

AN INSIGHT ON GUERRILLA MARKETING AND ITS APPLICATION IN MARKETING MIX

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ABSTRACT

In this competitive world it's important for the companies to be heard. Communicating with the target audience in unique manner is of vital importance. Guerilla marketing is an unconventional technique of marketing. This technique is being used widely across the globe. The technique emphasizes on unique marketing style that attracts the consumers and convinces them to act. Guerilla marketing is marketing in an unconventional manner so that it can overcome the traditional advertising clutter and grab potential customers attention. In this study, interaction between guerilla marketing and marketing mix has been studied.

Keywords- Guerilla marketing, Marketing mix, Creativity

Introduction:

Marketing is an important process which helps the organization to convince the target audience. Its crucial to communicate with the audience about the feature and availability of the product. Over a period of time Marketing has evolved and marketers have realized that if a product needs to be successful there should be emphasis on Promotion of the product. There are several ways of promoting or advertising a product. The audience is well acquainted with the traditional method of advertising like on Television, Radio, Newspaper etc.... But the traditional method of advertising has led to advertising clutter which restricts them to take the advertisement seriously. If advertisement fails to attract the potential buyers, they will not buy the product. Therefore, there is a need for an unconventional method of advertising a product. Guerilla Marketing is an unconventional way of marketing a product.

About Guerilla Marketing

Marketing is an extremely costly affair and can not be avoided as it is important for the product to be seen by the people. If the consumer is unaware of the product, it will have a direct impact on the sales. Its easy for huge corporates to put money for their products. The small companies suffer on this as they fail to compete against the huge corporates. Jay Conrad Levinson came up with the term Guerilla marketing, which means marketing in an unconventional manner. Jay Conrad Levinson has written several books on guerilla

marketing. In his books he states that guerilla marketing can be effectively used in several aspects for example social media marketing, for job hunting, for small entrepreneurs to name a few. Guerilla marketing can be executed in less budget and that is an advantage of this concept. It also uses various techniques to attract consumer and engages them. If done right this type of marketing can successfully place the product in the minds of consumers. There are several types of Guerilla marketing like Ambient, Ambush, Viral, Wild Posting, Graffiti, Grassroots, Astroturfing, Stealth, Experiential etc.

Review of Literature:

Amit Khare (2017) In the study the researcher described Guerrilla Marketing as an unconventional type of advertising that can be undertake at less price and has a great impact on the consumer. The Researcher also studied the use of this technique by small business Varioustips like being bold, creative engaging, flexible are discussed in the paper. Various method of guerilla marketing like buzz marketing, giving away free samples can be used. There are several examples also being discussed in the paper like Lipton ice tea, coca cola ATM machine, Heinkin are few examples. The researcher of the view that big companies have taken huge advantage of this type of marketing. It requires creative thinking to make such type of advertising.

Ariyaporn Nunthiphatprueksa (2017) The study attempts to determine the effect of guerilla marketing and its impact on purchase

intention. It is unconventional way of marketing. It uses various elements like novelty, relevance, aesthetics, surprises, emotional arousal and clarity to engage target audience. Guerilla marketing creates awareness and leads to purchase decision. It can be used in addition to traditional marketing and can be useful. Cultural dimensions should be considered while preparing an advertisement. This type of advertising can be highly successful in the international markets.

M Isoraite (2018) The paper throws light on Internet guerilla marketing. Mailing list, forums, blogs are great tool in advertising. The animation, pictures, are excepted by the audience and they enjoy it. Internet marketing is cheap and connects quickly with the audience. The information spreads easily, the method is cheaper and flexible. Guerilla marketing helps to attract the customers quickly and gives a competitive edge to the company. The achievement of guerilla marketing is not only an advantage for big companies but also for the small firms.

Dr Harshit Sharma et al (2021) In this research the importance and applicability of guerilla marketing is being discussed. The aim of guerilla marketing is to create awareness about the product and the brand associated with it. While undertaking guerilla marketing ethical practices should be considered. Some times it can offend people, so necessary precautions should be taken. If the people dislike the advertisement, they will have a negative approach towards the product. The marketing should be done in such a manner that it creates a positive impact on the people and people buy the product.

Objectives:

- To understand the principles for effective Guerilla Marketing
- To study the Guerilla Marketing Practices in India its examples and scope

Research Methodology:

The study is descriptive in nature about guerilla marketing. Various aspects of guerilla marketing like its characteristic, principles, advantages are being discussed in the paper. The study is based on secondary data which is collected from different journals, research papers, magazines, websites, Thesis etc.

Principles:

Novelty, Bold, Attractive are few characteristics of Guerilla Marketing but there are also few principles that guerilla marketing follows:

Energy- Guerilla marketing helps the product to derive strength and creating and impact on the target audience. The audience should be attracted towards the advertising. In this principle a firm should make an attempt to make its presence felt at all the time. For example when a firm goes for Franchising, it enables it to be present in more places. Pizza - Hut, Star Bucks, Burger King can be associated with it.

Activity- The principle asserts the firm should be aware of any opportunity where the product can make the audience to act. An advertisement should be in such a manner that it should be able to get top mind awareness and make them act. The advertisement can use several strategies like by spreading a social awareness message about maintain hygiene like LIFEBOUY hand wash had done in Kumbh mela. ITC also had come up with an activity where they communicated that Rs 1 will be donated for educating the under privileged.

Networks- this means creating contacts and establishing network. When the Movie Uda Punjab had place a picture of rock at the entrance of one of the Cinemaxtheaters in Mumbai, who ever came across that picture would get an element of surprise and immediately connect with the audience. The audience who ever come across it will remember it and create a buzz about it.

Smart- Guerilla marketing is a smart way of doing advertising. It spends the least and creates a huge impact on the audience. Whereas traditional advertising needs huge budget to reachup to the audience. The audience these days are more educated and appreciate creativity. Guerilla marketing requires more creativity and less of money to attract audience.

Promotion Mix:

McCarthy gave the concept of 4P's – Product, Price, Place and Promotion. In order to be successful a product needs to be designed well, pricing decision should be correct, it should be

communicated well and also should be conveniently placed.

Product

A product should be designed in such a manner that it should be able to stay in the market for a long period of time. A product can perform well only if it is designed well. Research and Development plays a vital role at this stage. The characteristics of the product should be of good quality, the product should be durable, packaging should be attractive and it should be able to function well.

Place

Place component of marketing mix means distribution of product. The product can be made available at the retail outlet through various means. If Distribution channel is well organized it will help the product to be available easily to the customers. Availability of the product helps to boost sales of the product. Distribution channel are of various types, there are three main types of channels. The first is Producers, Wholesaler, retailers and the consumer. In second channel producer, retailer, end consume. In the third channel producer sells directly to the consumer.

Price

Price is value of the product. The price of the product is decided based upon cost of production, demand-supply, market condition, ability to pay. There are internal as well as external factor while deciding the price of the product. Internal factors are costs, image of the

company, objective of the firm, Product life cycle and product line. External factors are competitors, Consumers, Channels, Demand, Economic Condition.

Promotions

Promotions refers to all the activities those are under taken to communicate about the product. The aim of promotion is to create awareness among the consumers and to induce them to buy a product. There are several types of promotions advertising, press release, schemes, discounts etc. depending on the need of the product the promotions can be planned

Adopting Guerillatechniques in Marketing Mix:

After discussing four important components of marketing given by McCarthy's marketing mix, Lets take a look at how guerilla marketing can be implemented within the marketing mix. Generally, audience hold a perception about guerilla marketing that it is only applicable in promotions. In reality guerilla marketing can also be used in other three components- Product, price and Place. Despite of this fact it is irrefutable that the majority of guerilla marketing activities operate within promotional section of marketing mix. Thediagram created in accordance with Thorsten Schulte (2007, 20), illustrates an interpretation of how the implementation of guerrilla marketing activities is distributed within the sections of the marketing mix.

Figure: 1.1- Proportion of Implementation of Guerilla Marketing in the Marketing Mix



As we can see in the Figure 1.1 – the maximum use of guerilla marketing is in promotion that is 70 percent. In rest of the components the use of guerilla marketing is 10 percent each in product, price and place.

Application of guerilla marketing in India:

Guerilla Marketing is an innovative way of marketing. The audience appreciates new ideas and readily accepts the communication. This enables company to communicate effectively and avoid the clutter. Below are few examples

of Guerilla Marketing adopted by Indian Marketers.

Figure:1.2 – Guerilla marketing of Lifebuoy



https://akm-img-a-in.tosshub.com/businessoday/images/story/201302/rotis-being-served_505_020813070640.jpg?size=948:533, <https://images.firstpost.com/wp-content/uploads/2013/02/stamped-rotis.jpg>
 Lifebuoy is one of the world’s leading health soaps. It aims to create awareness about healthy hygiene practices. The brand adopted a unique activity of spreading message about

hand washing in Maha Kumbh Mela. Lifebuoy reminded the people to wash their hands before having food. The roti is staple food in India which can be eaten only by using hands. Lifebuoy created a special heat stamp with the message in Hindi and meant ‘ Did you wash your hands with Lifebuoy. It created an impact on more than 2.5 million visitors at a fraction of cost.

Figure:1.3- Guerilla marketing of Coca-cola



<https://supari.in/wp-content/uploads/2020/07/gur2.jpg>
 In this case Coca-Cola had installed vending machine vending machine to bring people of India and Pakistan together. They installed two

vending machines in Delhi and Lahore respectively. The machine used new type of 3D technology to play a video live on touch screen.

Figure:1.4 Guerilla marketing of Amazon



1.

<https://supari.in/wp-content/uploads/2020/07/gur2.jpg>

Indians are fond of tea and they enjoy having a friendly talk while doing so. Amazon took a note of it and introduced chai cart. The aim of this was to create awareness among local entrepreneurs in small cities about the company. The technique was extremely popular in Bengaluru and is considered as a huge turning point and in helping the company to get established.

Figure:1.5-Guerilla Marketing of Anando



<https://supari.in/wp-content/uploads/2020/07/gur2.jpg>

Anando milk came up with an extremely innovative idea of placing an board of a child pushing the building showcasing the strength

that the child has after consuming the milk. This technique was extremely successful in creating an impact in the minds of the consumers.

Figure: 1.6- Guerilla Marketing of Snapdeal



<https://supari.in/wp-content/uploads/2020/07/gur2.jpg>

Flipkart launched its campaign# Acha kiya campaign meaning that good you have not purchased the product yet...purchase it from here. But Snap deal just placed its banner under flipkart 's posters saying # Yaha se kharido. This instantly became popular and was unique and funny at the same time.

Conclusion:

Guerilla marketing is an unconventional method of marketing. It engages the audience and connects with them. Guerilla marketing helps to create a buzz about the product and

also touch most of the five sensory identities of the customer. The fact that there are several types of guerilla marketing helps the company to engage the audience in different manner. Guerilla marketing is there since some time but it still holds huge potential. If utilized well this marketing techine can help small entrepreneurs to increase their sales. There is a huge scope Guerilla Marketing in the marketing Mix. In promotions we can find several guerilla techniques being applied but with creativity and constant research the concept can also be useful for rest of the components of marketing mix – Product, price and Place.

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AN EMPIRICAL ANALYSIS ON USAGE OF OTT PLATFORMS AND ITS IMPACT ON INDIAN MOVIE THEATRES AND CONSUMER PREFERENCES

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ABSTRACT

In the world of digitalization, nationwide lockdown gave more boosts and access to online platforms, which ultimately impacted user's watching preference. Usage of smartphones has tremendously increased with dynamic technologies using 3G and 4G. Internet usage has shown massive consumption during the recent period of lockdown. The main objective of this study is how OTT platforms took over theatres and will it have long term or short term effect on the usage. Many applications and platforms are available for watching latest movies, web series, documentary etc. The interest level is seen to be high amongst Millennial and Generation Z. Platforms like Amazon Prime, Netflix, Hotstar, Zee5, Sony Liv, Jio Cinemas, Jio TV etc. got more user subscription especially during Lockdown as people couldn't step out. These platforms led to binge watching among them as the theatres were shut. It also caused difficulty to the filmmakers to release movies in theatres. In this study an attempt is made to analyze the impact of OTT platforms on theatres whether in long or short run along with the factors of user's preference. Primary data of 80 respondents are collected and various journals, online resources were used for secondary data.

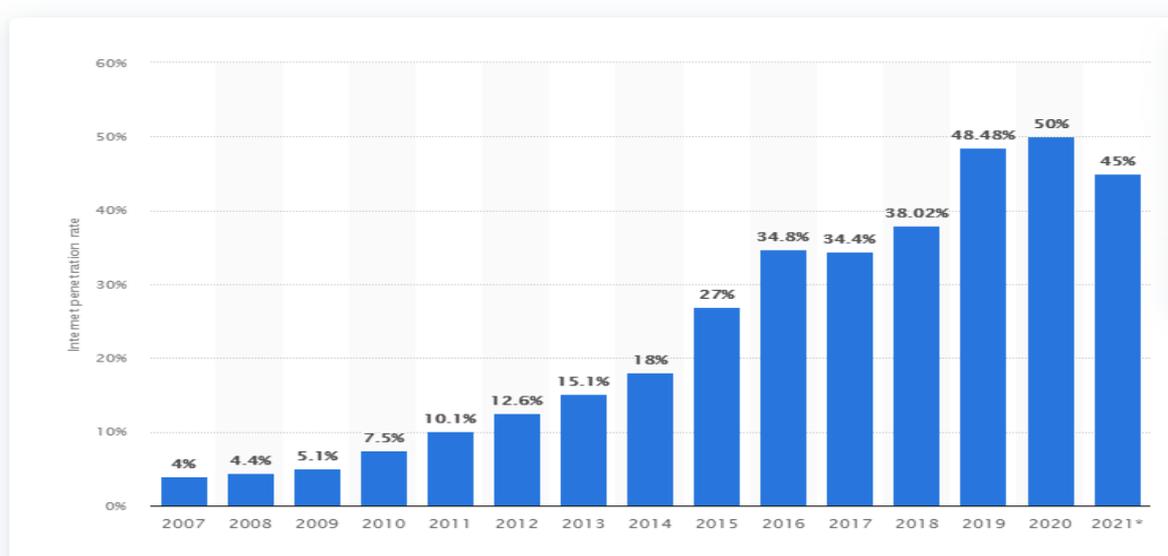
Keywords: OTT, Movie theatres, binge watch, lockdown, Digital media.

1. Introduction:

Internet usage has drastically increased in the recent times with the pandemic and nationwide lockdown, new door of online world was introduced to all. With this digital world

internet usage sky rocketed. With the technology and smart phone penetration internet consumption was high amongst the young generation

Figure1 - Internet penetration India from 2007 to 2021.



Source- Statista 2021

Entertainment has constantly been dynamic with the technology right from storytelling to plays in the theatres to movie theatres and multiplex to OTT platforms. Smart phone usage along with 3G and 4G penetrations in the world have had massive impact in the entertainment world.

With the changing technology movie theatres have undergone massive transformation. Multiplexes have increased drastically almost everywhere from rural to urban. The transformation also witnessed with 4D screen in India with the PVR and INOX introduced automated kiosks that brought a drastic impact in the industry.

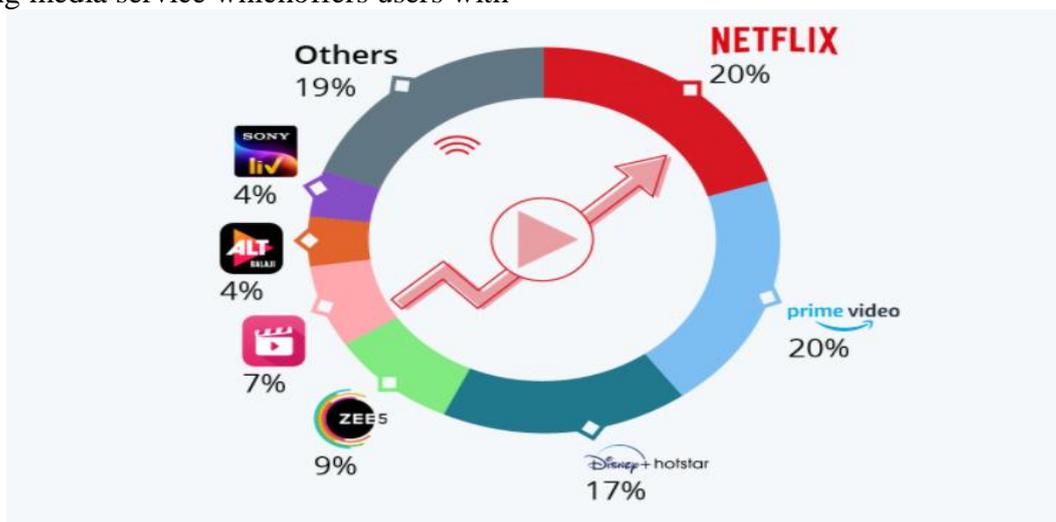
Usage of many OTT platforms has seen a constant rise. People have enough desire and love for movie. Multiplexes have been a great source of entertainment for a pretty long time. As the times changes with the current pandemic and lockdown there is a rise in OTT platforms and streaming apps in India. This also led to tough competition. Due to the surge in the subscription and massive users there seems to be a potential future for OTT platforms.

What are OTT platforms

OTT stands for Over-the-top platforms. Over-the-top Platforms and streaming apps is a streaming media service which offers users with

a comprehensive variety of multi-media content. It provides entertainment via broadcast, internet cable and satellite television platforms. As the technology changes and people's lifestyle upgrades, and increased usage of internet OTT is gaining more popularity among the masses especially the millennial and generation Z. Several OTT platforms have emerged like Amazon Prime, Netflix, Sonyliv, HotStar etc. India is seen as one of the fastest-growing nations in the world.

Figure 2- International brands rise to the top of Indian streaming market-Market share of OTT platforms in India in 2020



Source: Statista 2020

Indian masses have unlimited desire and love for entertainment. Watching movies in theatres along with families is small picnic for most if he middle class families. With the increasing OTT platforms like Amazon Prime, Hotstar, Netflix etc. entertainment is limitless and opens a new door for everyone.

2. Literature Review

(Varghese & Chinnaiah, n.d.) Found in their study that how OTT platforms can prove to be a disruptive to Indian movie theatres. Findings shows that more than 50% responses were positive towards OTT platforms with major factors to be cost, convenience, smart phone penetration and entertainment etc.

(Tripathi, 2020), analyzed in their study that India is in likely possession of one of the highest potential of any of the markets around the globe and predicted a rise in the growth may witness total video revenue earned from

OTT leaving behind Germany, Australia and South Korea which is the sixth-largest in the year 2024.

(Sundaravel & Elangovan, 2020) made an attempt to study the emerging OTT platforms in the recent years. The study explores the emergence, advantage and its future through analytical research. Findings of the study show that the rise in the OTT platforms and subscription may pose a threat to the cable TV penetration in India. Especially the young crowd is more attracted towards the OTT which may hamper the cable TV subscription in the long run if a proper business model is evolved.

(Nijhawan & Dahiya, 2020) analyzed the rise in OTT platforms during COVID-19. Findings of the study shows that over 87% of the respondents felt that their screen time have gone up, approx. 32% felt liked the growing new content in these platforms. Netflix,

Amazon Prime, YouTube and Hotstar were the major platforms used. It was found that COVID-19 an lockdown gave an impetus to this growing OTT platforms in Urban India.

(Gangwar et al., 2020) made a research on profiles and preferences of OTT users in Indian perspective. Findings of the study show that there is no much relationship between the age and gender for OTT users. Mobile and laptop were majorly used for watching the content. It was seen there is a future bright scope for the OTT platforms with the increasing smartphone users and wide internet penetration. It was also seen that majorly millennial are most attracted towards the platform due to new contents.

(Seitz, 2015) Amazon Prime members use Amazon for video on average 13.4 times per month, Consumer Intelligence Research Partners had said in a report. In comparison to Netflix, it was observed that Netflix members watch on average of 12.7 times per month, as per CIRP. The Amazon figure is comprehensive of Amazon Prime subscription video on demand and new-release video rentals and purchases from Amazon Instant Video.

(Saha& Prasad, 2021), Entertainment is the potential driver on digital platforms which draws the attention among the widespread urban and rural viewers. The online video platforms are promising massively getting lot more opportunities for business expansion. Augmented and qualitative touch points merged with technological investments and had an effect on branding which will assist the online video streaming platforms.

(Steinkamp, 2010) Since 2000, ever growing OTT platforms such as YouTube have

increased in various stages. Advertisement was widely used using internet in promotional TV shows, to convince Internet users to watch TV programs online. The Internet was used in this context to helps viewers to watch traditional television programs online.

(Ghadiyaly, 2011) Over-the-top(OTT) had major breakthrough with smart phone usage and people started watching OTT using mobile. The entry of electronic applications has consistently challenged iPhone, laptops, and ultra-books Technology and Classic TV.

Woo,K.S.andFock,H.K.(1999) explained that the success of online services depends on various variables, like network coverage and efficiency of Transmission. Various analyses of various situations as well as Internet related studies and their applications showed that majority Indians are welcoming and accepting the online streaming and media platforms.

3. Objective Of The Study

- 1) To study the usage of OTT platforms among various age groups
- 2) To study the impact of OTT platforms on Indian movie theatres and user preference.

4. Research Methodology

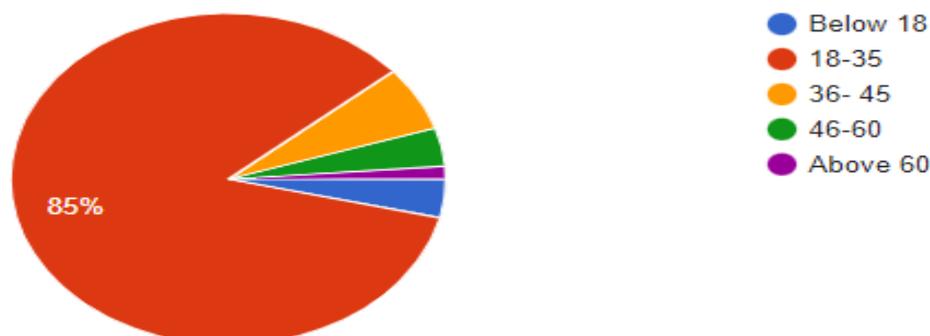
Primary- Sample size of 80 respondents was collected using Google form comprising of all age groups.

Secondary- Journals, newspapers, statistic database and all online resources were used.

5.Data Analysis And Interpretation

A) Descriptive Analysis

Age bracket of the user respondents

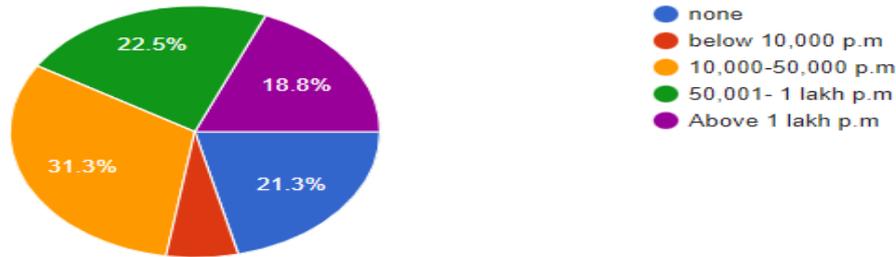


From the data obtained it was seen that major users of OTT platforms fall in the age group of

18-35, which mainly young crowds. They may also be called as Millennial. It shows that

young crowds are more attracted and inclined towards OTT platforms.

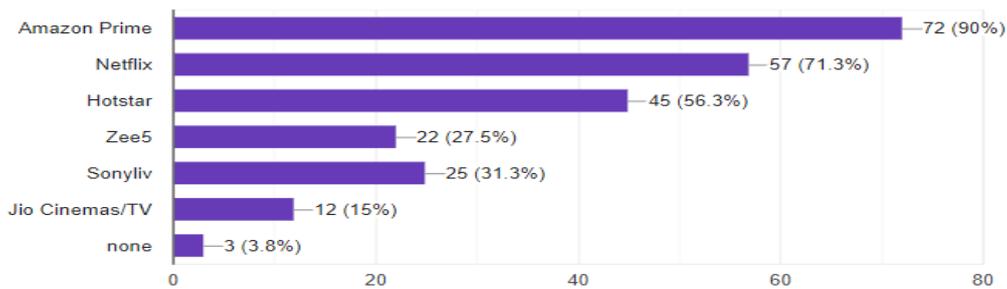
Income range of the respondents



It was observed from the survey that majority of the respondents fall in the category of 10,000 to 50,000 per month income category, followed by 50,000/- to Rs. 1lakh per month

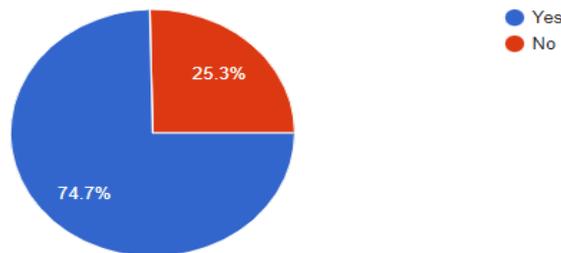
category with approx. 23% and above One lakh with approx. 21%.

Figure 3-Usage of OTT platforms



It is observed that Amazon Prime is widely used, approx. 90% of the sample use it for watching, followed by Netflix with 71% usage and Hotstar, Sonyliv and Zee5 with 56%,31% and

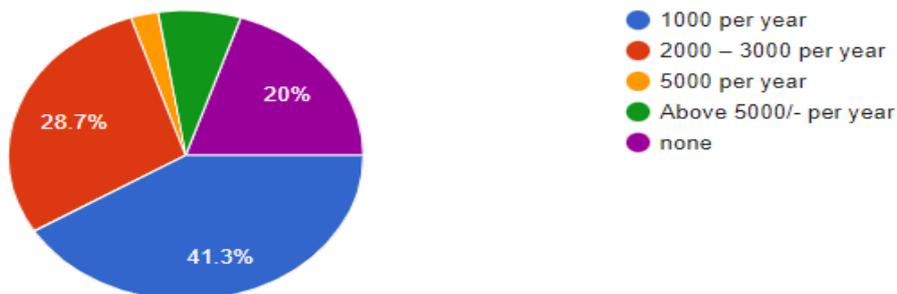
28% respectively. Amazon Prime and Netflix has the captured the major share in OTT platforms and is widely used.



Q. Do you share accounts of OTT platforms?

According to the study 75% of the sample use OTT platforms and the remaining 25% doesn't use it.

Amount spent on subscription



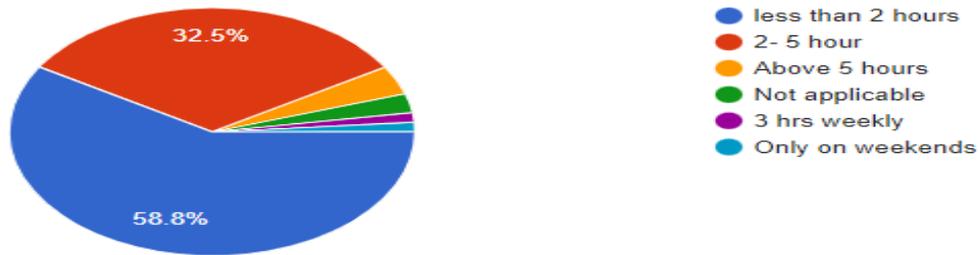
Majority of the users spend approximately Rs. 1000 per year for the usage of OTT platforms. Only 29% of the sample spends approx. 2000 to 3000 per year. And 20% of the population

doesn't spend, which is a mix results of the users and non-users. With detailed study I was found that some users don't spend any money on the OTT platforms as they use their relatives

or friends account. It was also found that the sample which spends Rs, 1000 per year also

share accounts on contribution basis.

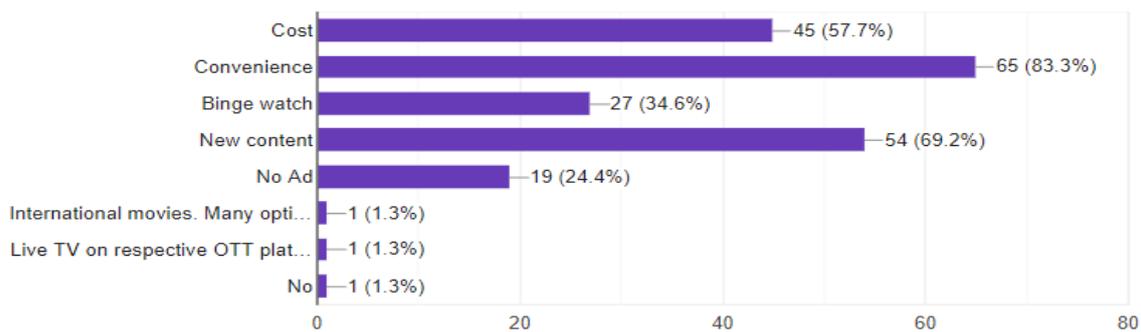
Hours spent on OTT platforms



Majority of the respondents use the OTT platforms for atleast 2 hours daily, and the 33% use it for approx. 2 to 5 hours every day. Some also use only on weekends or 3 hours weekly. The respondents were also asked if they ever missed watching movies in theatres, and the

majority of the responded assertively. And the following factors were listed for the same-

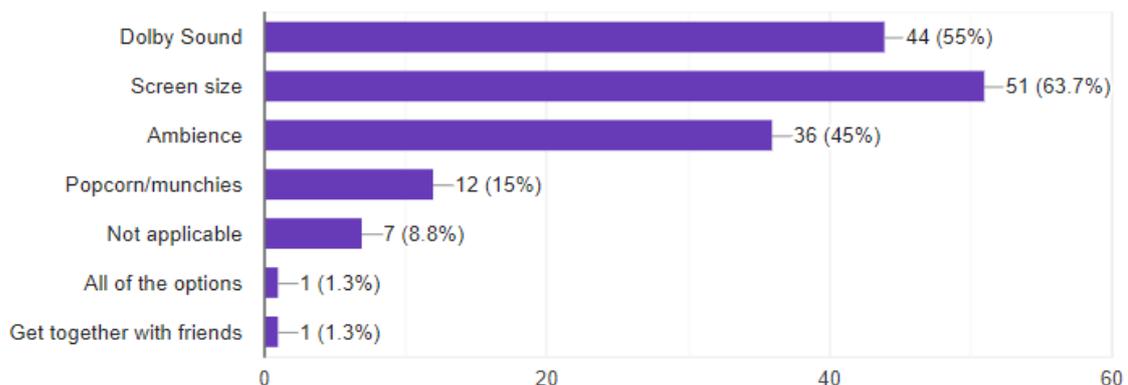
Figure 4-Factors for using OTT PLATFORMS



It was observed that major factors responsible for using OTT platforms were Convenience, Cost and new content. It was scrutinized that with work from atmosphere majority of the people found convenient watching movies at home using OTT platforms, also the cost was very minimal spent by them as majority of the users share accounts with each other sharing the subscription cost which ultimately tends to

be cheaper for all. Second factor was convenience as they can watch it from anywhere and multiple times without missing any content. And third major factor was new content. As the OTT platforms were not only limited to movies, but also documentary, foreign content, web series and what not.

Figure 5-Factors for missing movie theatres



Major factors for missing movie theatres were Dolby sound, screen size and ambience which is very difficult in the home space with work from home atmosphere. Other factors include the pop-corn, munchies and get together with

friends which were also missed during lockdown.

6. Findings

Following are the facts and findings of the study:

- 1) OTT platforms saw a great surge mainly due to pandemic.
- 2) OTT was majorly used by the young population falling in the age group of 18 to 30, but it was not restricted to only youth it gained its popularity among all the age groups.
- 3) 43% of the sample Mobile phones, 33% use Smart TV and 23% use laptops for using OTT platforms.
- 4) Major factors for using OTT were cost convenience and new content. For example Amazon Prime provides shows for all the age groups right from cartoon for kids to family shows, movies of all language, documentary and web series. Also some users find saving on travelling time and standing in long queues for movie shows.
- 5) Though OTT platforms were used approx. 77% population still miss watching movies in theatres.
- 6) Major factors for missing movies in big screen were the Screen size, Dolby sound and ambience.
- 7) Other factors also include family get together and catching up with friends at movie theatres.

7. Conclusion

With the recent trend, the OTT Platforms are growing with great speed and especially among the young generation. According to the study majority of the respondents still want both the option of OTT and movie theatres to exist in future once things normalize. Movie theatres still hold an important place in Indian hearts due to the screen size, Dolby sound and ambience. As the subscription for OTT keeps increasing it pose major challenges to movie theatres to stay in the competition. It is suggested that Movie theatres need to come up with new element like special effects, 4D etc. to attract and retain customers. Movie theatres should also focus on reducing the prices of food court as similar entertainment are provided by the OTT platforms at cheaper rate. OTT does have an impact on Movie theatres, but as per the customer preference both might run together in near long run.

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A STUDY OF IMPACT OF GOODS AND SERVICES TAX ON KIRANA STORES

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ABSTRACT

Goods and services tax is one of the biggest tax reform in indirect taxes that has spread across the world and has shown an increasing trend by being implemented in more than 160 countries. In India also it was implemented from 1st July 2017 through the one hundred and first amendment in the Constitution. GST is probably the most important and the biggest economic reform in our country. One of the main motives for introducing GST was to have an ideal system where there would be a single tax throughout the country which would make it easier to do business because of the transparent rules. When GST was implemented, the owners of small business were engrossed to understand the potential impact of GST on their business. In this paper, an attempt is made to understand the impact of GST on Kirana stores as unorganized retail sector. The study also aims to know the problems faced by unorganised sector after GST was implemented and the benefits of GST in the long term.

Keywords : GST (Goods and Services Tax), Composition Scheme, Input Tax Credit, Threshold limit, Exemption

Introduction

The concept of GST is almost same all around the world. In some countries VAT is levied as a substitute of GST, but conceptually both GST and VAT are same i.e. they are destination based taxes levied on the consumption of goods and services. The most controversial issue that needs to be resolved among the various governance around the world is the rate under GST. The countries like Canada and Brazil have adopted the dual GST concept. In Canada, the government had to reduce GST rates a number of times after the implementation of GST for its subsistence. In contrast to that, many countries increased the GST rates after its implementation.

GST was introduced in India to remove the cascading effects of multiple taxes on goods and services which were levied at every stage of supply chain without giving credit for the taxes paid at the previous stage. The main aim of GST was to integrate the number of existing taxes into a single tax that would be applied on sales of goods as well as services and it would also allow deductions of taxes that are paid at earlier stages of supply chain. One of the aims of GST was to make a structure which would be easier to track for the Government as well as for the business owners. GST is a destination based tax which is imposed only on the value added to goods and services at each stage of the supply chain. The main aim behind implementing GST was creation of a unified market in the country. Thus a number

of taxes which were earlier levied at the Central or state level have been subsumed. Under GST, the Composition Scheme was introduced to encourage reduction of taxes and increase tax compliance. Under this scheme a fixed percentage of tax on the turnover has to be given by small business owners who are registered under the Composition scheme.

One of the objective to implement GST was the regulation of the unorganized sector and hence increase the tax base. Since registration under GST as well as filing of returns everything is done online, so the tax compliance has been made simpler as compared to earlier indirect taxes regime where separate registration was required for various indirect taxes. After the introduction of GST the restrictions on inter state movements of goods have been reduced. As a result the warehouse operators can now set up their warehouses at central locations on their delivery route instead of operating warehouses in every city. Due to this the logistics cost has been reduced for various businesses.

Statement of the problem

The main problem addressed by this research is the administrative and procedural difficulties faced by various kirana stores after the implementation of GST. Since GST taxation has brought a lot of changes in the pricing strategy of the commodities and product, there is still a lack of clarity among various kirana store retailers under unorganized sector regarding classification of products and

deciding the tax rates applicable on some of the products.

Review of Literature

Dr.R.Geethalakshmi ,V.Mathangi :2017The study concluded that GST will help in the growth of different industries like Automobiles, consumer durables, logistics, warehousing etc. Several sectors like telecom, real estate , could be affected as a result of inflation due to GST.Both the central as well as the state governments would be benefited and would earn higher revenues in the coming years.

Akanksha Khurana, Aastha Sharma : 2016The study concluded that since the tax base would be widened and tax compliance would be improved, GST would lead to revenue as well as resource gain for both Central and State governments.GST would lead to an improvement in economic transactions disclosure and would also minimize cascading effect.It would bring transparency in the taxation system and hence making tax evasion difficult.

Gowtham Rajkumar : 2018 The study analysed that initially the effect of GST has been the fall in the economic growth of the country but later it showed a growing trend. Due to the implementation of GST, there has been increase in the inflation indices. The consumers can enjoy the real benefits of GST only if the tax savings by various companies which arises due the the input tax credit system, is ultimately transferred to the consumers.

Nishita Gupta : 2014 .The study analysed that the biggest challenge for GST would be the compensations to be given to various state governments by the Central government. Since after GST would be implemented , there would be financial losses to the state governments and hence they would have to depend more on the center government as well as the financial commission .

R. Vasanthgopal: 2015The study analysed that after the implementation of GST across various goods and services , it is expected to increase India's GDP and these additional increase in GDP would be earned over and above the growth in GDP which would have occurred otherwise.The government would

gain on account of decrease in the prices of a large number of goods as well as services which are consumed by the government

Research Methodology

Objectives of the study

- 1.To study the impact of GST on the Kirana stores as unorganized retail sector.
- 2.To examine the benefits as well as challenges after the implementation of GST
- 3.To observe whether the small retailers are aware of the schemes under G.S.T. and hence taken the advantage offered by various provisions of GST.
4. To provide recommendations.

Hypothesis:

H_0 : There is negative impact of GST on Kirana stores.

H_1 : There is positive impact of GST on Kirana stores.

Data Collection:

Primary data for the research was collected through questionnaires and interview method and secondary data from various books ,articles, journals, reports, websites and blogs have been obtained for the research study.

Sample Size : The sampling technique used for the research study is simple random sampling method.The tool used for the collection of data is questionnaire. The sample size for the study is 25 kirana shops which are obtained from the Mumbai region

Statistical tool : The data collected for the research study has been analyzed using Percentage method. The hypothesis has been justified using Mann - Whitney U Test.

Limitations: a)The sample taken was from Kirana stores of Mumbai city only.

b)The respondents were not disclosing the information ,they were hesitant to share the information relating to their revenue and profits.

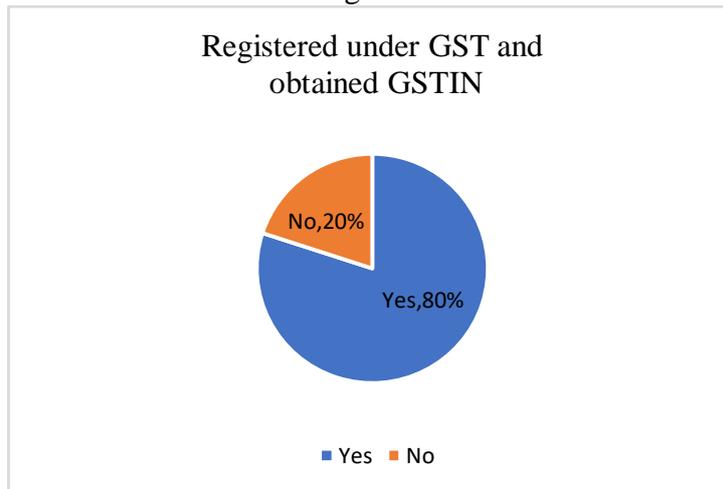
c) Sample size stands as another limitation of the study.

Findings

For the purpose of this study, data was collected through questionnaire and the interpretation of the data has been presented in

graphical and tabular form. Hypothesis testing and its results are also presented.

Figure 1

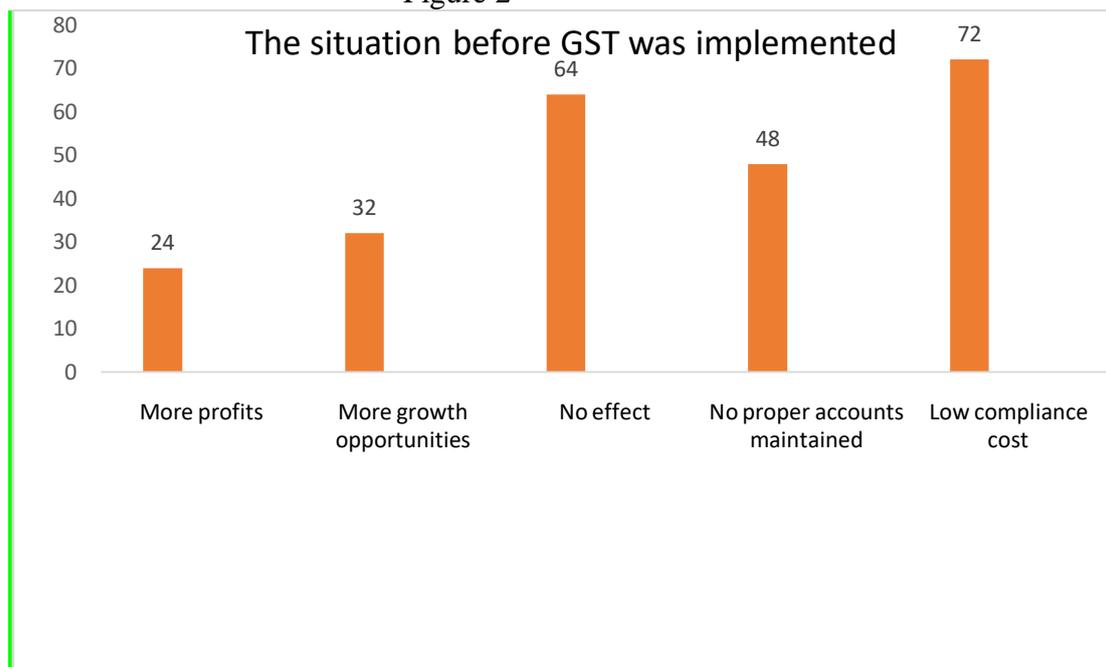


Source : Self Compiled

Figure 1 shows the percentage of Kirana store owners who have registered under GST and obtained GSTIN. It is observed that 80% of the

respondents have already registered themselves and 20 % of the respondents have not registered under GST yet.

Figure 2



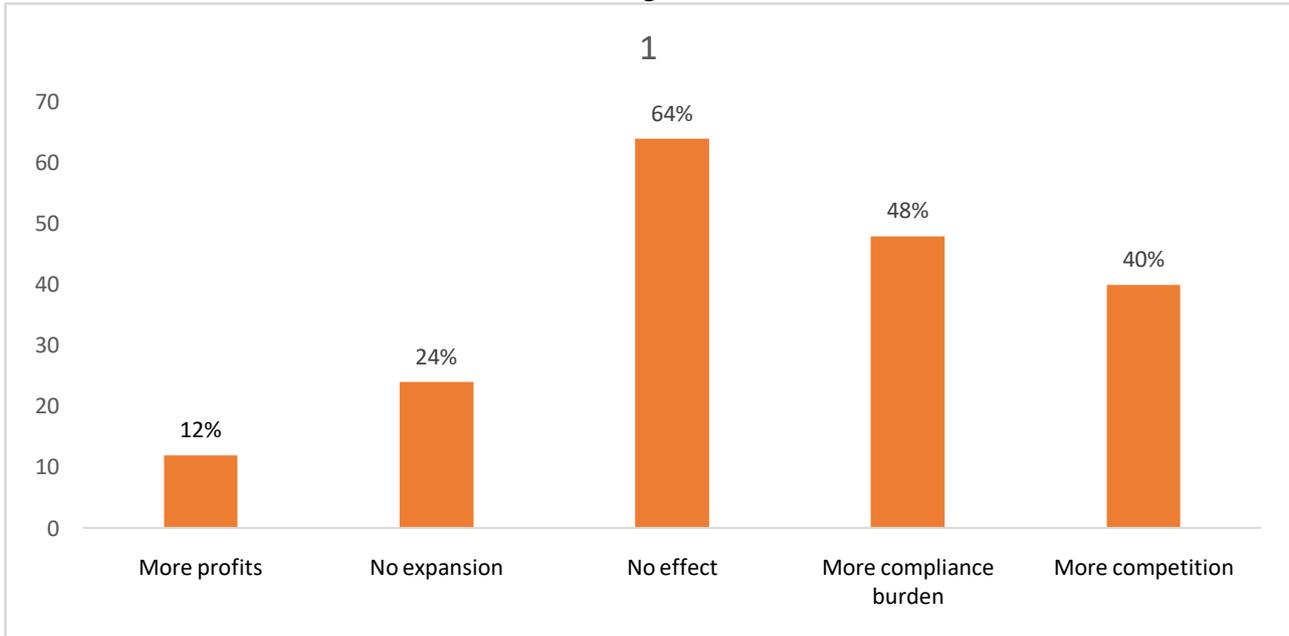
Source : Self Compiled

Figure 2 represents the situation for unorganised businesses like Kirana stores before GST was implemented. It is observed that 24 % of the respondents believe that they were earning more profits before GST was implemented because earlier they were less compliances as well as lesser operational cost. 32% of the respondents believe that there were more growth opportunities for small business because they were out of the tax bracket and they didn't had to match the larger firms in

terms of technology and accounts management. 64% of the respondents believe that GST has not effected their business neither their growth prospects. It is observed that 48 % of the respondents didn't maintained proper accounts before GST since it was not mandatory for them to file any returns or to follow other compliances. It is observed that 72 % of the respondents agreed that the compliance cost was low before GST since

they were not required to file returns and maintain proper accounts.

Figure 3

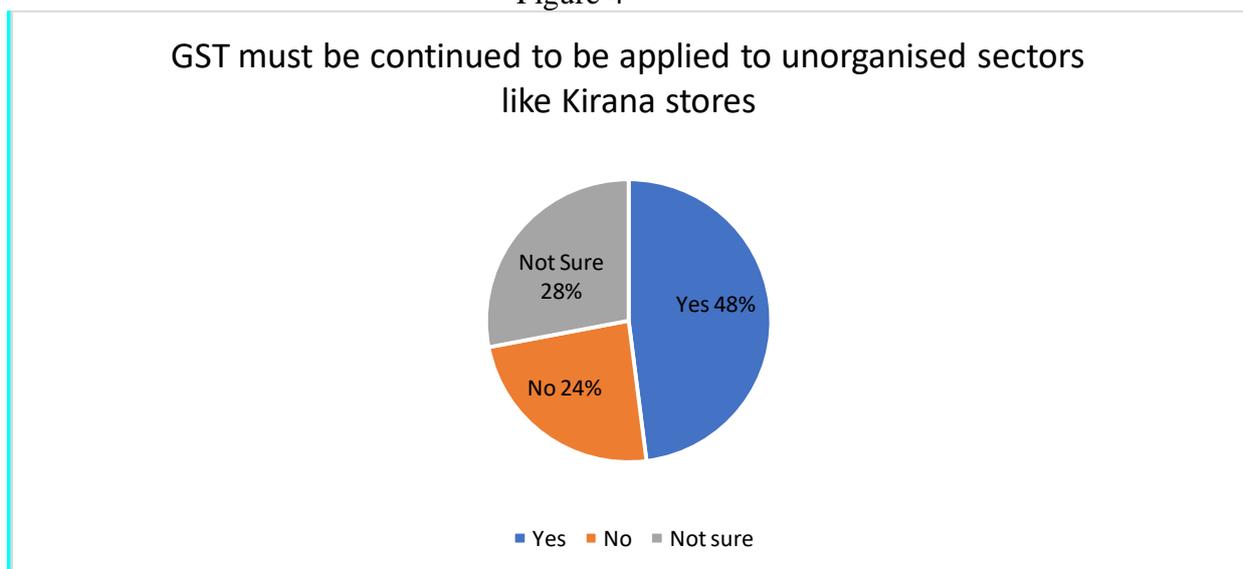


Source : Self Compiled

Figure 3 represents the business scenario for small unorganised sector like Kirana stores after GST was implemented. It is observed that 12% of the respondents believe that after the implementation of GST their profits have increased due to ease of doing business and removal of multiple taxes. 24% of the respondents believe that their business have not expanded and their are no growth opportunities

for small business due to increase in competition , yet 64% of the respondents believe that GST had no such negative impact on their business and it is not much effected. 48% of the respondents believe that due to GST , their compliance burden have increased due to the the filing of numerous returns and since to claim input tax credit ,they are required to maintain proper accounts .

Figure 4



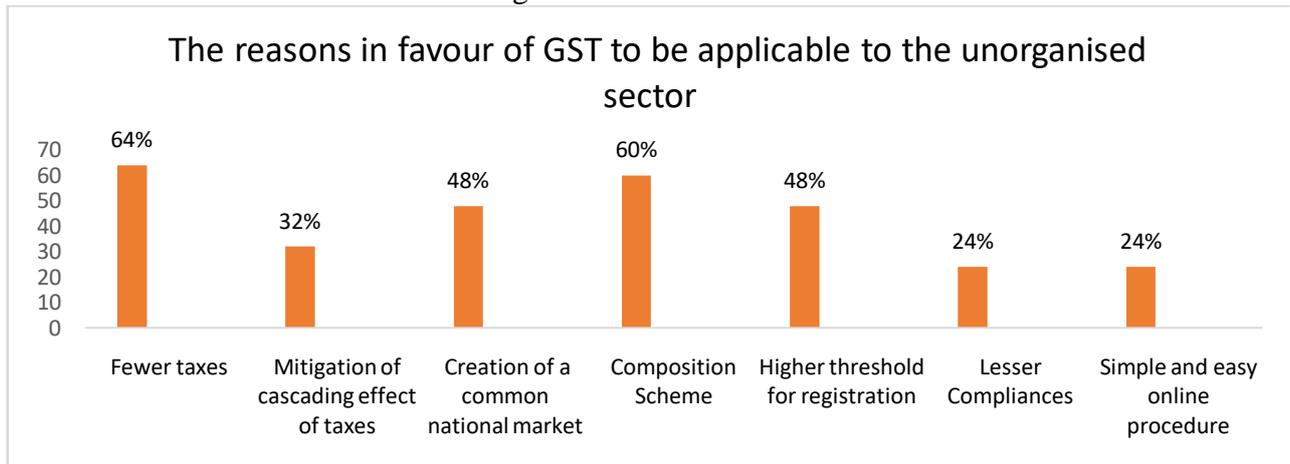
Source : Self Compiled

Figure 4 represents the opinion of the Kirana stores regarding GST should be there or not. It is observed that 48% of the respondents believe that GST must be there ,while 24% of the

respondents believe that GST must not be there atleast for the small unorganised sectors like Kirana stores since they do not own enough

resources and the technical expertise required to follow the compliance under GST.

Figure 5

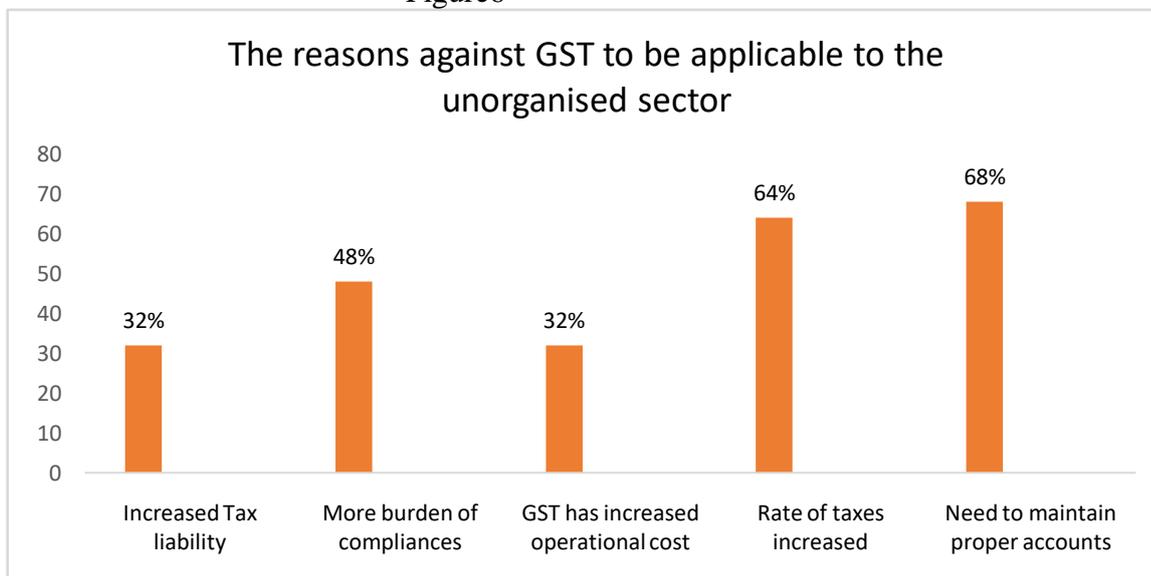


Source : Self Compiled

Figure 5 shows the reasons because of which some of the respondents think GST must be there. 64% of the respondents believe that GST must be there are few taxes after the implementation of GST, since various multiple taxes have been subsumed under GST. 32% of respondents believe that GST should be there to mitigate the cascading effect of taxes. 48% respondents believe GST has helped to create a common national market by uniformity of tax laws and rates across various states. 60%

respondents believe that GST must be there because they think it is better to opt for Composition Scheme. Since the threshold limit for registration under GST is higher than under previous indirect taxes, 48% of the respondents believe that GST should be there. 24% of the respondents believe that GST must be there, since under GST there are fewer compliance and there are simple and easy online procedures.

Figure6



Source - Self compiled

Figure 6 shows the reasons because of which the respondents believe that GST must not be there. It is observed that 32% of the respondents believe that GST must not be applicable to Kirana stores because it has lead to increase in their tax liability and also

increased the operational cost of their business. 48% of the respondents have the opinion that GST must not be there since GST has increased their compliance burden due to the requirement of filing numerous returns and maintenance of proper accounts. 64% of the

respondents believe that GST must not be of tax on various goods have increased under applicable to unorganised sector since the rate GST .

Figure 7

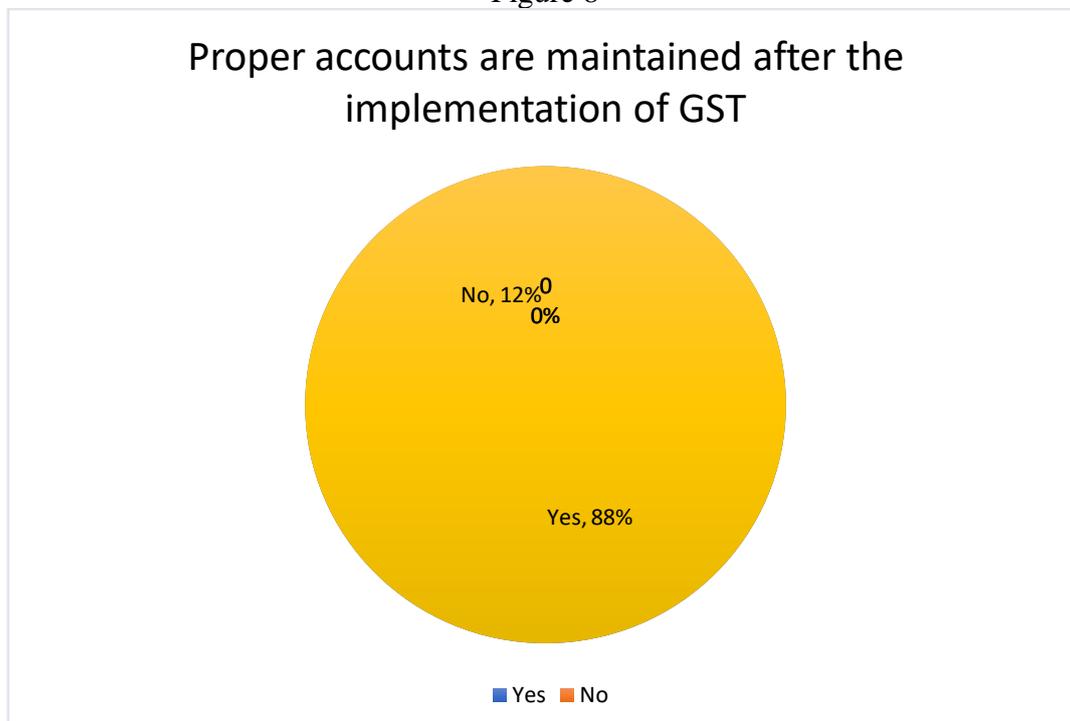


Source : Self Compiled

Figure 7 represents the opinion of the Kirana store owners regarding growth opportunities after the implementation of GST. It is observed that 40% of the respondents believe that their business will grow after the implementation of

GST, while 36% of the respondents believe that their business will not grow after GST and 36% of respondents are not sure of the effect of GST on their growth prospects.

Figure 8



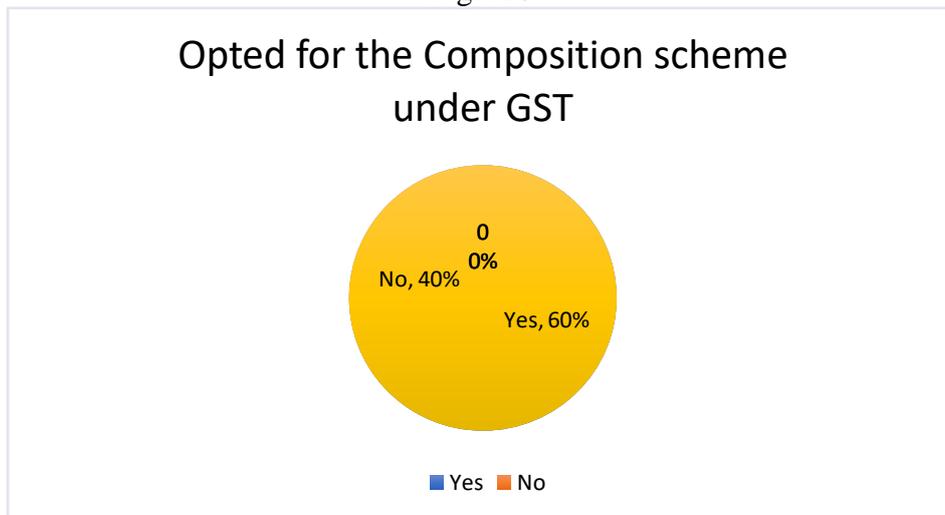
Source : Self Compiled

Figure 8 represents the maintenance of proper accounts by Kirana store owners after the implementation of GST. It is observed that 88% of the respondents have started

maintaining proper accounts after the introduction of GST to avail various benefits which are available only to the registered businesses. 12% of the respondents have not yet

registered themselves under GST and hence they do not come under its purview yet.

Figure 9

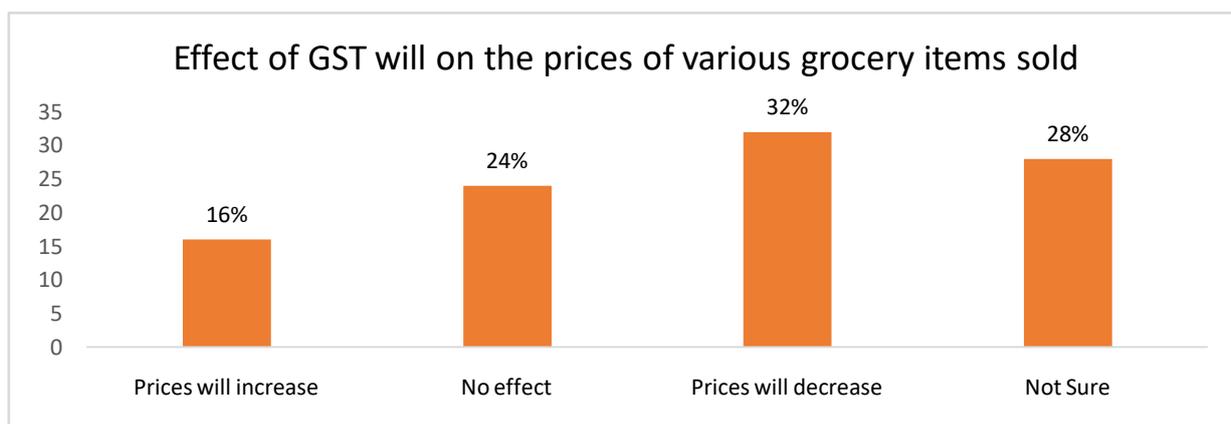


Source : Self Compiled

Figure 9 represents whether the respondents have opted for the Composition Scheme under GST. It is observed that 60% of the respondents have opted for this scheme which implies that their annual turnover is less than Rs.1.5 crore, since the current threshold limit to claim composition scheme is Rs.1.5 crore.40% of the respondents have not opted for composition scheme which implies either

their annual turnover is more than the threshold limit or they are not yet registered under GST .It is also possible that they are registered under GST and their turnover is less than the threshold limit, but they didn't opt for Composition Scheme because they are ready to maintain proper accounts and want to claim input tax credit .

Figure 10

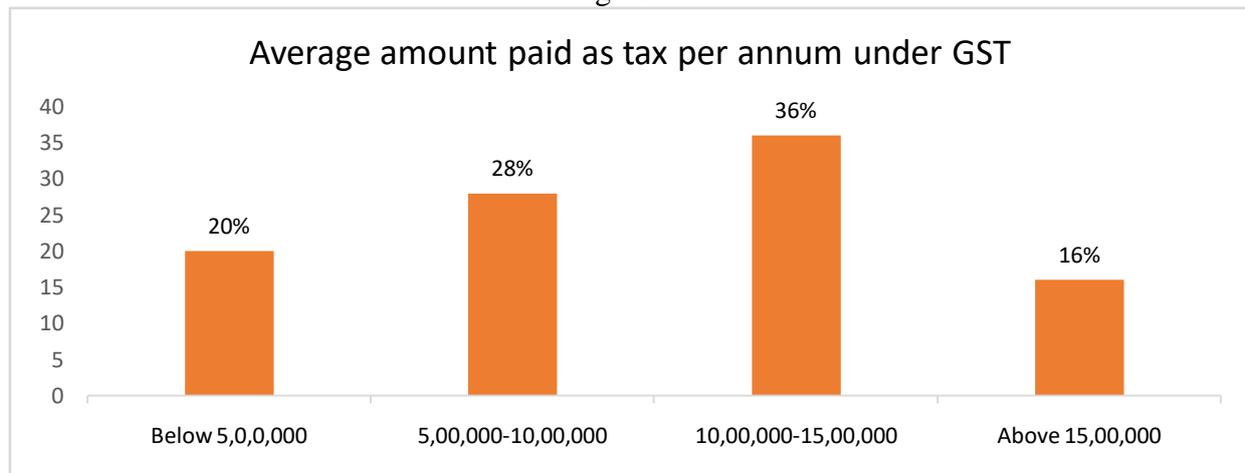


Source : Self Compiled

Figure 10 represents the opinion of the respondents regarding the effect of GST on the prices of various goods. It is observed that 16% respondents believe that prices of various goods will increase because of the implementation of GST.While 32% of the

respondents are of the opinion that GST will have no effect on the prices of the goods. 32 % of the respondents believe that GST will result in decrease in prices of goods,while 28% of the respondents are not sure of the effects of GST on prices of the goods

Figure 11



Source : Self Compiled

Figure 11 shows the average amount paid as tax per annum by the respondents. It is observed that 20% of the respondents pay taxes below Rs. 5,00,000 per annum. 28% of the respondents pay tax between Rs. 5,00,000 to

Rs. 10,00,000, while 36 % of the respondents pay taxes between 10,00,000 to 15,00,000. It is observed that 16% of the respondents pay taxes above Rs. 15,00,000 per annum.

Table 1

Particulars	Situation before GST	Situation after GST
Paid Indirect taxes	5	22
More taxes paid	3	22
More Compliance	5	20
Registered under indirect tax	5	20
Proper accounts maintained	5	22
Professional help required	5	20
Audit of accounts	3	7
Training to staff	2	15
Liquidity Crunch	3	23

Source - self compiled

The data for the situation before GST was implemented and after the implementation of GST was collected. The hypothesis was tested using Mann -Whitney U test. For sample 1, sum of the ranks is 45 and mean of the ranks is 5. the expected sum of ranks for sample 1 was 85.5 and expected mean of ranks was 9.5 For sample 2, sum of the ranks obtained is 126 and mean of the ranks is 14. the expected sum of ranks for sample 2 was 85.5 and expected mean of ranks was 9.5. for sample 1, U -value obtained is 81 whereas the expected U- Value was 40.5. For sample 2, U -Value came out to be 0 whereas the expected U-Value was 40.5. For sample 1 and sample 2 combined, sum of ranks obtained is 171. The mean of ranks for both the samples combined is 9.5 and the

standard deviation of both the samples combined is 11.3248.

The result of the test on the basis of the values obtained is as follows. U-Value obtained is 0 and the since the critical value of U at $p < 0.05$ is 21, therefore the result is significant at $p < 0.05$. The Z- Score obtained for the data is - 3.53209 and the p-value is .00021, therefore the result is significant at $p < 0.05$. hence on the basis of the values obtained, null hypothesis is rejected and alternative hypothesis will be accepted. Hence it can be concluded that GST had a positive impact of Kirana stores.

Conclusion

No doubt the main aim of GST was to increase the taxpayers base and to bring small businesses into its scope but it has led to an increase in compliance burden and various associated costs. But in the long run the unorganized sectors like Kirana stores would be turned more competitive by GST due to the level playing field between them and the large business concerns. The kirana store owners have suffered some complications to conduct their business due to filing of numerous returns, maintaining proper accounts and claiming refunds with the implementation of the new tax regime, but ultimately it will help them to increase their business and make them more competitive.

Overall it can be concluded that GST has simplified the entire process of return filing as well as the process of paying taxes. It has increased competition between the various small businesses by the unifying India into a common market. If the business owners are proactive and they take care of various

measures for GST compliance beforehand, they can definitely minimize the negative impacts of this new tax regime on their business. In the long run, it is expected that GST will have a positive impact on the unorganized sectors as well as the Indian economy as a whole.

Recommendations

1. Under QRMP scheme, small taxpayers can file returns every quarter but they are required to pay the taxes monthly. If the government provides the facility to pay their tax liabilities also quarterly, it would reduce the compliance burden for small businesses.
2. Under GST, taxpayers are not allowed to claim full amount of input taxes paid. They can claim ITC only to the extent of 5% of the credit available in GSTR- 2B. Since full input tax credit cannot be claimed, it creates liquidity crunch. There must be amendments in GST to allow full ITC, at least to small businesses.

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INDUSTRY 4.0 & CYBER CRIME**A. A. Dongare¹ and P. M. Kadukar²**

Late Narayan Meghaji Lokhande Maharashtra Institute of Labour Studies Parel, Mumbai

¹amit.a.dongare@gmail.com**ABSTRACT**

This article explores the interlinked between Industry 4.0 & Cyber Crime. The entire world has entered in the era Industrial Revolution 4.0 which is based on Cyber-Physical System, artificial intelligence, biometrics, facial recognition technology, cloud computing, robotics, Internet of Things (IOTs), bitcoindigital currency, blockchain, 3D printing, autonomous vehicle, quantum computing, energy storage, materials science, biotechnology & nanotechnology. Industrial Revolution 4.0 is helpful to improve quality of life & we are witnessing inclusive growth of technology. But Industry 4.0 is facing problem of cyber crime & cyber security. Virus & malware attacks, threats, various vulnerabilities have been introduced by cyber-physical systems. It becomes difficult to identify, trace & examine the cyber-attacks. The rate of cybercrime has increased due to less awareness about cybercrime & knowledge of latest technology among people. Government's laws & policies are not updated to solve these problems. Violation of privacy, unauthorised access to personal & confidential information are the major problems faced by industry 4.0 This article covers cybercrime related problems faced by industry 4.0 & preventive measures to solve this problem.

Introduction

There is four stages of industrial revolution; at the end of 18th century first industrial revolution starts by using water & steam powered based mechanical manufacturing facilities. Then during 1870s electrically powered mass production based on division of labour starts which is called industrial revolution 2.0. Then during the decade 1970s industrial revolution 3.0 starts by using electronics & IT to achieve further automation in manufacturing process. Now the world has entered in the era of industrial revolution 4.0 which is based on Cyber-Physical Systems (CPS). The CPS have brought impact on all our daily life aspects which includes health care devices, transportation, manufacturing process, household appliances, entertainment areas & many more. But problems of cyber security & protection of confidential information & secrecy has occurred.

'Cyber-Physical Systems' are systems use to monitor & control the physical world. Sensors & actuator network are embedded in it. CPS are IT system which enhance interactions with physical processes; it's the interaction between the cyber & the physical worlds. For example smartphone, smart car, robot, flying drones, etc. The term 'Industry 4.0' means 'a new trend of automation, data exchange in manufacturing process including Cyber-Physical System, Internet of Things (IoT), Artificial Intelligence (AI), biometrics, facial recognition

technology, robotics, bitcoindigital currency, blockchain, 3D printing, autonomous vehicle, quantum computing, energy storage, materials science, biotechnology & nanotechnology, cloud computing, cognitive computing & creating the smart factory.

As per Gartner agency survey, by 2024 AI with other emerging technologies such as virtual personal assistants and chatbots will replace almost 69 % of the manager's workload in company. It helps manager to spend less time on managing transactions & can invest more time on learning, performance management & goal setting. So the role of a manager will see a complete overhaul in next 4 years.

Below mentioned things are self-explanatory to mention the world has entered in Industrial Revolution 4.0:-

- Hyderabad state election commission successfully implemented facial recognition technology to caste vote in election held in January 2020. It's helpful to check identity of voter & prevent double voting & voting by fake person.
- 'Flying drones' use machine learning system they translate environment into a 3D model. Drones are useful for product delivery, video-making, news reporting & patrolling purpose.
- 'Netflix' becomes popular because of their content-on-demand service to consumer, predictive technology to offer recommendations on the basis of consumers' reaction, interests, choices, and behavior.

- ‘Google Nest device’ is working on intelligent machine learning process which adjust temperature in room, automatically control energy devices.
- Amazon ‘Echo’ device is useful to search information on web, control lights, answers questions, read audiobooks, report traffic, weather conditions, provides information of business, sports & many more by using Alexa voice service.
- ‘Boxever’, a travel & tourism company uses machine learning process; which is helpful to share moments & experience of customers, improve customer engagement, help to find new ways & make journey memorable.
- Tesla Company ‘Smart Car’ is become popular for their features like self-driving, predictive capabilities and absolute technological innovation.

During Corona Epidemic period by products of Industrial Revolutions 4.0 become boons to the society

- AI Robots are performing tasks of Doctors & Nurses in hospitals. They check patients give them proper medicines at proper times. AI Robot is useful to collect swabs from patient’s throat and nose for further Covid 19 testing procedure. Robot reduces work stress of Doctors & nurses as well as it helps to reduce chances of infections.
 - In china, Robot gives information & guidance about covid 19 to patients, do sanitization work, welcome people who enter in hospital, check their body temperature, guide them for further procedures, keep medical records and other documents of patient, cook foods for patients, wash clothes of doctors & nurses etc.
 - For police force, Robot will be useful for patrolling, control lynching of mob, helping public. USA, New Zealand have already introduced AI Robot in Police department which is useful to greet people, interact with them and register their complaints in police station.
- Current latest trends in Industrial Revolution 4.0**
- SAMSUNG introduced world’s first ‘Artificial Human’ name ‘NEON’. Neon is computationally created virtual humans. The world derives from NEO(New) + human. Neon shows emotions, run fully autonomous, creating memories, having learning skills, & being intelligent at their own. Neon can be friends, companion. It also answers queries at bank, welcome you at restaurant, read news on television, teach languages, etc.
 - Detroit Company introduced android based AI robot name ‘Chole’. Chole does all household tasks like cooking, cleaning, washing, etc. Chole brain performs several billions of operation per seconds.
 - China introduced first virtual anchor, news reader who can give news 24×7 without any break.
 - Google started new project named 'bioacoustics'; by using AI to help scientists, Governments & NGOs to save endangered species.
 - ‘Oceana’ is largest international advocacy organisation which are working on ocean conservation. They put AI based scanner machine in an ocean. When fish enters in machine, scanners scan it and give all biological details like biomass, diagnosis, lice counting, etc. and gives unique ID to fish. On the basis of this information; they find 'Loose Fish' means physically handicapped, deaf or deceased fish; & find out reasons for it. They prepare action plan to conserve ocean and biodiversity.
 - EELUM is underwater snake robot which is useful to perform underwater complex operations under sea. It helps to reduce environmental footprints.
 - SONY Company created 'Sony Aibo robotic Dog'. It does all activities of real dog. Risk factor is whatever data he collects through his eyes if it leaks then privacy of all family members will be at high risk.
 - Bionic Flying Fox (Bats), AI Eagle is helpful in Army to keep watch on enemies, it works as a drone camera.
 - David Hanson created ‘SOPHIA’, social robot in year 2016. Saudi Arabia offered Citizenship to Sophia.
 - South Korean television reunited mother with her dead daughter through advanced virtual reality technique. It took 8 months for filming

and programming to create virtual daughter. Mother was in studio surrounding green screen by wearing virtual reality headset and touch sensitive gloves.

Computer generated virtual image of her 6 years old dead daughter. This Artificial Intelligence program helped mother to recover from her mental trauma.

- Smart Cities are constructed which connects services, utilities & roads to the internet. It manages their energy, material flows, traffic & logistics, intelligent parking solutions, smart trash collection, and intelligent lighting. Indian government has declared to transform main cities in the country to smart cities.

Problems of Industrial Revolution 4.0:-

- The major problem faced by industrial revolution 4.0 is cyber attacks on important governments, corporates, private organisations & institutions. Fire eye company make available 'live cyber attacks in the world' on their website. By visiting Fire Eye company website - <https://www.fireeye.com/cyber-map/threat-map.html> we can see live telecast of cyber attacks. With the help of IT, internet & computer system cyber hackers are targeting important institutions, companies by sending virus, malware in their system. As per Fireeye report industries like financial services, telecom, manufacturing, insurance, consulting are on the target list of cyber hackers. Industries who is having weak computer system gets easily targeted of cyber attack & their confidential information & data gets compromised.
 - Cases of cyber espionage has increased. As per 'Fire eye Mandiant Services company' special report of 'M-trends 2021' mentioned 'Cyber threats against organisation who are working with COVID-19 information & research'. Mandiant threat intelligence group tracked activities of hackers who are doing cyber espionage campaigns. Cyber hackers groups in Vietnam, China, North Korea, Iran & Russia are more active in cyber espionage campaigns. They are targeting information & data of Covid-19 vaccine, treatment, research & response, intellectual property data etc.
- These hackers targeted WHO office, pharmaceutical companies, healthcare, medical research & similar organisation, government offices, education, aerospace & defense, transportation, public & nonprofit sector of other countries. 'APT 10' & 'Stone Panda' name cyber hackers group in china attacked on India's Corona vaccine manufacturing firm like Serum Institute & Bharat Biotech Company during the month of March 2021. They targeted information & technology system, logistic network chain system & computer software of these companies. The main aim was to steal intellectual property of these companies & put them out of the race of vaccine manufacturing process & competition.
- One Russian company has developed 'Find Face App' based on Facial Recognition technology which shows personal details & information's of any person. Just take picture of that person from smartphone and upload it on 'Find Face App'. All personal information related to that person will get in a minute. Such kind of apps infringes right to privacy of person.
 - Some Government uses Facial Recognition techniques to find anti-government protestors. Ms Timnit Gebru, Google Senior Research Scientist said that police identify protestor's through facial recognition software by taking picture from CCTV camera and finding their information on social media and then arrest them. It infringes Right to Assemble & Right to Privacy.
 - Microsoft, Amazon & IBM are developed Facial Recognition software and many countries governments supported them to implement in their country. But no any government has introduced laws, rules, policies or framework about how facial recognition is used. So data privacy of all citizens is in danger.
 - On 5th April 2019 Srilankan authority mistakenly targeted BROWN university student Ms Amara Majeed in suspect of a heinous crime of terrorist attack in Sri Lanka. Their faulty facial recognition software provided Ms Amara Majeed face as a terrorist who attacked on easterday in Srilanka; so Srilankan Government declared

Ms Amara Majeed photo as a Terrorist. When she got to know, she immediately called press conference and open her identity as a Student of BROWN university. This is drawback of Facial Recognition Software.

- Founder & CEO of Clerview.ai company MrHoan Ton-That developed search engine of faces. He is having 3 billion face images of people which are highest numbers in the world than any other company is having. Without taking permission from person he collects it from Facebook, LinkedIn, Twitter, and Instagram, etc. More than 600 agencies are using Clearview.ai services. They sell facial data to many companies. Russia, China, North Korea, Iran countries are ready to work with Clearview.ai. So photos which we share on internet are not safe.
- Smart TVs, Smart Refrigerator, Speaker, Smartphone, CCTV cameras, smart doorbells & smart devices harvest user's data. They are snooping on you.
- Risk of Smart Cars: - the sensors & computers inside in smart cars generates tones of data & continuously send it to manufacturer without owner's permission. Ford, BMW & GM companies sold internet connection with SIM inbuilt Smart Cars. Major problem is there are no any federal laws about Smart Cars & regulating such data. Smart cars save your contacts, address, emails, photos, location data. Smart Cars manufacturer's sends updates without seeking permission from users. If we rent Smart Car and plug in with our smartphone and when we return it that time all your precise data remain saved in it & such data can be misused. Such Smart Cars are making us fool.
- Misuse of technology has been increased to defame people; 'deep fakes' video & audio clips are example of it.
- Few governments & private companies are misusing industrial revolution 4.0 for surveillance purpose. Public surveillance activity has increased; without knowledge of person their data is utilized against them. Hong Kong government ban face cover to identify people during anti-government protest.

- USAs 'Sawyer robot' & Panasonic Company's 'head care robot' created to cut hair in saloon. Such robots are able to cut hair as per selected hair style, suggest suitable hairstyle as per face, apply shampoo on hair, wash hair & massage head. The risk factor is that if Robot loses its control or any error occurred in software and it injures customer then who will be responsible for such act or crime? Manufacturing company or the handling person or the customer. There is no any laws, regulations in any country for using AI Robot.

Positive steps

- San Fransico bans Facial Recognition technology and kept its scope limited to only city law enforcement and not for any private work.
- 'Illinois' state in USA has prepared law to take written permission from state before collecting person's fingerprints, facial scan and other biological characteristics.
- European Union bans Facial Recognition in public areas for up to 5 years to come up with regulations to prevent abuses.

Challenges for India in Industrial Revolution 4.0:

- Information Technology Act, 2000 is not sufficient to cover new technological innovations. New laws, rules & regulations needs to be implemented which support innovation & protect data privacy of people.
- Protecting privacy & data security.
- Creating awareness among citizen about cyber crime & cyber security
- Cyber crime detection ratio is very low; so need to hire trained staff in police department.

Legal Aspects:

Justice K. S. Puttaswamy (Retd.) Vs. Union of India & Ors. Writ Petition Civil No.494 of 2012, Supreme Court, On 24/08/2017

This is the landmark judgment given by 9 bench of judges on Right to Privacy. The writ petition is filed to challenge Aadhar card scheme of union government as it violates right to privacy. 9 bench judges check past judgments of Supreme Court on right to privacy & delivered final judgments that the

right to privacy is protected as an intrinsic part of the right to life & personal liberty under article 21, part III of the constitution of India. The Aadhaar card is not become mandatory for citizen of India & Supreme Court accepts Right to Privacy is our Fundamental Right guaranteed under Constitution of India.

Article 19 under the Constitution of India protects the secrecy & anonymity of our personal communication & prevents governments from ordering technological intermediaries to breach those rights.

Below sections of Information Technology Act,2000 gives protection to Right to Privacy.

- Section 66- Computer Related Offences- imprisonment upto 3 yrs& fine upto 5 lakh or with both.
- Section 66(e) – Violation of Privacy- imprisonment upto 3 yrs& fine upto 2 lakh or with both.
- Section 67(c) - Failure by Intermediaries to preserve information- imprisonment upto 3 yrs& Fine.
- Section 70- Securing access to a protected system without authority– imprisonment upto 10yrs& Fine
- Section 72- Breach of Confidentiality & Privacy- imprisonment upto 2 yrs&fine upto 1 lakh or with both.

Safety Precautions for Industry4.0 against Cyber Crimes

- Applying strong password for computer, internet, email, Wi-Fi. Strong password consist of alpha numeric with special characters, small & capital letter with minimum 10-12 characters.
- Organisation should use updated operating systems, software's& antivirus. It should be paid version ¬ free, demo or pirated version.
- Organisation should give their employees training on cyber safety & security.
- Protect sensitive data in the computer by encrypting the laptop/computer. Encryption

software changes the way of information appears on the hard drive so without password no other person can read it.

- Smartphone of employee should also be protected by using encryption software, password protection, application of remote wiping & using paid version of antivirus.
- Leaders & managers of the organisation needs to upgrade their skills & knowledge in the field of cyber security.
- Firewalls, intrusion detection & prevention sensors & logs from the server should be monitored to indicate infections in computer system.
- Organisation should use Virtual Private Network (VPN). VPN prevents web browsers & others from accessing our connection; helps to keep secure our send & receive information. VPN gives online privacy& prevent data throttling.

Concluding Remarks:-

‘रोगापहारिविज्ञानमंलोककल्याणसाधनम्’-

RogapahariVigyanamLokKalyanaSadhanam.

Means ‘Alleviating Human Suffering Through Science and hereby Serving the Welfare of the People’

The above sanskrit sholka is perfect to express Industrial Revolution 4.0 is boon to the society. Byproducts of Industrial Revolution 4.0 are gaining popularity at a quicker pace & improve quality of our life, helpful during corona pandemic situation,useful to conserve our precious nature, environment & biodiversity.

Industrial revolution 4.0 is facing problem of cyber attacks &cyber security so data privacy & protection of confidential information becomes difficult.

Most important thing is government must implement rules, regulations, laws which will not only support industrial revolution 4.0 but also curb misuse of innovations, illegality, misuse of data, protect intellectual property& give data privacy to all citizens.

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REMEMBERING AND FORGETTING: ENGAGING WITH THE FEMINIST HISTORIOGRAPHY IN URVASHI BUTALIA'S ESSAY "MEMORY"

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ABSTRACT

*The Partition of 1947 has ripped the nation apart creating echoes of trauma and despair. Partition narratives have been reinterrogated to understand the implications of varied forms of oppression and violence. This paper will engage with the feminist historiography in Urvashi Butalia's essay "Memory" from her book *The Other Side of Silence: Voices from the Partition of India*. Butalia has been active in exploring the varied facets of this partition vis-à-vis its bearing on women. The existence of Partition survivors and their stories, says Butalia, continually remind us that this was once a shared history, and in many ways even today, it continues to cross and extend borders as only personal stories can do. (xv). The gaping void, amnesia and alienation experienced by women due to the lack of language for articulation of deeply meaningful silences will be explored through these personal narratives. This essay also allows an interpretation of the agency that is bequeathed to women through the narratives as women and their struggles to reconcile with the larger ramifications of partition have been conveniently erased. The search for diffused and dispersed memories demands a kind of reconstruction of history which problematizes the realm of truth. This paper will thus interrogate those spaces which are denied to women and the way memory and silence open up the avenues for negotiation of repressed voices and identity.*

Keywords: partition, trauma, memory, amnesia, identity, violence, erasure, voice, silence

Fredric Jameson in his essay "Third-World Literature in the Era of Multinational Capitalism." avows that "the story of the private individual destiny is always an allegory of the embattled situation of the public third world culture and society." (Jameson, 1986, p.69)

In the light of the above claim by Jameson, it can be argued that the private destiny of women in the context of partition cannot be compared with the fate endured by men as women shared a completely different world view from men with reference to the ramifications of partition. The articulation of loss, alienation, anxiety, rootlessness emanating due to partition and its implications on women require mediations through memory, silence and reconstruction of history.

This alternative understanding emerging from Urvashi Butalia's phenomenal work *The Other Side of Silence: Voices from the Partition of India* where she has employed the tropes of memory and history to excavate the deeper experiences affecting one's sense of self requires a departure from the hegemonic historiographies. These mediations from a feminist and a subaltern point of view have subsequently created an avenue to explore the alternative spaces for women and their multifarious experiences before, during and

after the partition. Butalia, while giving primacy to the experiences of violence in the form of rape and abduction, exemplifies the manner in which women invariably get trapped in the problematic areas of remembering and forgetting.

Butalia's essays help the readers navigate through those discourses which are riddled with silence. This invariably becomes a discourse that demands reconstruction of history. A kind of convulsion, amnesia and confusion emanates as women are deprived of language to voice their anguish and pain. Reconstruction of history from a feminist prism is problematized as traumatic experiences require a language for articulation and women being marginalized from the macrocosm are torn between remembering and forgetting. As Butalia avows in her introduction "The articulation, or even the admission of memory, needs a language, a vocabulary that can adequately capture the harrowing extent of pain and violence". (Butalia, 2017, xxxviii)

Butalia (2017) opines, "Many historians have spoken of how selective amnesia and memory are at the root of relationship between human beings and their history, that historiography as technique attempts to 'dissipate amnesia and cultivate memory'. (p.1) But in so doing,

such an historiography is itself selective, in its illumination of certain aspects of the past.” (Butalia,2017, p.350)

In the concluding essay “Memory”, Butalia explores the unprecedented traumatic experiences emanating through the recollection of personal narratives and avows that feminist historiography gave an impetus to her search for voices of those women who have essentially been on the fringes of society. Butalia’s research goaded her to draw in the element of intersectionality and unearth the silenced voices that have faced erasure. Damyanti Sahgal’s lonely journey recorded in the essay “Women” brings to the fore the trauma with which she grappled and her experiences also weave together the histories of women’s abduction and rape during partition.

The crux of the investigation thus, revolves round unearthing the repressed voices from the margins of history, be it the brutalities encountered by children, women, ordinary people and the underprivileged. In an exploration of this area, Butalia took recourse to the tools of feminine historiography to bring to light the hitherto unheard-of voices. This, she avows by saying “If something is shrouded in silence, then speech must be good, it must be liberating. There is little doubt that in the history of Partition, the stories of women, children, schedule castes and many others, have been silenced both at the level of the State and at the level of history writing” (Butalia,2017, p.351-352)

In the process of documentation, she came to a deeper sense of awareness regarding the problematised nature of history vis-à-vis the broader spectrum of history writing.

According to the well-known critic Pippa Virdee, “Oral testimonies in this case have been significant in filling that missing dimension and allow the historian to document not just the political history which examines the government's role in recovering abducted women but to explore the cultural, social and human repercussions of this history.... Moreover, with women's voices that are often marginalised, oral history has become even more important as it has the ability to empower those unexpressed utterances, which would otherwise remain undocumented. At the same time this process has at least democratised the

discourse which has until recently remained concerned with high politics.” (Virdee,2013,p.6)

The representation of history from hegemonic perspective invariably downplays the voices from margins and otherises them. Butalia takes this as a major challenge to place them alongside “existing histories” as the narratives which have emerged through these retelling are memories of real people and memories of history of partition. In this process, she has also touched upon the discourse of the State, particularly the opposing voice of the RSS. A political discourse of this nature also bordered on gendered perspectives as very often while sharing the experience of traumatic experiences or partition, are voiced through male perspective as women have often thought they would say those things which men wanted to hear. This calls to mind the binaries where the female voice gets silenced when its complicit in subscribing to the patriarchal hegemonic standards.

Locating voice of the doubly marginalised women especially the Dalit women, would naturally remain muted while expressing the experiences of abduction, rape because of the obvious reason of shame associated with it and “therefore to be relegated to the realm of amnesia.” (Butalia,2017, p.355)

Butalia affirms that this political practice of feminism alerted her to the nuances of history and experiences of women. This brought to the fore the paradox that the absence of a gendered perspective is only visible while approaching male historiography, thereby feminist historians have known what to look for. In a similar vein, the histories of children and underprivileged have come to the fore as she has used “gender as a category of analysis” (Butalia,2017, p.356)

Gender and intersectionality thus inform the analysis of these narratives. Talking of Intersectionality, Ania Loomba and Ritty Lukose in their celebrated book “South Asian Feminisms” assert, “Kimberle Crenshaw feminist legal scholar and a critical race theorist coined the word “intersectionality” in the 1980s to address the issue of gender and race within a composite framework. She writes: “ If we aren't intersectional, some of us, the most vulnerable,

are going to fall through the cracks. When we don't pay attention to the margins, when we don't acknowledge the intersection, where the places of power overlap, we not only fail to see the women who fall between the movements, sometimes we put our movements against each other. (Loomba and Lukose, 2012, p. 51). Butalia explores that intersectionality throughout her book and the essays to bridge the gap.

Butalia (2017) says "Silence and speech. Memory and forgetting. Pain and healing. These are at the heart of my book." (p.356) As she is recounting the experiences of her interview, she talks about the moral and ethical dilemma as one has the responsibility to the abstract notion of truth and at the same time, palpable realities that the person may have undergone. A case in point may be the question of rape and abduction of women wherein she interrogates the question "Would my search for a historical truth not mean another violation?" (Butalia, 2017, p.357) In the attempt to find a satisfactory answer, she met Krishna Sobti, a writer and partition refugee once said, "Partition is difficult to forget but dangerous to remember" (Butalia, 2017, p.357). However, Butalia was convinced that though it was dangerous to remember, it is essential "...that we can come to terms with it... because unlocking memory and remembering is an essential part of beginning the process of resolving, perhaps even forgetting." (Butalia, 2017, p.357-358)

In her analysis of silence, she classified silence in various categories, as one of historical kind and the other compounded by a familial silence or owing to the ignorance of the family of the trauma a person underwent. She gives personalised histories some of which are relevant instances from her family as well as her neighbours. Interestingly, she talks about many who chose to stay silent, for instance, Attia Hossain, a well-known writer, rejecting partition, maintained silence on writing any more about partition. For some silence was to be sustained as they believed it did not serve any utilitarian purpose. A vast chasm fills in the gap between the horrendous feelings behind rape and abduction and the ability to articulate those feelings.

In the process, the writer goes through three-pronged tension among silence, voicing and writing. Investigating into the inadequacy of the word "partition", Butalia writes that even Hindi words like *Batwara* or Urdu words like *Takseem* implying division are far from conveying the totality of the dreadfulness that partition carried in its wake.

Religion too, became a signifying marker of identity and aspects such as culture, language, geography and economics, everything subservient to it. Birth of violence among relatively *peaceable* people who felt victimised became immune to being violent so long as they were engaged in killing the *other*. However, the peculiarity of the violence was in the fact that it stretched beyond the other religion and there were times people had to kill family members and there were instances of rape of people belonging to the same religion.

The role of the State also merits attention in any discussion pertaining to personalised histories. Butalia points out that State refrained from institutionalising the memory of Partition, unlike the holocaust memorials or memorials of Vietnam war as, according to her, it would make clear the complicity of the State behind the whole act of Partition. Notwithstanding the State's wilful act of not making any significant move towards memorialising Partition, Butalia culls out personalised histories, one of which is Mangal Singh who came away with two of his brothers living seventeen of his family members dead built a commemorative plaque with all seventeen names placing it in the Golden Temple in Amritsar. The family followed annual forty-eight hour reading of the Sikh scriptures as personal mode of commemorating their martyrdom. Butalia's mention of celebration of March 13, as Shahidi Diwas or Martyrs' Day by a small community of survivors of the Rawalpindi massacre of March 1947, betrays the same point of celebration of personalised history.

The mode of celebration would be through recounting the tales of bravery, heroic account martyrdom in which the Mata Lajjawanti's account of leading ninety women and jumping into the well, herself jumping first, is deeply moving. Butalia points out towards a strange complicity of men in women's martyrdom. She

says, "...there had been protracted negotiations with the attackers. Money had changed hands. Weapons had been given up. And through all of this, the women had sat together, sometimes alone, sometimes with the men, plotting their own deaths, their martyrdom." (Butalia,2017, p.364-365)

Butalia, however, ends her essay much on a note of optimism when she relates two incidences that upheaval of partition resulted in opening up opportunities to make something out of their lives. Firstly, she highlights the case of strike by partition widows regarding the hike in their pensions which she notes as an act of determination and purpose, however meagre was the demand. Referring to many women viz. Anis Kidwai, Mridula Sarabhai, Kamlaben Patel, Premvati Thapar, Damyanti Sahgal, who she narrated at various points in the book, Butalia says that they "...gave their lives to working with and for the new nation, and for its women." (Butalia,2017, p. 368) It calls to

mind Pippa Virdee's statement when she says, "...more importantly they also highlight women's own agency in circumventing and creating space for themselves regardless of these obstacles." (Virdee,2013, p.14)Here, obstacles can be broadly seen as those which women not only confronted in the socio-political sense but also as something which they encountered at psychological or spiritual sense.

The process of resolving and coming to terms with the wounds of partition was further expressed through the story which relates the exchanges of correspondence between Chaudhary Latif and Harkishan Das Bedi bearing testimony to the fact that it is possible to foster sustained relationships, provided there is right understanding among people. The essay "Memory" thus, leaves us on a note to work out a favourable future amidst the crevices of bloody incidents.

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STRESS MANAGEMENT DURING COVID- 19 PANDEMIC THROUGH GUIDED RELAXATION TECHNIQUES – A CASE STUDY

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ABSTRACT

One of the highly affected parameters due to COVID-19 pandemic is the mental health. A notable rise in the number of stress, anxiety, depression, obsessive compulsive disorder (OCD) & post-traumatic stress disorder (PTSD) cases have been observed. In such times of crises, meditation and mindfulness practices such as guided relaxation, progressive muscular relaxation (PMR) and guided visualization techniques have been proven to be of great support system for everyone. A significant improvement in the measures of anxiety and depression has been observed by systematic studies. Practicing mindfulness techniques have complemented the treatment in pandemic and are also low cost beneficial methods for mental wellness. In the present study, there was a notable decrease in the stress level of people who regularly practiced guided relaxation for six long months with other physical & mental health benefits as a byproduct of the same.

Keywords Mental health, pandemic, anxiety, stress, relaxation, guided visualization techniques

Aims and Objectives of the Study

- To study the impact of guided relaxation and related techniques on an individual.
- To study the relationship between relaxation and mental health.
- To provide a possible way of dealing with acute stress created due to pandemic.
- To create awareness about their own selves & put forth an easy non-expensive technique for self-help as a coping tool.

Introduction

COVID-19 pandemic has affected physical as well as mental health. People tend to experience stress, anxiety and worry in everyday life. Therefore, it was normal and obvious for the people to experience fear and anxiety during COVID-19 pandemic. Salari et al., (2020) in their review on different articles regarding COVID 19 & mental health has emphatically concluded that apart from physical ailments, this pandemic has induced many psychological disorders which included anxiety, depression & stress in general global population of the world.

A notable rise in anxiety and depression cases was observed because of the significant changes that the pandemic brought. It involved restricting the movements of our daily lives. People were exposed to some new realities of life like working from home, being unemployed for short period of time and also home schooling for kids. The lack of physical

contact with other family members, friends and colleagues also lead to poor mental health. There is minimal knowledge about the impact of large-scale epidemics on community mental health, particularly during the acute phase. This gap in knowledge means we are critically ill-equipped to support communities as they face the unprecedented COVID-19 pandemic (Dawel et al., 2020). The present paper tries to put forth that relaxation techniques can do wonders if taken seriously & practiced consistently.

Relaxation techniques are practices to help bring about the body's "relaxation response," which is characterized by slower breathing, lower blood pressure & a reduced heart rate. The relaxation response is the opposite of the stress response. Meditation has a long history of use for increasing calmness and physical relaxation, improving psychological balance, coping with illness, and enhancing overall health and well-being. Mindfulness refers to a process that leads to a mental state characterized by non-judgmental awareness of the present moment experience, including one's sensations, thoughts, bodily states, consciousness & the environment, while encouraging openness, curiosity & acceptance (NIH, 2021).

Methodology

During COVID-19 Pandemic, when India was passing through its second wave, Rutuja Foundation started an Online Program named

Relax@Rutuja for helping mentally distressed people on 20th March 2021 which continued till 20th August 2021. Weekly 3 days alternatively (Monday, Wednesday & Friday) guided relaxation was conducted for 30 minutes free of cost for any age group from around the world in local vernacular language Gujarati online on Google Meet platform. Total 65 sessions were conducted where 65 participants registered. Due to some or the other reason all these participants were not fully regular in attending the sessions but 25 people were regular attendees who took up this program without a break. The present study is the analysis of what changes were felt & observed by these regular participants.

Although the sessions were conducted from Surat- Gujarat, participants were from different cities & countries. They were interrogated with 10 questions as listed below related to factors that could possibly be impacted by relaxation after 6 months for the cumulative study by talking on video calls face to face. This research paper talks about the effect of guided relaxation technique on mental issues. Lastly, they were asked to rate the relaxation techniques on the basis of the overall advantages and improvement that they observed in themselves.

Questions are listed as below:

1. Did you observe any difference in your sleep quality?
2. Do you have “sound sleep”?
3. Has your work efficiency been affected? If yes, then has it increased or decreased?

4. Have you observed any changes regarding your emotional aspect?
5. Did it affect the level of stress and anxiety?
6. How do you manage stress now? Is there any difference in your way of dealing?
7. Have you observed any difference in your relationship management status?
8. How far do you feel peaceful?
9. Do you have any phobia? If yes, is there any improvement regarding the same?
10. Do you have any disease? If yes, is there any improvement that you might have possibly observed?

There are different types of relaxation techniques. Apart from guided relaxation, visualization, imagery & breathing techniques were also taught & were practiced with these subjects. The outcomes are shared in result & discussion part of this paper.

Results and Discussion

The respondents were people of different age ranging from 18 years till that of 76 years including both the genders with various occupations like businessman, company jobs, housewives, doctors, students, senior citizens, etc residing in different cities & parts of world like Surat, Vadodara, Mehsana, Ahmedabad, Ankleshwar, Kim, UAE, USA, Navsari, Hyderabad etc.

After the cumulative study of the interrogation with 25 respondents, following results were obtained as shown in Table 1.1

TABLE 1: Responses of Subjects

Sr. no	Changes in Different Factors	Number of positive responses out of 25
1.	Increase in quality of sleep	20
2.	Deep sleep	18
3.	Decrease in anxiety	20
4.	Decrease in stress	20
5.	Feeling of immense peace	24
6.	Increase in positive thinking	18
7.	Decrease in overthinking	18
8.	Increase in work efficiency	17
9.	Increase in self-awareness	19
10.	Decrease in physical ailments	03
11.	Decrease in emotional setback	16

From the above Table 1 it can be clearly depicted that such guided relaxation techniques though simple are very effective & if such

techniques are done by someone for a long time there can be much improvement in one's overall health & wellbeing. Again these kind of

techniques are cost effective as no medication needed nor does it demand much of the other things. It's also a safe tool & without any side effects. During the study it was found that many people could actually imbibe the true meaning, understanding & experience of concepts like compassion, joy, self-control, selfless love towards others, letting go off past, becoming more tolerant towards others etc. In a study by Liu et al., (2020) they have reported that many patients suffering from breast cancer & Corona virus itself has shown to have improved sleep quality & reduced anxiety by doing progressive muscular relaxation (PMR). This justifies the results of this paper.

When the subjects were asked to overall rate the guided relaxation sessions, it was noted that nobody rated it below 4 points out of 5. 12 people rated 4.5 while 13 people gave full 5 points which reveals the level of satisfaction they got it from doing these sessions.

Limitation of Present Study

The study is an outcome of what was verbally told by the subjects after 6 months of the practice of techniques. Present research did not take the note of their conditions before starting the sessions with them so pre & post

comparison is not possible. Also it was not a preplanned research so no control group was taken. Moreover mental faculties are difficulty to measure so paper presents the facts as shared by the respondents.

Conclusion & Future Prospects

Guided relaxation, Visualization & Imagery techniques can be easily taught & learnt. These techniques are free of cost & if done on a regular basis it can be a boon for not only stress management but also for overall health. It should be used as a popular self-help tool for every person of any age. It can be done by anyone with any physical mental health problem. Such tools should be emphatically advocated & made compulsory in formal education. Government & higher Education bodies like UGC along with ICMR and such other medical authorities bodies should look into appropriate use of such techniques as an important effortless, low cost materials which can enhance the efficiency, wellbeing of every worker & also decrease the stress & anxiety. Government should revive the policies at workplaces, companies & job sector wherein such techniques can be implemented for stress management.

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NEED FOR REGULATING MEDIA LAWS ON INDIA : NEED OF THE HOUR¹

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“To struggle against censorship, whatever its nature, and whatever the power under which it exists, is my duty as a writer, as are calls for freedom of the press. I am a passionate supporter of that freedom, and I consider that if any writer were to imagine that he could prove he didn't need that freedom, then he would be like a fish affirming in public that it didn't need water.”

— **Mikhail Bulgakov**²

Abstract:

Human issues in a society may be made more widely known via the use of media. Article 19 of the Indian Constitution guarantees six freedoms, including freedom of speech and expression. The right to freedom of speech and expression includes the freedom of the press as a fundamental right, even if article 19 doesn't mention it specifically. A prominent role, one that makes the media highly accountable, is anticipated since the media is in the business of gathering and distributing information. This demonstrates that journalists and media professionals must adhere to certain moral standards in order to do their jobs effectively. Due to this, the media has a particular obligation to protect against false or distorted information on behalf of its citizens and the broader public. As a consequence, journalists who report on current events ought to uphold high standards of morality and be held to account. It is thus necessary to hold the media accountable. It's important to remember that media accountability may be defined in many different ways, not all of which are based on audience complaints.

KEY Words : Media, constitution, fundamental rights, freedom.

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²Manuscripts Don't Burn : Mikhail Bulgakov A Life in Letters and Diaries. (<https://www.goodreads.com/quotes/tag/freedom-of-the-press>)

Introduction

Many Quebec news organizations, for example, have moral codes of conduct that govern journalistic behavior in Canada. At the same time, the media industry's professionalization and the sophistication and effectiveness of impact assessment methods are being evaluated.³ Non-governmental organizations (NGOs) conduct evaluations in different countries, and media authorities consider or monitor their findings. Some nations have co-regulated systems in place, while others aim to move away from command and control and toward new forms of power.⁴ As an example, have a look at the broadcasting commissions in the UK, NZ, and CA. Advertising, false claims, and obscenity are only a few of the issues that are addressed by the rules set by the governing body. In the event that any of the above information was aired, it would be grounds for disciplinary action against the relevant media. Subject matter experts provided input, and public opinion was taken into account when the codes were drafted. The general feeling was that full press freedom was a bad idea since it might lead to chaos in the future. As a consequence, a remedial mechanism was required.⁵ The broad consensus was that press freedom should be restricted because it might lead to unintended consequences. As a result, a corrective mechanism was deemed necessary.

Regulatory Frame Works :

Because of this, the idea of regulation was born. Regulators may be categorized into four different types. Total restriction means no freedom for the media and constant government monitoring of its content, which includes requesting changes to media reporting. Examples include Turkey, the United Arab Emirates, and China. Co-regulation, like the Australian model, involves a non-state regulatory system working alongside a state

regulatory system. For the rest, there's statutory regulation, in which the government administers and enforces laws.

Because of this, the idea of regulation was born. In general, there are four types of regulation. Total restriction means no freedom for the media and constant government monitoring of its content, which includes requesting changes to media reporting. As a few instances, there's Turkey, the UAE, and China. Co-regulation, like the Australian model, involves a non-state regulatory system working alongside a state regulatory system.⁶ For the rest, there's statutory regulation, in which the government administers and enforces laws. It's also worth noting that the people in control aren't obligated to explain or interpret why some news is suppressed. In such circumstances, journalists would be completely oblivious to what is and isn't permissible for them to report. 27 28 29) are required for self-control. 30th Winter Issue of the ILI Law Review Self-monitoring of one's work, in which the working group sets its own standards and rules. Examples of self-regulation in Europe include the press councils that can be found now in most major EU member nations.

International Scenario

Cooperation, delegated regulation, devolved regulations and aided regulations are some of the techniques that may be utilized. These activities include the formulation of standards, their acceptance by the people and organizations to whom they apply, as well as the implementation of enforcement processes and techniques. The broad consensus was that government control of the press would compromise media freedom and autonomy. To prevent this, self-regulation was considered the best option for India.

Every democratic nation, from Sweden in 1916 to the UK³⁵ in 1953 to India³⁶ in 1966, created a self-regulatory organization known as the Press Council, which seems to be a worldwide phenomenon. The Press Council of

³Denis McQuail, *McQuail's Mass Communication Theory*, 2nd edn., 209 (Sage Publications, New York, 2005).

⁴M. Petrova "Inequality and Media Capture", 92 *Journal of Public Economics* 34 (2008).

⁵Beata Klimkiewicz, *Media Freedom and Pluralism* (Central European University Press, Budapest, 2010)

⁶Denise E. DeLorme, "Early Journalists and the Evolution of Publicists' Stunts: From Circus Ballyhoo to Professionalism" 2 *Journal of interdisciplinary & multidisciplinary Research* 27 (2008)

India, a statutory body, regulates the conduct of the country's print media (PCI). The chairman of the PCI is a former Indian Supreme Court judge. The Press Council Act of 1978 established it as a quasi-judicial statutory authority. Press complaints against authorities have risen significantly, according to the study. Dismissed or adjudicated complaints are the most common outcomes. Those complaints that seem serious are looked into and dealt with. There are many reasons why this complaint may be dismissed by an inquiry committee after a thorough investigation. Maybe the complaints aren't all there is to say.

Indian Monitoring System over the press

The complainant may also be unwilling to pursue their case. Response and complaint may come to an agreement outside of council. If a party fails to meet formal statutory criteria, the council has the authority to dismiss the case. However, it has been unable to develop a set of journalistic standards due to its lack of legal power. However, the government is under no obligation to implement the commission's findings. Publishing misleading material can't be penalized or punished by the FTC since it has no legal power to do so. A report on media behavior and working habits was recently issued by this body. Even though these findings are made public, they have no effect. As a consequence, it's just left as a shell today, with no inside organs. When it is discovered that a news organization has provided any false, fraudulent or forged details or documents as determined by the Central Press Accreditation Committee, the representative news organization will be barred from accreditation for up to five years, but no less than two years, according to the 'Central News Media Accreditation Guidelines, 1999.' (CPAC).⁷ Before the story is released into the public domain, editors in newspapers and media do pre-publication substantiation. Another option is to have some sort of internal mechanism in place for monitoring adherence to standards of accuracy in the media, such as a Media Council of Peers and a Media Watch Group, as well as Readers Editors or an

⁷The Central News Media Accreditation Guidelines, 1999

Internal Ombudsman and "letters to the editor," all of which are designed to bring attention to and correct mistakes made by journalists and management.

Misuse of Freedom of Speech and Expression

Although freedom of speech and expression or freedom of the press is mentioned in every piece of law and constitution, it is seldom implemented effectively. In order to fully appreciate the importance of press freedom and a country's regulations, it is essential to have a thorough understanding of both. The concept of self-regulation includes self-regulation when there is no regulatory body overseeing the media. The first amendment freedom of speech rights of journalists and editors must be protected, but their reporting should not put the state at risk.⁸ It begs the issue of who is in charge of ensuring that what is written and published is free of bias. It's possible that leaving regulation to the media may lead to it sacrificing regulatory aims in favor of its own commercial interests. It's gotten out of hand when big companies control several media platforms. During the beginning of 2013, the Radio recordings were released, exposing scandalous and unholy connections between journalists and politicians. No severe measures were taken after a meeting with the Chairman of the Press Council of India (PCI). Inadequacy is shown by the Press Council of India's inability to produce quality journalism. You can't put the journalists on leave because of their uneven work.⁹

Despite the fact that the Bar Council Act pertains to attorneys and the Medical Council Act pertains to physicians, the Press Council does not presently have any criteria for journalists. The Bar Council of India and the State Bar Councils have the power to expel a member from the profession for professional misconduct and violation of professional standards.¹⁰

⁸This is precisely how our Constitution has the reasonable restrictions provided under art. 19 (2)

⁹Dunja Mijatović, Media Self-Regulation Guide Book (OSCE publication, Vienna, 2013)

¹⁰Advocates Act, 1961, s. 35

The Medical Council wields similar authority.¹¹ However, the Press Council is limited to giving warnings and publicizing the names of delinquent journalists. There is no self-regulation in India as a consequence of this situation. Proper self-regulation may be shown in a variety of ways such as information flow, examination charters, in-house complaints handling procedures, accreditation, licensure, and association certification. No one channel exists for media control and correction in India, as is true throughout the world. It's important to remember that the Press Council of India only has very limited powers. The News Broadcasting Standards Authority was established by the news media industry as a "self-regulatory" organization.

Issues and Challenges in regulating media in India

There are, however, problems such cross-media ownership, incorrect publishing of news and sensationalism that are never addressed. There is also a lack of journalistic ethics as well as sponsored news and news that is advertisement-oriented and published for profit. So, it's time to think about whether the inability to create a journalistic ethical code stems from a lack of competent bodies or from the failure of journalists themselves to do so. A corrective method is required because of certain circumstances. The ethics of the media, in general, is a major cause of worry. There must be a clear-thinking process on what problems should be addressed in the Press Council of India's (PCI Act) law, because not all areas of journalistic rights are a topic of legislation. It's also important to strike a balance between editorial control and the editorial choices made by journalists. It is the responsibility of management and authorities to guarantee that journalists and reporters are free to report the news without fear of political or governmental interference. Courses on ethical concerns should be developed by the Press Council in cooperation with major journalism training institutions and organizations. For journalists - both reporters and editors - the time has come to create a common code of conduct, drawing from active journalists in

print, television and internet media as well as retired veteran journalists and others connected to the media. Given that the government seems to think that the media is self-regulating, it stands to reason that it should have required or assisted in consolidating the broadcasting sector. Consensus should have formalized the self-regulation code and penalties by legal recognition of self-regulation organization's judgements, limiting the application of existing laws and setting certain minimum criteria to be met by them in the benefit of viewers.¹² Due to rivalry, media outlets are more concerned with garnering attention and earning rating points among their audience members. In order for self-regulation to be possible, the press must devote itself to it. The Press Council will only acquire influence if it demonstrates such a level of dedication and acceptance. Press councils and other regulatory bodies have played a more active part in the establishment of industry standards and the completion of projects all over the globe.

Conclusion

So, the current PCI model is useless as a comparison or benchmark in the on-going discussion over broadcast content regulations. In order to be effective, any self-regulatory system must be responsive to the newspaper and magazine publishing business, proactive, participatory, and most crucially, committed and responsible to it. Re-examination of accountability mechanisms is required in every media, including print. PCI received over 7000 complaints between 2003 and 2016, which is a remarkable increase from the over 9000 complaints received between 1990 and 2000. The press is the target of the vast majority of complaints (70% on average). Only about a quarter of the cases reach a decision, and the other two-thirds are thrown out. Due to the council's long intervention times, many issues remain unresolved for some time to come up. This is also because the council is mostly based in Delhi. These are a few reasons for your success or failure. 50 The Indian media landscape has changed dramatically during the last seven decades. There are two sides to the

¹¹46 Indian Medical Council Act, 1956, s.24.

¹²Tilak Jha "Critique on Press Council of India" 92 Bar Council of India Review 38 (2012).

transition: the good things the media has done and the terrible things the media has done. Our system should adhere to the German Press Council's guidelines. Nearly half of all cases were settled without the need for a formal judgement by the complaints commission early on via conciliations. It is only afterwards that the German Press Council steps in to mediate between the parties. Germany's Press Council has a complaints panel that looks into editorial page complaints to determine whether any regulations have been violated and then takes Suomoto action against those who do. Since it includes a distinct section for anonymous complaints, Germany's commission is one of a kind. Most German media outlets now recognize the press code as an ethical guideline, which forces them to reveal reader complaints. The German Press Council also has an interest in data privacy issues. If a reader feels their personal information has been misused, they may submit a complaint with the Press Council much faster now. Complaints regarding infringements on individual rights will be addressed in accordance with the new Press Code, which will go into force straight away. An index with data-protection measures is also included.

THE STUDY OF AWARENESS ABOUT THE NEP 2020 STAKEHOLDERS OF THE SOCIETY WITH REFERENCE TO THE PALGHAR DISTRICT

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ABSTRACT

The Government of India released the draft National Education Policy (2020). The courses were well designed to improve the quality of education which surely would have impacted career grafting of the students. Since the National Educational Policy was been released, the COVID Pandemic hit the country. Not just the education sector but lives were been deeply affected. This research was been conducted to analyses and study the awareness level of different stakeholders of the society, such as students, parents and teachers.

Key Words- National Educational Policy, Covid Pandemic, Tribal District, Stakeholders

✓ Pre-Research Analysis

Introduction

The National Educational Plan (NEP) 2020 has been designed specificial considering the current requirement of the Industries and also the interest area of the students be it art or be it sports. The NEP 2020 has space for all the area. The NEP 2020 also focuses on encouraging the students to be an entrepreneur and generate employment rater than getting or seeking employment. This research would focus on the awareness check of the different stakeholders. Palghar being the Tribal District it would probably cater the aspects of major parts of India. It has also been noticed that there is a huge gap of life awareness in rural and tribal area in comparison to the Urban area. It is also found that the scale of knowledge with respect to NEP 2020 is also low due to the COVID Pandemic. The National policy on Education 1986 program was been modified in the year 1992 and complete the mission with full effort to the education rights to all despite of any caste, creed, economical status. This signified equal **right of education for all**. The Right of Children to Free and Compulsory Education act 2009 ensures that all the children from the age of six to fourteen must get an education from the near school. It focused on **compulsory basic education for all**. The National Educational Policy focuses on the education to all by 2030 along with the flexibility in education system.

Literature Review

- a) M. Maruthavanan (2020)- Low awareness amongst secondary school about the National Education Policy (2019).
- b) Dr. K. Meenakshi Sundaram (2020)- New policy of 2020 has much scope for the multidisciplinary approach with digital learning, autonomy to courses and curriculum and the improvement of technology, business and education globally.
- c) Ms.Sujatha Ramesh& Dr. K. Natarajan (2019) - they compared the American Education system with NEP(2019). As like USA Education System, the NEP permitted to switchover course.
- d) Kalervo N Gulson& Sam seller (2018)- enabling new private and public connections across policy analysis situs.
- e) NikilGovind,AithalP.S&ShybhrajyotsnaAit hal(2019)- positive and negative of the proposal and some suggestion to further improvement

Statement of the Problem

- a) An Analytical Study on the Awareness on National Education Policy (2020) among the different stakeholder like Students, Parents and Teachers in the Palghar District.
- b) Impact of COVID Pandemic over the awareness statistics amongst the different stakeholders

Objectives of the Study

1. To discover the cognizance of National Education Policy 2020.

- To find out the reason behind the level of awareness about the National Educational Policy (2020).
- To figure out the method to level up the awareness statistics.

Scope of the Study

Tolayoutanalytical study to find the awareness of National Education Policy (2020) amongst the different Stakeholder of the society involved in the policy in the Palghar district. It will surely help teachers, principals, administrators, and policymakers.

Hypothesis

- H1-** There would no significant change in the thought process with change of the Economical status of the different stakeholders
- H2-** The students of the different grade have no significant difference in the mental maturity level
- H3-** There is no significant difference amongst the stakeholders about the awareness of National Education Policy (2020) based on gender and location.

Limitation of the Research

Research covers just the Palghar District, drawing and assuming the same responses for the entire population as per the sample size and type picked.

Research Methodology

Method of Data Collection-Questionnaire has been prepared the National Educational Policy (2020) awareness tool. The questionnaire has multiple-choice type as a tool for collecting data for the study. The tool included 12 closed end questions and 8 open end questions related to National Educational Policy (2020) awareness.

Sample Type- Parents, Teachers and Students are the different stakeholders considered for the survey. These are those stakeholders who are

directly affected by the National Educational Policy (2020).

Sample Size- 100 sample were been picked for the students from class 5th to 12th. Sample of 100 students from the undergraduate program and above. 100 sample were been picked for the Parents of class 5th to 12th students and sample of 100 Parents of the students of undergraduate program and above. And for teachers sample, the 100 teachers of underdeveloped area and 100 from developed area were been considered.

Sampling Type- Sample considered for this research is been selected on Random basis. The Palghar District has 8 Taluka, all the 8 Taluka has been consider and given equal weightage. There of **Random Sampling Method** has been used.

Method of Analysis- The analysis method used for the research to calculate the awareness statistic is Percentage Methods. This will make us clear with the level of awareness between the different stakeholders.

✓ Data Collection and Analysis

Brief of Primary Data:

- 197 responses collected from the students of different classes from class 8th and above.
- 102 responses collected from the parents of the students.
- 183 responses collected from the teachers.
- Top 100 responses were been considered for the study.

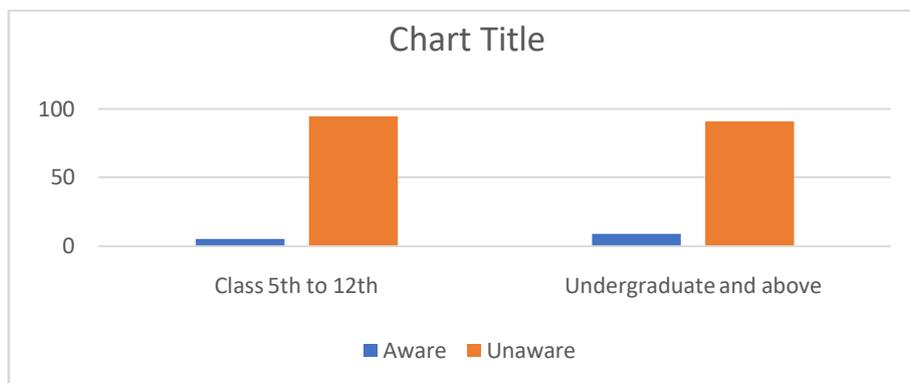
Aspects Covered in the Questionnaire

- Awareness about the NEP 2020
- Reason behind their Unawareness
- Whether the NEP 2020 will project the difference in the students career upliftment

Data Analysis:

1. Awareness level of the Student Data Collected

Sr. No.	Particulars	Gender	No. of Data Collected	Aware	Unaware
1	Class 5 th to 12 th	Male	57	2	55
2		Female	43	3	40
3	Undergraduate and above	Male	60	6	54
4		Female	40	3	37
Total			200	14	186



Students awareness chart considering the Class and Gender

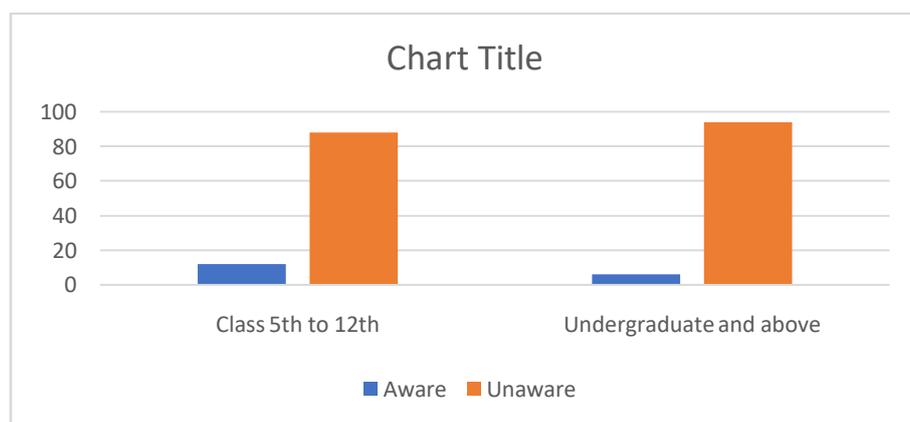
This analysis reports that the awareness percentage is just 7% where as the unawareness statistics is very high with the percentage evolving to 93%, which apparently higher than expected. It also specified that no

major changes were been found based on gender or class.

2. Awareness level of the Parents Data Collected

Sr. No.	Particulars	Gender	No. of Data Collected	Aware	Unaware
1	Class 5 th to 12 th	Literate	87	12	75
2		Illiterate	13	0	13
3	Undergraduate and above	Literate	74	6	68
4		Illiterate	26	0	26
Total			200	18	182

Parents awareness statistics as per the classes and the literacy level.



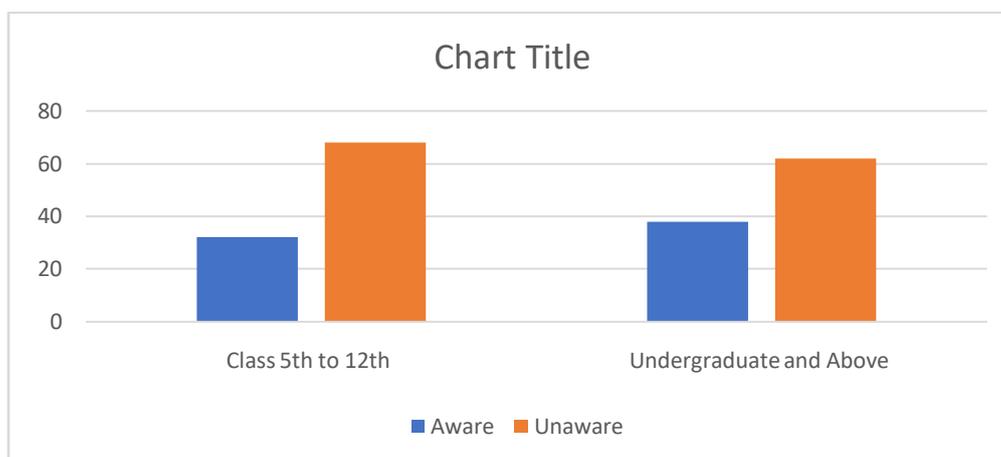
Parents awareness chart considering the Class of their ward and Literacy level

It was been found analysis there was 0% awareness amongst the parents who were illiterate. It was also that the awareness graph is not high as it should be amongst the parents who are literate. The awareness bar just rose to

12% for class 5th to 12th and 6% for the parents of undergraduate and above. Overall awareness amongst the parents is 9%.

3. Awareness level of the Teachers Data Collected

Sr. No.	Particulars	Gender	No. of Data Collected	Aware	Unaware
1	Class 5 th to 12 th	Under Developed Area	37	5	32
2		Partially Developed or Developed Area	63	27	36
3	Undergraduate and above	Under Developed Area	24	2	22
4		Partially Developed or Developed Area	76	36	40
Total			200	70	130



Teachers' awareness statistics as per the classes and location

As observed the awareness amongst the teachers are bit higher compared to the students and parents. Yet it can be clearly that the awareness is not as it should be. The Committee should make sure that the teachers are more educated about the National Educational Policy 2020 at Schools as well as College educators. The analysis shows that the only 35% of the educators are aware where as 65% of the teachers are yet unaware. This definitely does not show a brighter picture of career development.

Impact of COVID Pandemic on the Awareness of NEP (2020)

COVID Pandemic has impacted the life of every individual, it can be observed in the area of Palghar District as well. The District has been declared as a Tribal Districts consisting of many tribal area as well as tribal population. Belonging to this community, they are deprived of even basic resources. And due to Pandemic, their lives are totally impacted. Even the students are deprived of basic education. Under normal condition also it would have been a challenge to make the stakeholder of this district. The analysis has resulted stating that COVID Pandemic has 100% impacted the awareness about the National Educational Policy.

Findings

1. The awareness of the National Education Policy (2020) is below average.
2. There is a significant difference among teachers of Class 5th to 12th and the teachers of Undergraduate program and above,

about the National Education Policy (2020) in the Underdeveloped area.

3. Urban school and college teachers have more awareness than Rural teachers.
4. It has been found that there is no significant difference amongst the students from all the section, segments, gender etc.
5. The awareness amongst students is below average. Can be consider as zero.
6. Illiterate Parents are totally unaware of the new Educational Policy.
7. Minimal awareness amongst the literate parents.
8. COVID Pandemic has impacted the awareness program which the schools as well as the colleges planned to introduce. It was also been found by the institution that many families did not have the access to the smart phone, some family with 2 kids had to share 1 smartphone amongst them. Some family also has limitation of data. These reason did impact the National Educational Policy (2020) awareness level.

Conclusion

Generally, it has been found that the students, parents as well as teachers have low awareness of the National Education Policy (2020). The awareness program must be organized by the Government/ Schools/ Colleges, at multiple levels. The language disparity should also be kept in mind. Females is found to miss the intention to know about recent development. Even this was been found amongst the parents specially those who are illiterate. The awareness program should be organized to make the stakeholders aware about its importance and what changes can it bring in their children. The

awareness programs are needed to be organized for the students of different classes to make them aware of the change in the education pattern as well as what improvement has been

introduced which will shape their career in a better way. It has also been found that COVID Pandemic has affected the awareness statistics in a very large extent.

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MIGRANTS AND THEIR HEALTH: ISSUES AND CONCERNS**R.Dandekar**Department of Economics, SES's L. S. Raheja College of Arts and Commerce
rahul.dandekar@lsraheja.org**ABSTRACT**

Migration refers to the mobility of a group of people from one area to another. It might be movement inside a single country or between countries. The reasons for an individual's migration can be either voluntary or involuntary, i.e. the migrant either chooses to move to another region for their own benefit, or they feel they are forced to move due to uncontrollable circumstances. India is known to have some of the highest migration rates, either inter-state or international. In this paper, various literature on migration were reviewed and data was also collected from 15 migrant watchmen of a neighbouring locality, via an unstructured interview. Their responses were categorized into different sections; their reason for migration and the problems they faced in their new habitat. The causes and the problems of a higher rate of migration in India were also discussed, and once the problems arising from migration were elaborated, possible solutions by the government were considered. Starting with the spread of awareness in both, rural and urban areas, about the various health facilities available to migrants in their local area, through the means of posters and banners. Helpline services, and policies in financial institutes, specifically tailored for migrants, is also a great way to make migrants feel safer physically, mentally as well as financially. This paper encourages spreading awareness on migrant-rights in the rural as well as urban regions of India.

Introduction:

Migration is one of the more common human activities. Human beings migrate from one locality to another, or away from their guardian homes to their own homes, etc. It is essentially the movement of a group of people from one geographical location to another. It can be movement within a country, or within different countries.

Migration can also be either seasonal, permanent or temporary. People may migrate occasionally, for certain seasons, holidays, or events, and then return to their home. They may also migrate to a different country for a short period of time (definitely or indefinitely). Majority of the problems surrounding migration are in regards to permanent migration though, when people migrate to a different region in order to settle down there. There are lots of reasons for people to migrate. These reasons are categorised as either social, economic, environmental or political. The most common reason is a combination of all of these reasons, and that is the desire for a better life.

It can be a voluntary decision, i.e. the migrant chooses to move to another country for their benefit, or it can be a forced decision, i.e. the migrant moves due to uncontrollable

circumstances such as a natural disaster or a war. Migration does not just impact the place where the migrant settles, but it also impacts the place the migrant left behind. These impacts can either be positive or negative.

Movement of an individual or a group of individuals from a rural area to an urban area may lead to a significant decrease in the level of input for the development of the rural area, which in turn has a significant impact on the level of output. It can also lead to a flood of workers in urban areas, leading to an increase in competition for employment, houses and various other necessities and facilities. Like a domino effect, this increase in competition puts more pressure on natural resources as well as services and amenities.

Migration has also led to an increase, not just in the population of people in slum areas, but the amount of slum areas in itself. This can lead to pollution problems, crime, hygiene problems, etc.

In the following table, it can be seen the exact kinds of migration that took place in India, and how much of the total migration were each type.

Table 1: Number Of Migrants By Place Of Last Residence – India 2001

Category	Migrations by Place of birth	Percentage
A.	Total Population	1,028,610,328
B.	Total Migrations	314,541,350
B.1	Migrants within the state of enumeration	268,219,260
B.11	Migrants from within the districts	193,592,938
B.12	Migrants from other districts of the state	74,626,322
B.2	Migrants from other states in India	41,166,265
B.3	Migrants from other countries	5,155,423

Source: Table D3, Census of India 2001

The next table also gives the specific reasons for migration amongst all the migrants in India, and as it can be seen, Moving with households

and moving for work/employment are one of the most common reasons for migration.

Table 2: Reasons For Migration of Migrants by Last Residence With Duration (0-9 Years) India 2001

Reason for migrations	Number of Migrants			Percentage to Migrants		
	Persons	Males	Females	Persons	Males	Females
Total migrants	98,301,342	32,896,986	65,404,356	100.0	100.0	100.0
Reason for migration : Work / Employment	14,446,224	12,373,333	2,072,891	14.7	37.6	3.2
Business	1,136,372	950,245	186,127	1.2	2.9	0.3
Education	2,915,189	2,038,675	876,514	3.0	6.2	1.3
Marriage	43,100,911	679,852	42,421,059	43.8	2.1	64.9
Moved after birth	6,577,380	3,428,673	3,148,707	6.7	10.4	4.8
Moved with households	20,608,105	8,262,143	12,345,962	21.0	25.1	18.9
Other	9,517,161	5,164,065	4,353,096	9.7	15.7	6.7

Source: Table D3, Census of India 2001

Objectives of the Study

- 1) To study concept of migration in detail.
- 2) To identify reasons for migration of people.
- 3) To examine problems faced by migrants in their new habitat.
- 4) To suggest policy measures to deal with the problems arising due to migration.

Literature Review

Kusuma, Y. S., & Babu, B. V. (2018) reviewed various published articles on the different health conditions as well as the health care access in India for internal migrants. The authors searched 3 different databases; Google Scholar, Medline, and Web of Science, and from this, around 42 papers were included in this systemic review. Several health problems as well as morbid conditions were identified from the literature, and some studies even discussed the various problems with access to

health care facilities. Majority of the health problems of the migrants were involving work-related injuries, diseases like hypertension, diabetes, HIV, etc. Even a lot of behavioural risks were developed, such as substance abuse and alcohol consumption. They reported a poor way of accessing the government's health care system, and they demonstrate that there is a need to improve this health status and access for the poor migrants.

Banerjee, A. (2016) collected data from a survey in the slums of Kolkata, and this data revealed that poor migrants are majorly drawn from economically depressed areas of West Bengal and Bihar. These migrants belong primarily to the lower strata of the society, and are predominantly illiterate. The author in this paper suggested that migrants mostly find employment in the informal sector of the cities. However, they do dispense various important

functions to city dwellers, by means of employment as security guards, drivers, domestic workers (maids), etc., without which a city life is difficult to imagine.

Mahapatro, S. R. (2012) attempted to understand the patterns emerging in India in terms of internal migration, and the issues and challenges that it brings along with it. Due to rapid urbanisation and related changes in the socio-economic conditions, migrants seem to be fascinated to urban areas in the recent periods. This emerging pattern of migration depicts a sort of confinement that migrants face in the lower SEC in Urban India. The latest NSS data revealed that there is a miserable and divergent picture of recent migrants who migrated in the last 5 years. There also seems to be a negative interrelationship between the PCI and interstate migration rate.

Lu, Y. (2010) used longitudinal data in Indonesia from the years 1997-2000 in order to examine the physical and psychological effect that rural-urban migration has on a migrant's health. This was done by comparing the health of migrants to the health of people that remained in their rural regions, and also by comparing the health of the migrants before and after migration. The latter was done in order to adjust for any selection bias. The author also explored the different psychosocial, behavioural and socioeconomic pathways that may mediate the effect of migration. Results from this study showed that rural-urban showed a decrease in psychological health (measured by depressive symptoms). The reasons for this decrease was also demonstrated, i.e. the reasons for the decrease were stated to be largely due to reduced social support due to the disruption in the family dynamics. This was explained by the data that showed that this deterioration in mental health was especially strong amongst migrants who moved alone, and was almost negligible for migrants who moved with their family members or close relatives. Other effects of migration could be seen in the increase in the standard of living as well as an improvement in the migrant's economic status, but this led to an increase in work-related stressors and barriers to health utilization. Despite the migrant's earning a higher income than before,

they tended to remit large amounts of their earnings to their families back at home, leading them to under consume and hindering their potential health gains from being in an improved economic society.

There was also a study done on distress migration leading to acute urban decay in India. Distress migration is any migration that happens as a response to assemblage of issues, like natural disasters, economic problems, gender, social or religious oppression, etc. These issues are largely tend to be perceived as intolerable, leading to the change in location.

Mukherji, S. (2001, August) discussed in his paper that the entire setting of globalization, privatization, liberalization, and other economic urban involutions are the cause to poverty-induced migrations. He discussed how cheap imports of goods and services (liberalisation), as well as the considerable retrenchments and stringencies of the workers are adversely affecting people in rural areas as well as urban slum-dwellers. The author urges more research as well as policy-oriented planning.

Haan, A. D. (1997) asks the question; what link exists between rural-urban migration and poverty in India. He, unlike most articles, argues that the relationship between migration and poverty in India is a multifaceted, complex one. He places emphasis on the importance of migration, not just for urban areas, but for rural areas as well. While the rates of urbanisation underestimates the actual importance of migration, the fact that migrants living in cities continue to return to their areas of origin on occasion, limits the growth and development of urban population. This article focuses on the migration to Calcutta, but also draws upon the data from all-India surveys and other evidences. The author further indicates that more research is needed which specifically takes into account both sides of the migration streams.

Methodology

The present study is based on the data collected from 15 migrant watchmen of a neighbouring locality. It was a kind of unstructured interview, during which many questions were asked ranging from when and why they've migrated? What problems did they face during

and after the process of migration? How did they manage without their family if they migrated alone? so on and so forth. After getting all the answers, their responses were categorized into different sections; their reasons for migration and the problems they faced in their new habitat.

Causes of Migration

1. Higher income

- Insufficient income and lack of jobs represent the most important motivations of the Indian migrants from rural areas.
- As time goes on, more and more workers are choosing to move to other, more developed areas (temporarily or otherwise), in order to reduce this gap in their earnings.
- As the standard of living is higher in urban cities, employees working there are likely to be paid higher than they would if they carried out the same job in rural areas. And in turn, this is likely to attract more rural workers to migrate, with or without their families, to such cities.

2. Employment opportunity

- Bring the last point to a much broader outlook, a lot of rural-urban migrants decide to move largely due to the array of employment opportunities that are available in the urban areas. The lack of economic opportunities in rural areas is a primary motive for migration.
- While higher income is definitely a major factor in people migrating to urban cities, sometimes it is more than that. When village-dwellers think of their long-term plans, they often look for job opportunities that provide greater chances of a career boost or promotions, which tempts them to migrate to those regions, even if the pay is not as good as it is at their home regions.
- Even job stability is something that is valued by migrants, independent of the wages that might discourage them. If there is a long-term guarantee of working in the job, that is enough to give them the push to migrate.
- Aside from looking for jobs and working under other companies or organisations, sometimes people migrate to urban areas

for the huge opportunities they get to play with in the Entrepreneurial field. Enthusiastic business owners also prefer expanding their rural-bound businesses to urban cities, where the population is higher, and so in turn, so is the chance of earning more.

3. Poverty

- With a little bit of financial backing, migration helps by providing a way of improving one's income and easing their consumption. And although it is seen that migration helps increase income and decrease poverty, the opportunities available to the poor for migration are different than to those that are relatively financially better off.
- It can be seen that in a lot of countries around the world, the poor are more likely to move when the cost of migration is low. However, in a report by Inter-Agency Regional Analysts Network (2016), it was stated that seasonal internal migration is a sort of "safety net" among the poorest of communities. Much of the times it is critical to the livelihoods of those who belong to the most socio-economically vulnerable communities, namely those from tribal communities, such as the Scheduled Castes and Other Backward Class.
- Poverty also plays a role in determining where within the country people migrate. This is so because the poorer people tend to migrate at shorter distances, and usually to places much similar or closer to their own homes.

4. Natural calamities

- Migration due to natural calamities is probably the most extreme strategy to adapt in such a situation. This means that it is usually a last-resort solution that people will only fall on when other strategies are either not available, not enough, or just too expensive. In such scenarios, moving to another place might be the only option.
- Such a movement is known as "environmental migration" which essentially includes people who, due to either an abrupt or insidious change in the

environment, feel compelled to leave their homes, temporarily or permanently, and move to other, comparatively more habitable regions.

- Migration in such scenarios can, however, have a few silver linings. Migration due to climate-induced natural disasters can help the affected people cope with the adversities of climatic shocks, and provides them with new opportunities as well as resources elsewhere.

5. Safety and security

- As seen from the first few causes discussed in this paper, a lot of migration happens by choice. It is a voluntary decision made by the migrants themselves, and a lot of the times, they are free to move back to their home regions. However, not all migrants make this decision on their own, and are actually forced to do so
- Such migrants can also be referred to as “refugees”, i.e. people who flee their country because they may be at risk for their safety and security. Not only that, but these risks to their life are so great that they felt they had limited options, and migrating was the best one out of them. It is often times seen that such migrants move to other, much safer countries because their own government either cannot, or will not protect them from those dangers.
- With the rise in the global population as well as in human conflict, there are more refugees now than ever before. A lot of the reasons for such a migration can either be religious/racial/political persecution, war, or discrimination on gender and sexual orientation of the individuals

6. Attraction to cosmopolitan city

- There is a certain notion that people have about urban cities, a kind of selling point that makes people more attracted to the “city-life”. It is almost sold as a “dream life” that everyone must attain in order to live a happy, settled life
- People who have higher aspirations, especially those who are younger and wish to make a life for themselves, tend to be drawn towards urban areas more, simply for the fact that they think they’ll be more

successful in their endeavours if they’re not “stuck” in their home region.

- They have this notion that their future is not in their village, but can instead be found at a big city with bigger opportunities. And this notion is not just held by rural habitants. Even people in the urban cities of India look to foreign countries and continents like Europe, Australia, America, UK, etc., for a “better future”, which leads them to migrate too.

Health Problems Faced By Migrants

1. Lack of access to local health facilities

- Migrants are moving from one location to another, and they may or may not bring their family with them, but if there’s one thing that doesn’t follow them, it is their health care. Their decision to move to another city/country removes them from their already-existing provider networks, which reduces their access to health care even more.
- Migrants may also come from communities that are in the middle of a conflict, or an economic crisis, and undertaking long journeys to move to a safer place may actually increase their chances of contracting various diseases, particularly the foodborne and waterborne kind. Therefore, it is in the best interests of both, the migrant as well as the region the migrant is settling in, to ensure the proper access to any health care facilities the migrants might require.
- Not only do they face the challenges regarding health care access, but there’s the added barriers of language, lack of familiarity, cultural differences, etc., which make the entire process even harder. Some countries don’t even provide publicly/privately funded care programs.

2. Job Related Stress

- Migrants face substantial difficulties when they move, busy learning and adapting and adjusting to the standards of the culture and society they’ve migrated to.
- These workers often do not speak the language of the city/country they live in, and so they are much more likely to take up

poorly-paying, insecure or hazardous and risky jobs in the region they settle in. This might make them overall less satisfied with their working conditions.

- Not only that, but since migration can be expensive, migrants tend to take up almost any job in order to offset those costs.
- Daly, A. *et al* (2018) in a particular study found that around 4/5^{ths} of migrants in Australia have reported to experiences at least one workplace stressor.
- Migrants may also face the “double jeopardy” of dealing with stressors from both, working in a new country while simultaneously fitting into a new society. This impact of such work-related stress on a migrant’s job satisfaction must be researched thoroughly.

3. Food insecurity

- Migration leads to a shift in the population balance, which can lead to an increase in the burden of malnutrition; hunger, under-nutrition as well as over-nutrition.
- These rural-urban migrants face the challenge of simply accessing nutritious food, on top of the inadequate employment, housing facilities as well as water and proper sanitation. The government is then faced with the challenge of ensuring an overall livelihood security for their people, as well as the challenge of tackling issues related to nutrition and food security.
- In short, migration, especially rural-urban migration, can have negative consequences on the agricultural sector in the rural areas because of labour shortage, its effects on intra-household labour, and also the added burden on women for labour.

4. Inability to cope with psychological stress:

- Migrants, especially refugees, who’ve moved to a new city/country, tend to experience psychological stress in the form of post-migration stressors. These stressors have a significant correlation with a migrant’s poor mental health.
- These post-migration stressors include various factors, such as socio-economic factors (in the form of housing, work and financial issues), interpersonal factors (such

as separation from family, lack of social support, discrimination), and the effects of going through the process of immigration.

- Djelantik, A. A. A. *et al* (2020) published a research article in which they found that resettled migrants (refugees) are more likely to be exposed to traumatic events in situations like war, persecution or natural disasters where they originate from, which is what makes it least surprising when mental disorders such as posttraumatic stress disorder come into the picture, which was observed with a prevalence rate of 35-47% amongst their sample.

5. Inability to adapt with climate:

- Sometimes, migrants move from Northern regions (mostly colder-climate locations) to Southern regions (mostly warmer-climate regions). This sudden change in the environment temperature can actually affect individuals a lot more than they would expect it to.
- Sometimes people move from warmer regions to much cooler regions, to the point where they are not able to carry out their daily tasks without feeling like the temperature is too much or too uncomfortable for them to handle.
- There can be a sudden rise or fall in surrounding temperature, which tends to affect the homeostasis process of the body heavily, which can make the individual much more prone to falling sick or feeling ill.

Possible Solutions by Government

There are a lot of negative consequences that come out of migration, both for the migrants as well as for the region they are migrating to. In order to tackle these issues, the government can release certain initiatives. To start, the government could organize certain enrolment camps.

There should also be a spread in the awareness about the available health facilities that migrants can access in their own areas. This can be done by making posters or banners to put on walls around workplace areas or even in slum areas. In the same line as health care, they could also organize free health check-ups every now and then for those who cannot afford

medical treatment from a general practitioner. Essentially just making migrants aware of their rights, especially their rights to proper healthcare, is very important

The government can also help migrants this way to reduce their problems of staying in urban areas. They could start making documents of identity in such a way that it can be used to take a loan from any financial institutes in order to reduce their problems in the financial aspect.

The government should make a helpline service for migrant workers who are being harassed or discriminated against at their workplace. It also doesn't help that they are often engaging in hazardous tasks and risky jobs, and so the government should offer them life insurance or medical insurance.

In terms of food security, the government should work on reducing the prices of various common food items, such as dal, rice and some vegetables. They can also start offering free meals or various things like tea or coffee where

they work, to make their difficult jobs easier to go through, and help them increase efficiency. There is also a serious requirement for counselling for migrants, especially those who forcefully migrated, since they may have gone through traumatic incidents at their home regions, or maybe are even going through a lot of stress from moving to a completely new region and essentially starting life over.

Concluding Remarks

This paper discussed what migration is, gathered data on the rate of migration in India, evaluated the reasons for an individual migrating, the consequent problems caused by migration and the various different ways in which the government can have a hand in decreasing the negative consequences of migration were also provided. This paper encourages spreading awareness on rights of migrants in the rural as well as urban regions of India.

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QUALITY MANAGEMENT EDUCATION IN THE INDUSTRIAL REVOLUTION ERA 4.0

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ABSTRACT

This article's goal is to identify quality management through the concept of quality of education, the concept of standard quality of education in the Industrial Revolution 4.0 and society. With the advent of smart phones and internet access, all of which is handled by machines, it will change the human order in terms of the way of life, the way to communicate, how to interact, and how to receive information. Through innovation, the industrial revolution was transformed from human-powered operations to automation or digitization. The 4.0 industrial revolution will bring many changes with all of their consequences, a significant change in life in which human and animal power will be replaced by machines. Humans are entering the phase of the super smart society era, which includes all sensing technology, robotics, communication, big data, and computing. Data plays a critical role in society.

Keywords: basic education, quality management, the fourth industrial revolution, society.

I Introduction

Industrial Revolution 4.0 is heavily focused on the application of technology, which means that every educational institution must centralize and apply technology as a foundation. Any educational institution that does not immediately implement these changes will be displaced and even eroded by existing competition. With this condition, the concept of society was born-transferring big data collected via the internet in all fields of life, particularly education, to improve the quality of education. In the era of the Fourth Industrial Revolution and Society, educational institutions should be based on quality in providing customer education services and human resource development. Education in the twenty-first century will face greater challenges than in the previous century. The advancement of science and technology has changed the world civilization, as it has given birth to history by replacing much human and animal energy with mechanical power. The era of the industrial revolution. 4.0 We have entered an era in which educational institutions must be able to prepare graduates to adapt to the flow of educational progress globally. A society is a society that can solve various social challenges and problems by utilizing various innovations such as the Internet of things, big data, robots, and various sophisticated machines. The era of society was the response to the era of industrial revolution 4.0, which was characterised by disruption and

a world full of turmoil, uncertainty, difficulty, and uncertainties. Many educational institutions in the world have promoted the spirit of digitalization in a variety of fields. If digitalization is handled correctly and well integrated, it can lead to significant socio-economic and social benefits for many parts of the world.

1.1 Objectives of the Study

To study the industrial revolution 4.0 stars
To study management education in the Industrial Revolution 4.0

1.2 Review of Literature

According to Goetsech (2000), an advanced educational system is essential to a country's competitive nature. Layout of the facility so that the management system concentrates on these elements

According to Isjoni (2009), human resources have a large influence on measures of a country's progress. Graduates of higher education are quickly integrated into the labour force and accepted into higher-education institutions. As a result, they become more skilled workers and help to increase job competition.

According to Mu'ti (2015), the standard of education in an educational unit entails producing and offering only the best, and each educational unit is required to carry out quality assurance. Meeting or exceeding the National Education Standards is the goal of educational quality assurance.

II Research Methodology

The goal of this article is to describe the system for implementing quality assurance in the era of the Industrial Revolution 4.0 and Society. Using the literature study method, the author searches for references from various reference sources that are thought to be relevant to a case or problem. The adequacy of reference sources becomes critical when reviewing theories that are relevant to comparing theories with the problems examined by the author.

Literature studies are studies that investigate information or data through records of events recorded in a scientific work. The goal of literacy studies is to strengthen conceptual problems so that they can be used as material for theoretical studies in literacy studies. They also serve as the foundation for research designs on the application of quality management in education in the era of the Industrial Revolution 4.0 and Society.

III. Outcomes and Discussion

3.1 The Concept of Educational Quality

Changes in educational management are relevant in terms of organizational culture. Organizational quality can be improved. With the implementation, achieved, refined, and developed of administration systems. The field of education is concerned with curriculum, teacher competence, and facility layout, so that the management system focuses on these elements. Accompanied by better management practices and a culture that encourages these changes. A high-quality education system is a critical component of a country's competitiveness, according to Goetsech (2000). According to Isjoni (2009), indicators of a nation's progress are heavily influenced by the country's human resources. Graduates of higher-quality educational institutions are quickly integrated into the labour force and accepted into institutions of higher learning. As a result, they become productive employees and contribute to job competition. The customer (beholder) is the absolute determinant of quality in the integrated quality (total quality) approach. Customers rate a restaurant's quality based on service, food presentation, environmental atmosphere, price, menu variety, and speed of service. According to

Goetsech (2000), quality is determined by the observer's judgement. In the context of quality, absolute can also be defined as a condition determined unilaterally, namely by the producer. Quality is defined as the best measure taken into account by the manufacturer when producing goods or services. When something satisfies and exceeds the wants and needs of the customer, it is said to be of high quality.

In the dictionary, the word quality means something that can only exist in the eyes of a person who has been exposed to it. This is a crucial definition because customers are the ones who make quality decisions. Customers make these judgments by referring to the best products that can compete. There are two aspects to the relative definition of quality. The first is to adjust to specifications; the second is to meet the needs of the customers. As long as a product meets the specifications and factory standards. The National School Accreditation Agency's standards are used for primary and secondary education units in the world. A simple assessment is that if graduates are accepted to work in their scientific fields and/or are accepted in leading universities, then the educational institutions are qualified.

According to Mu'ti (2015), the quality of education in the education unit means producing and providing only the best that every educational unit is required to carry out education quality assurance. The goal of educational quality assurance is to meet or exceed the National Education Standards (NES).

3.2 Quality Management in Education

Changes in quality follow four main understandings, namely: (1) inspection and quality control, (2) quality assurance, (3) total quality management, and (4) global quality management. Feigenbaum is a quality management specialist who popularised the term "total quality control." Ishikawa is an expert from Japan who put forward the concepts of companywide quality control and the cause-effect diagram. It is impossible for education or schools to produce qualified graduates unless the education process is of high quality. Personnel such as administrators, counselor teachers, and quality and

professional administration must support the process of quality education. This is backed up by educational facilities, facilities, media, and adequate learning resources. Quality improvement entails the following steps: developing quality improvement infrastructure, identifying specific areas that require improvement, designing quality improvement teamwork, and facilitating teams in teams to make improvements.

3.3 . Principles and Components of Quality Management in Education

Hensler and Brunnell outline the principles of Total quality management (TQM) in Nasution (2001), namely: changing the view that educational institutions are not just industries that process and print but try to focus on the wants and needs of current and future customers. Quality improvement continues planned and continuous improvement, planning to achieve the expected quality. Assurance is the focus of students, because each child has his or her own personality and uniqueness to be served in order for them to develop their talents and intelligence. emphasis on achievement or results, The goal of high achievement is always determined by school. The calibre of students. The amount of the target determines the learning outcomes that are attained. Education is not only to answer today's challenges, but also how education can prepare students during their time. Quality is not easily attained in a single moment; obtaining the desired quality necessitates hard work from all stakeholders in the school. Safe, comfortable working conditions conducive to the implementation of quality assurance will work well. The focus of teamwork undertaken in an effort to realize shared ideals.

Principals, school boards, administrators, and students must all be fully involved in the implementation of learning. Schools are constantly innovating in order to produce high-quality, competitive graduates. With a focus on developing creativity in learning, students as subjects in schools are also given space to be creative as self and emotional maturation, but under the supervision of teachers. According to Sallis (2010), a product is said to have quality or quality if it meets two criteria: it can meet

customer desires and expectations and set high standards.

3.4.Steps for Education Quality Management

There are four perspectives in the development of the education sector in terms of efforts to develop and improve the quality of education. The perspective of educational equality emerged in the early 1960s by looking at education as a means to improve the equitable distribution of people's welfare. Increasingly distributed educational opportunities are factors that can lead to more equitable welfare. One's educational perspective and positional achievement (education and status attainment): this is the analysis of education in relation to increasing one's status and position in society. This perspective employs the education and employment (manpower requirement approach) —it directs its analysis of the supply and demand for educated labour in various economic sectors.

Digital literacy aims to improve the ability to read, analyze, and use information in the digital world (Big Data). Technology Literacy aims to provide an understanding of the workings of machinery and the application of technology. Human literacy improves communication skills and mastery of technology (2017). The new literacy provided is expected to produce competitive graduates by perfecting the old literacy movement, which only focuses on improving reading skills.

Trilling and Fadel (2009) state that 21st century learning is focused on online lifestyles, thinking tools, learning research, and the nature of knowledge. The capacity to use and adapt to the digital era is referred to as a digital lifestyle. When the World Economic Forum opens, the skill structure of the twenty-first century will change. In 2015, the skills needed for success in the global economy were as follows: complex problem solving, people management, critical thinking, people service orientation, assessment and decision making, and creativity.

3.5.Quality Management in the Era of the Industrial Revolution 4.0 and Society

The following will be the work structure in 2020: (1) difficult problem solving; (2) critical

reasoning; (3) creative thinking; (4) team management; (5) collaborative effort with others; (6) emotional intelligence; (7) evaluation and decision making; (8) context awareness; (9) bargaining; and (10) executive function (Irianto, 2017). All forms of skills and abilities in the twenty-first century, as well as the necessary industrial era 4.0, must be integrated into the elements of vocational education. Starting with the learning system, moving on to educational units, students, educators, and staff. Human Resources for Improving Education Quality in the Age of the Fourth Industrial Revolution and Society. Society will change the concept of industrial revolution 4.0, which has the potential to degrade the role of humans. The Japanese government serves as a reminder to the rest of the world of the importance of human resources. The era of Industrial Revolution 4.0 and Society necessitates superior human resources that meet the needs of the business and industrial worlds. Teachers are having difficulty competing with machines or robots that are far smarter, faster, and more effective in seeking information and knowledge. As a result, the teacher must be willing to change the traditional teaching method to multistimulant learning in order to make learning more enjoyable and interesting. Faced with the industrial revolution 4.0 and society, there will be change, and education will be the key to change in order to increase human resources. Initially, the role of the teacher as the person who knows best and the knowledge provider becomes a mentor, facilitator, motivator, inspiration, and developer of imagination and creativity. Then the teacher becomes a planter of character values and builds team work and social empathy. The Industrial Revolution 4.0 has a positive impact on resource effectiveness and efficiency, as well as production costs, even though it has a negative impact on employment. Indonesia must be able to change the minds of leaders and society to think positively about technological development. We must promote a digital innovation culture for millennial, raise public awareness that we cannot rely on natural resources indefinitely, and strengthen human resources and knowledge because future wars are a war of thoughts.

3.6. Competencies of the Society Era

IPB: Schools should prepare their students to have four competencies: leadership, language skills, IT literacy, and writing skills. Students should be equipped with leadership skills so that they have a strong character regardless of the progress of technological developments and information. They will be able to play a role with the advent of the current development era. Capable of exploiting every moment of the development of the flow of developing technology. Foreign language skills are an important capital that students must control in the millennial era. By learning a foreign language, students can interpret any developmental flow as a subject, rather than just being the object of the development of science and technology. The demand for foreign language mastery has become an unavoidable demand to be able to play a role in the ability of scientists and technologists. In this era of society, people are defined by their IT literacy and IT development. Students should continue to improve their abilities whenever there are advancements in science and technology by reading and studying them. Important skills, abilities, and skills for students to master include writing skills, with writing skills allowing students to contribute.

IV. Conclusions

The industrial revolution era 4.0 and society 5.0 had both positive and negative consequences, as seen in the replacement of human and animal power with sophisticated machines or robots. The positive impact was that people could work anywhere at home using a computer to make money, whereas the negative impact was they were replaced by machines that had implemented computer systems to replace human labour. Leaders and principals are capable of changing the mentality of educators and education so that they always think positively towards every technological development in the era of Industrial Revolution 4.0 and society 5.0. The principal of human motivation motivates educators to always innovate in order to improve the system. Several suggestions can be made based on the findings of the preceding conclusions.

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