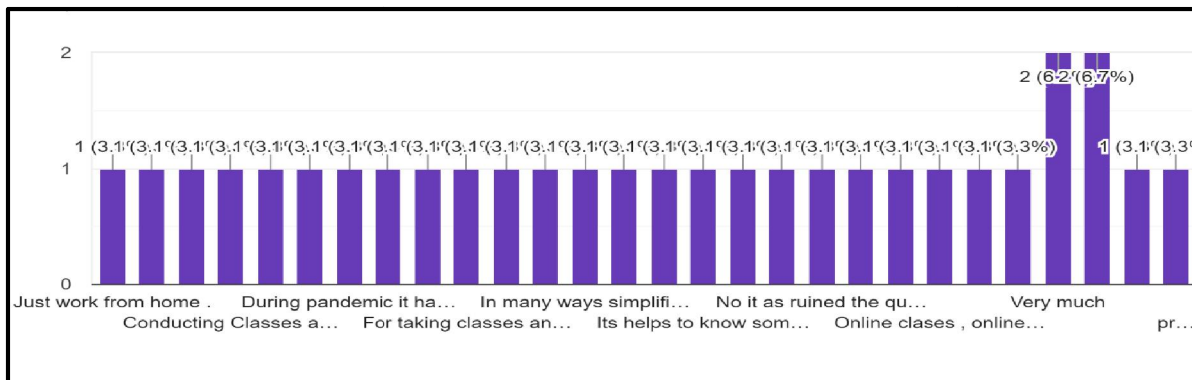


Figure: 3

The following chart shows the comparison of experience of the users using digital platforms with their expectations.

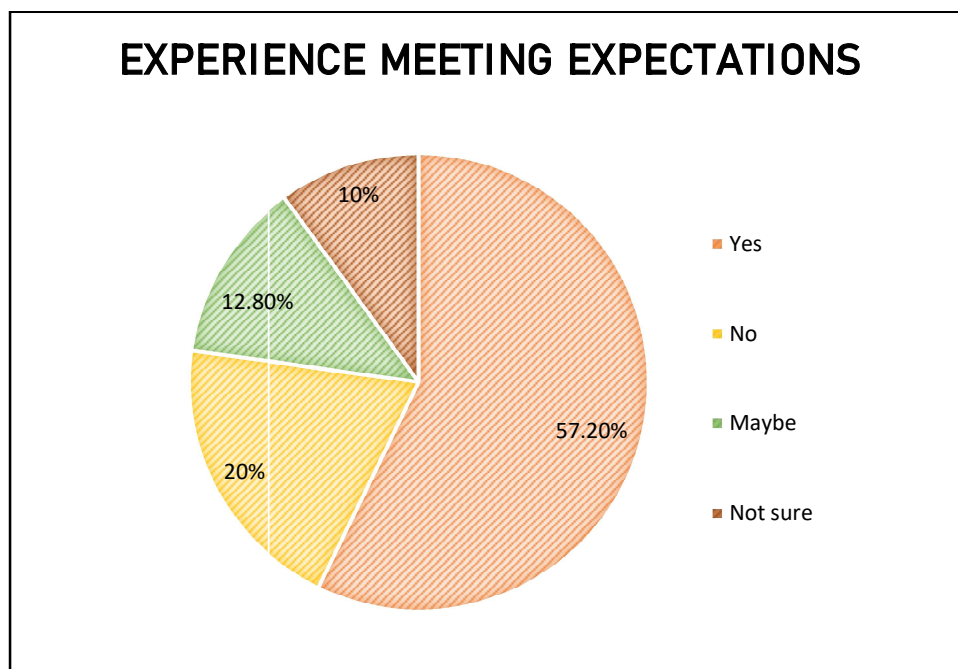


Figure: 4

#### 4. Analysis of the survey

From the survey we found that there are always ups and downs in any field which needs to be tackled and maintained in an equilibrium position to avoid unnecessary complications. When it involves designing and developing a proper digital platform, variables like partnership decision, performance of the app, market performance towards the platform developed, new services provided within the platform etc should be taken into consideration. When it involves adopting the platform to be used, elements like innovation, creativity, number of users to the platform, adjustment of your time and language for every area where the platform is planned to be introduced etc need to be taken into consideration. When it involves outcome of the platform, reliability, experiences meeting expectations, and ratings etc are often taken into consideration to attain success of launching a wonderfully adaptable platform to perform work.

Though digital platforms make work easier, completely reckoning on it would be a slip-up from our part. There are some aspects which cannot be achieved with the assistance of digital platforms. If the platform developed is not properly secured or not approved then using such platforms may bring disasters that will be beyond our expectations. We have to recollect that though digital platforms are considered online mode of conducting activities, there are always a group of individuals who are continuously monitoring its conduct to avoid complications to the foremost. Like every other platform, digital platforms even have both pros and cons in online platforms which are mentioned in the following part of the paper.

#### 5. Role of Consumers in development of Digital platforms

User generated content plays a vital role in the success and promotion of any platform. Their recommendations and reviews hold plenty of weightages than that of the platform developers. Properly educating people within the field of digitalization can bring many wonders. With more customers and employees looking forward to digital technology to access services, both technology and also the platform strategies are crucial for successful customer

experience. As customers are the reason for designing and developing new platforms, without them the whole concept would be a total waste. Therefore, customers are considered as the main instrument for the successful running, survival and growth of a digital platform.

#### 5.1 Role of Artificial Intelligence (AI) in development of digital platforms

AI has been recognised as one of the central enablers of digital transformation in several industries. AI are often a significant link in helping to make an outstanding experience for the user. A digital platform could be a great and natural place to begin the employment of AI. It is the foremost difficult part to satisfy a customer. This may be achieved by following the three attribute which define its success i.e., "ACT"

A- The platform needs to anticipate a user's needs

C- The platform then has to give the user transactions that are a whole experience.

T- The transaction on the platform must also satisfy the user's needs in an exceedingly timely fashion.

#### 6. Advantages of Using Digital Platforms: (Observations from the Survey)

- Digital platforms are less time consuming due to their high speed and that they provide us with accurate results.
- They are flexible to use i.e., they can be accessed by anyone at any time as there is no time constraint.
- They help to attain or maintain self-independency.
- They are versatile in nature which adds to its reliability and therefore the work quality.
- Mostly they are user friendly which is extremely needed to work effortlessly and it also satisfies the requirements of the user.
- Customers from round the world can be reached to assist them in any way possible
- Communication with people becomes easier
- Reduces paper work, indirectly helping the environment.
- It is trustworthy

### 6.1. Disadvantages of using Digital Platforms

- Lack of Digital Literacy among people can cause problems or misuse of the platform.
- Personal information might not be safe as there are risk of hackers
- Reaching remote places is difficult because it is time consuming and not cost friendly.
- Sometimes speed reduces, thanks to increase in cookies or connectivity issues
- It is not user-friendly as securities and privacy issues arise

### 6.2. Future Scope of Digital platforms

The velocity of technological advancement shows no indications of slowing and that we certainly won't be returning to simpler times. Going digital is the only way to carry on with the fast pace of the fashionable world. Achieving the speed and coordination is important for competing in today's environment undergoing a digital transformation in a whole new way. However, the digital platforms have very little inherited value.

Digital platforms are likely to become the well-liked one and presiding business models for every sector in the future.

### 6.3. Conclusion

The main significance of developing and employing a digital platform is to scale back the carbon footprint and operate as a sustainable and green organisation. The goal is much more overreaching than improving its value. It helps minimize manual effort and focuses mainly on creativity, skills and intellect. In short, Digital platforms may be defined as the intermediaries between two or more user groups that are connected by indirect network. Digital Platforms provide endless opportunities for the expansion and development of a private in a very better way. The nutshell of this paper is to elaborate on the concept of Digital Platform as the root of sub-platforms and provide digital literacy to people so that they can make good use of the services that are offered online and at the identical time to be cautious about the protection of the information entered. Last but not the least, "The thing that's transforming is not the technology – it's the technology that is transforming you" Jeanne W Ross

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## A STUDY ON DEPOSIT MOBILIZATION WITH SPECIAL REFERENCE OF BANK OF INDIA, ULUNDURPET BRANCH

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### ABSTRACT

*The present study is deposit mobilization of bank of India a study with special reference to the Ulundurpet branch. Deposit mobilization is associate degree integral a part of banking activity. A deposit is the life blood of a banking institution. In this paper a trial is formed to judge the expansion rate and compound Annual rate of growth in deposit mobilization of scheduled commercial banks in the Southern Region of India during the period from 2014–2015 to 2018 -2019. The banks offer as various deposit schemes to the public which include Current Deposit, Saving Deposit and Term Deposit The result found that term deposit increase at the same time saving deposit and current deposit decrease.*

**Key Words:** *Deposit and mobilization, Current Deposit, Saving Deposit and Term Deposit. Deposit Mobilization, Commercial Banks, Western Region*

### 1. Introduction

Financial mediation by banks has become a serious role in Asian countries in supporting the expansion method by mobilizing savings, notably once the nationalization of fourteen major personal banks within the late sixties. Banks mobilize deposits from the family sector, the most important surplus sector of the economy, there enabling it to lift its monetary savings and therefore the overall saving rate. None, Less the relaxation of the monetary sector and exaggerated competition from varied different saving instruments banks still plays a dominant role within the monetary mediation of the Indian economy. The Liberation of interest rates has opened new avenues for banks to mobilize funds at competitive rate. Moreover, banks being blame of clearing and settlement of all monetary transactions, offer accounts and resources to different sectors as conjointly different monetary intermediaries. The performance The performance of Indian economy in recent years and banks role is commendable. They supply needed quantity of resources. To sustain the expansion method, banks ought to still offer funding on an outsized scale. In India, there exists a colossal potential for savings in rural and semi urban areas. Also, in Asian countries quite giant a part of domestic savings is fast up in unproductive physical assets. The mobilization of savings would necessitate introduction of acceptable product to suit the demand of savers. Banks square measure so in

a perfect position to try and do thus thanks to sure inherent characteristics of deposits like safety and liquidity. The Indian industry had competent crisis and consequently, its growth was quite slow throughout the primary half the twentieth century. However once independence, the Indian industry recorded speedy progress. This was thanks to planned economic process, increase in monetary resource, instilling of banking habit, putting in of banks in July 1969. In this regard, commercial banks play a very important role in India and they are the heart of the financial structure. Deposits are the vital source of funds to commercial banks. Deposit mobilization by commercial banks acquired significance in the economic development of the country.

#### 1.1 Importance of Deposit Mobilization

In recent years, the trade round the world has been undergoing a quick transformation. The deepening of knowledge technology has speeded up higher chase and fulfillment of commitments, multiple delivery channels for online customers. The Indian banking has welcome this transformation. As associate degree increasing vary of Indian banks seem at the trendy ways in which during which, like online banking, to make a customer's banking experience extra convenient, economical and effective. The use of web in banking had immensely reduced the physical transfer of paper currency and currency from one place to a different or may be from one person to a different that reduces prices for banks. Its

additionally known as electronic banking. It's getting to embody wire transfers, electronic funds transfers and master card, debit card. web banking is allowing to exploitation automated teller machine and phone dealing and to boot websites for enjoying easy and advance dealing whereas not physical presence of shoppers in bank, allowing shopper to sub-mit their instruction

for numerous services. produce queries on their account balance and submit instruction to the coil and to boot electronically transfer fund to their account, pay bill and different banking dealing online. It to boot permits banks to execute and their markets for ancient deposit taking and credit enlargement activities, and to provide new merchandise and services.

### Deposits

“Money that is deposited in a bank or with a banker, that is subjected to order and that creates the relationship of creditors and debtors”.

Deposits constitute the great bulk of the liabilities of banks. They ordinarily for exceed that capital accounts. Other liabilities such as unearned interest differed maintenance and reserve for contingencies or chiefly of an accounting character and usually are of minor proportions.

A bank deposit is simply an entry on the book of a bank recording its obligation to a customer, while it may arise out the transfer of cash or other assets to the bank, it is not itself an asset but a liability of the bank deposit is an asset for depositors.

Deposit is a material friend of the depositor to help him in the day of scarcities; deposits are liabilities of the bank for its deposits.

The bank borrows money from public in the form of deposits. Through mobilizing deposits, banks put saving to producer's use. The need of the deposits mobilization has been felt to extend banking services to various efforts towards saving mobilizing. This scheme has come to in calculate banking habits in many customers on the one hand and to attract unproductive use of benefits to public.

### 1.2 Importance of Deposits

The mobilization of public deposit is very significant from the point of you the banks themselves “development of banks is mainly influence by the ability to attract deposits from different people”.

The greater the amount of net deposits the longer the sums that may be lent and higher the profits and prestige that a bank will earn. Thus profit earning capacity of the banks is influenced by the amount of deposit mobilized by them. A bank with huge amounts of deposits can enjoy the confidence of the public which will be very much useful in furthering the deposits accretion. The is to strengthen the public confidence and leads to further deposits increase. As there is no statutory limit on the total quantity of deposits a bank can have a significant rise in the volume of deposits is possible and effective in bringing about desired development in the banks.

### 1.3 Types of Deposits

Deposits can be divided into two types,

- I. Demand Deposits
- II. Term Deposits

#### Demand deposits

The demand deposits called current accounts in England and sight deposits in France are payable in currency or by transfer via check to other banks at any time the depositor requests.

Demand deposits are those deposits which can be withdrawn without motive. Banks undertake to repay such deposits on demand. Demand deposits can be divided into two,

1. Current Deposits
2. Saving Deposits

Current Deposits: Additionally, known as demand deposits, current deposit is withdrawn by the investor at any time by cheque, businessman typically open current accounts with banks. Current account doesn't carry any interest because the quantity deposited in these accounts is due on demand with none restriction.

The depository financial institution of Bharat prohibits payment of interest on current accounts or on deposits up to fourteen days or less except wherever previous sanction has been obtained. Banks sometimes charge a tiny



law called incidental charges on current deposit accounts looking on the amount of dealings.

**Current Account:** Current accounts area unit primarily meant by business and area unit ne'er used for the aim of investment or savings. These deposits area unit the foremost liquid deposits and there aren't any limits for variety of transactions or the number of transactions in a very day. Most of the present accounts area unit opened within the names of firm/ company accounts. Cheques book facility is provided and also the account holder will deposit all kinds of the cheques and drafts in their name or supported in their favour by third parties. No interest is paid by banks on these accounts. On the opposite hand, a bank charges sure service charges, on such account.

**Saving Deposits:** Saving time deposit account is supposed for people WHO would like to deposit tiny amounts out of their current financial gain. A saving account is opened with or while not cheque book facility. There are a unit restrictions on the withdrawals from this account. Savings accounts holders are allowed to deposit cheques, drafts, dividend warrants, etc...drawn in their favour for assortment by the bank. To open bank account, its necessary for the investor to be introduced by someone having a current or bank account with identical bank.

**Saving Bank Account:** These deposits accounts area unit one in every of the foremost well-liked deposits for individual accounts. Those accounts not solely give cheque facility however even have s

#### I. Term deposits/ time deposits

When money is deposited with tenure, it can't be withdrawn before its maturity mounted at a particular time, such deposits unit of measurement called "time deposits" or "term deposits", the foremost common example of some time deposits is "fixed deposits". All time deposits unit of measurement eligible for interest payments. Charge per unit depends upon the tenure and quality of deposit. This rate varies from bank to bank. The charge per unit is sometimes higher for time deposits of longer tenure. The subsequent kind of deposits is also enclosed underneath time deposits.

1. fixed deposits
2. recurring deposits
3. short deposits

4. BOI saving plus deposits
5. MIC/ QIC deposits
6. Double benefit deposits.
7. Shatabdi double benefit deposits.

## 2. Statement of The Problem

The deposits held by the bank of India is the primary source of working capital without deposits a bank cannot mobilize the funds when the share capital contributed by a member is insufficient to carry out the operations. One of the common ways of raising the working capital of Bank of India is to mobilize different types of deposit. The deposits are the life blood bank of India. Since they establish the main source of their funds, the fundamental problem facing the bank to challenge of mobilizing more deposits. In the process of collecting more deposits the Bank of India have to face heavy competitions from other banks for their survival and expansion.

Bank of India is organized in India mainly to provide credit and banking facilities to the rural population and persons of small means. The duty of those rural banks ought to be try and do for tiny traders, the little bourgeois and class folks what the business banks do for the large bourgeois. Deposits square measure they main supply of fund for the Bank of India so in Ulundurpet was selected and elaborate study created beneath the subject of Deposit Mobilization.

## 3. Objectives of The Study

1. To know the profile of Bank of India and importance of Bank of India
2. To study the performance of mobilizing various kinds of deposits by the selected Bank of India.
3. To analyze the demand and term deposit of Bank of India in Ulundurpet Branch.
4. To suggest measures to enhance the deposit Bank of India in Ulundurpet Branch.

## 4. Scope of Study

The present study aims at finding out mobilization pattern of Ulundurpet, Bank of India although the facts and figures within the annual reports and monetary statements. The current study was primarily supported secondary knowledge. The secondary knowledge is wont to analyses the performance

of the Bank of India with relevance its Deposits mobilization. The specified secondary knowledge was collected from varied printed documents maintained by the Bank of India.

### 5. Methodology

The present study is based on both primary and secondary data. The primary data required for the purpose of the study have been collected from head office and regional offices of the Bank of India, Ulundurpet branch. The secondary data have been collected from the annual credit plan, annual reports, brochures, press releases, RBI Bulletin, journals, magazines, books and web sites. The necessary primary data have been collected from the bank officials about the performance of the banks with regard to deposits and loans and advances. The case study method was followed for this study and problem was studied with reference to single case (i. e) Ulundurpet Bank

of India, data and information were collected depository system of five nationalize bank.

### 5.1 Period of The Study

This study covers a period of nine years from 2011 to 2019. The primary data for this study has been collected during the period 2019.

### 6. Limitations of Study

1. The period of study is limited to 5 years from 2014-15 to 2018-19 and detailed study could not be covered within a very short period of time.
2. Data relating to secondary functions are collected orally from the secretary of the Bank Through structured schedule.
3. The conclusions drawn in his study is confined to Bank of India in Ulundurpet at Villupuram District only. This may not be relevant to other Bank of India.

**Table 1**  
**Position of Current Deposits**

S.No	Year	Current Deposits Rs.	Percentage of Increase/ Decrease
1	2013-14	13,27,157.44	(+) 15.26
2	2014-15	5,49,453.57	(-) 6.32
3	2015-16	7,44,639.29	(+) 8.57
4	2016-17	11,43,559.68	(+) 13.16
5	2017-18	49,27,967.61	(-) 56.69

**Source:** Data compiled from the annual report of Bank of India in Ulundurpet.

The Table No. 1 explains that current deposits of the bank of Indian was 13,27,157.44 in 2014- 15 and it was decreased to 5,49,453.57

in 2014-15. In 2015-16 the bank collected 7,44,639.29 which was increased year by year and reached to 49,27,967.61 in 2017-18.

**Table 2**  
**Position of Saving Deposits**

S.No	Year	Saving Deposits Rs.	Percentage of Increase/ Decrease
1	2013- 14	7,33,26,324.71	(+) 12.78
2	2015-15	8,02,28,566.66	(+) 13.98
3	2015-16	10,60,38,038.33	(+) 18.48
4	2016-17	12,82,11,702.12	(+) 22.34
5	2017-18	18,60,11,667.94	(+) 32.42

**Source:** Data compiled from the annual report of Bank of India in Ulundurpet.

The above table clearly shows that the position of saving deposits collect by the bank. In 2014-15 the bank collected Rs. 7,33,26,324.71, that it was decreased in 2011 -12 of Rs.

8,02,28,566.66. from 2015-16 onwards the amount of saving deposits increased by year to year and reached Rs. 18,60,667.94 in 2017-18.

**Table 3**  
**Position of Fixed Deposits**

S.No	Year	Fixed Deposits Rs.	Percentage of Increase/ Decrease
1	2013- 14	20,08,957.00	(+) 07.11
2	2014-15	17,96,522.00	(-) 06.35
3	2015-16	1,21,76,139.00	(+) 43.06
4	2016-17	61,26,139.00	(-)21.67
5	2017-18	61,66,139.00	(+) 21.80

**Source:**Data compiled from the annual report of bank of India in Ulundurpet.

The above table clearly shows that the position of fixed deposits collected by the bank. In 2014- 15 the bank collected Rs.20,08,957, than it slightly decreased Rs.17,96,522. In 2015-16 the amount of fixed deposit reached Rs.

1,21,76,139 collected by the Bank, but it was decreased to Rs. 61,26,139 in 2016-17 than it was slightly increased in 2017-18 Rs.61,66,139.

**Table 4**  
**Position of Recurring Deposits**

S.No	Year	Recurring Deposits Rs.	Percentage of Increase/ Decrease
1	2013- 14	14,26,010.63	(+) 36.60
2	2014-15	6,71,143.88	(-) 17.23
3	2015-16	6,01,686.57	(-) 15.45
4	2016-17	7,04,304.05	(+) 18.08
5	2017-18	4,92,148.86	(-) 12.63

**Source:**Data compiled from the annual report of bank of India in Ulundurpet.

The above table clearly shows that the position of recurring deposits collected by the bank considerably Rs. 14,26,010.63, than it slightly

decreased for two years . in 2016-17 the bank collected Rs. 7,04,304.05 as term deposits, than it was decreased to Rs. 4,92,148.86 in 2017-18.

**Table 5**  
**Position of Short Deposits**

S.No.	Year	Short Deposits Rs.	Percentage of Increase/ Decrease
1	2013- 14	22,19,126.00	(+) 24.73
2	2014-15	21,84,126.00	(-) 24.34
3	2015-16	12,56,126.00	(-) 14.00
4	2016-17	4,76,126.00	(-) 05.31
5	2017-18	28,38,984.00	(+) 31.63

**Source:**Data compiled from the annual report of bank of India in Ulundurpet.

The above table clearly shows that the position of short term deposits collected by the bank. The short term deposit position was increased to Rs. 22,19,126.00 in 2014- 15 and it was

slightly decreased in Rs 21,84,126.00. the position of short term deposits was decreased year by year. But it was last year position of short term deposit reached rs. Rs 28,38,984.00.

**Table 6**  
**Position of Bank of India Saving Plus Deposits**

S.No	Year	BOI saving Plus Deposits Rs.	Percentage of Increase/ Decrease
1	2013- 14	2,12,800.00	(+) 24.00
2	2014-15	1,67,800.00	(-) 18.84
3	2015-16	1,32,800.00	(+) 14.92
4	2016-17	1,32,800.00	(+) 14.92
5	2017-18	2,44,000.00	(+) 27.40

**Source:**Data compiled from the annual report of bank of India in Ulundurpet.

The above table clearly shows that the position of saving plus deposits collected by the bank. The position of BOI saving plus deposits was downward from 2014- 15 Rs.2,12,800.00 upto

Rs. 1,32,800.00 in 2013-12. But it was the amount as deposits increased by Rs. 2,44,000.00 in 2017-18.

**Table 7**  
**Growth Rate of Overall Deposits**

S.No	Year	Total Deposits rs.	growth rate in percentage
1	2013- 14	15,25,04,410.85	100
2	2014-15	15,30,91,453.52	101
3	2015-16	18,63,05,158.34	123
4	2016-17	20,16,56,361.74	133
5	2017-18	27,12,37,091.75	179

Source: Data compiled from the annual report of bank of India in Ulundurpet.

The above table shows that the overall deposits of Rs. 15,25,04,410.85 has been collected by the bank of India during the year 2014- 15. However it has been increased year after year and a continuous increasing trend has been strongly established by the Bank of India upto Rs. 27,12,37,091.75 in 2017-18.

### 7. Suggestions

The following suggestion are given by the researcher for the development of Bank of India in Ulundurpet.

1. The commercial banks have the practice of giving gifts to their depositors and thereby it attracts new depositors. So in order to mobilize more deposits the Bank of India should also come forward to give gifts to their depositors especially fixed holders.
2. Deposit mobilization should be conducted more effectively and efficiently by the Bank of India, atleast once in six months while conducting the offer more interest on deposits than any othe banks should be highlighted in such a manner it attracts the prospective depositors from all walks of life.
3. To attract small or mini depositors more effectively, "Agents" may be appointed by Bank of India. This will help the bank.

4. Compared to the commercial banks the deposits derived will be an effective programme. The stage has come for the banks to give incentive to the employees to mobilize deposits in the operation. Overtime allowance, special incentive to reach the target etc., must be given to the agents of this bank.
5. The bank must spread the message of thrift and saving among its members to improve the participation in deposits.

### 8. Conclusion

The conclusion drawn from the above analysis. In that deposits mobilized by the bank under the study has been good. Deposits mobilized by the Bank have shown increasing trend in saving deposit, but current deposit is not an impressive progress. Current deposits have on up and down trend. Finally current deposit is increased in 2018-19.

Out of total deposits mobilized by the bank recurring deposits has not an impressive progress. Other deposits like fixed deposits, MIC/QIC deposits, double benefit deposits, shatabdi double deposits, slightly increased and decreased but short deposits, Bank of Indian saving plus deposits has an impressive manner.

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