THE NEED FOR PARADIGM SHIFT FROM OFFLINE TO ONLINE TEACHING - A PANACEA FOR THE COVID 19 CRISIS

S. Roy

M.L Dahanukar College of Commerce, Mumbai.
and University of Mumbai, Mumbai.

ABSTRACT

The sudden outbreak of Covid-19 caused by SARS-CoV-2 which was declared a pandemic by World Health Organization brought the entire world to a standstill. Due to imposed lockdown, educational institutions such as pre – primary schools, primary schools, high schools, colleges, and universities had to be closed down. This put a stop to offline teaching and learning. This situation metamorphosed the entire education system and compelled the educators across the globe to shift from online mode to offline mode of teaching. Educational institutions in India are primarily based only on offline methods of teaching and learning, wherein students are taught in the traditional set up in a classroom. This has forced the earlier reluctant educational institutions to change from their traditional pedagogy to online teaching–learning pedagogy. This calls for academic units to incorporate blended learning to meet such unforeseen situations. A sizable number of colleges and universities abroad are shifting from the traditional offline classes into completely online web-based courses.This paper introduces online teaching and learning, modes of online teaching modes and its benefits and challenges. It also throws light on web-based education and various courses that are offered digitally. This paradigm shift from offline mode to online mode has changed the entire scenario of educational system. It is a potent catalyst in integrating students from various colleges and universities across countries.Against this background, this paper reviews various research studies on potent shift from offline to online mode of imparting education and its outcomes on teaching and learning.

Keywords:Online Teaching, Online Learning, Pedagogy, Digital Learning, Web - based learning

Introduction

Corona Virus also known as Covid-19 has deeply affected all countries across the globe. This pandemic has affected the education sector globally and has forced many schools and colleges to remain closed temporarily. Education is a continuous process of transferring knowledge, skill sets, values and beliefs from one individual to another. Influx of internet facilities has developed as a major catalyst in promoting online education and it extends to both educator and the learner access to vast online resources. During the last decade online education of various kinds, often called distance education or web-based education, has become a normal part of many university programs. Online teaching and learning are an alternative to give access to all learners irrespective of time and place constraints. The rationale behind introducing online course are ease, convenience and open access for students, spike in degree course completion rates, and the acceptability of such courses to non-traditional learners. However, adaption to online courses, platforms and technology along with high of implementation cost can be a barrier to online reaching and learning. The success of online teaching and learning is possible only when it is learner centric keeping in mind their availability of resources and challenges that they may face. This paper thus highlights need of online teaching during the Corona Virus pandemic and natural disasters, with specific reference to web based courses and pedagogies.

Statement of the problem

The sudden outbreak of corona virus has affected every sector including the education sector. Imposition of lock down had brought education system to a standstill. Due to closure of schools, colleges and universities, there was a question mark about providing education to the stakeholders. Since offline classes were prohibited a dire need of alternative way of educating was felt. This led to a paradigm shift from offline classes to online classes. Keeping this in mind, the present paper focuses on the shift of education system from offline to online mode and its associated benefits and challenges.

Objective of the Study

1) To discuss online and offline methods of teaching.

2) To study the need of online teaching during the Corona Virus pandemic and natural disasters.
3) To study various online teaching pedagogies.
4) To analyse the benefits and challenges of online teaching.
5) To suggest and recommend ways for successful achievement of online pedagogy.

Research Methodology

The present study is a descriptive study. The data is being obtained from secondary sources collected from various references which already exist in published form. Data is collected from published material, books, journals, magazine, reports, newspapers, websites, and other relevant publications. Selection of the paper is done based on their relevance and contribution to the body of knowledge.

Review of Literature

The researcher has undertaken a review of available literature on the proposed study to get better insight into the research topic and locate the research gap. The following literature has been reviewed.

Chakravarty et al., (2005) have suggested e-resources as a pragmatic solution to the problem of rising prices of journal and non - accessibility of library resources to the learners. "Indian National Digital Library in Engineering Science and Technology (INDEST) set up by the ministry of Human Resource Development (MHRD) and the UGC-INFONET launched by UGC are two initiatives that have been launched in India to create enhanced accessibility of e-resources to researchers, learners and academicians. The premise of launching these initiatives is to create an environment where researchers can get free access to electronic databases which will have improve quality of their research work.

Das et al., (2007) has conducted a study on paid and free open access sources and institutional repositories that are accessible in India. The researchers have discussed about the online repositories, digital archives, open access journals and open courseware in India

some of which few are paid, and others are open access source. Availability of articles in internet permitting the end users to browse through, copy, download, and print, share the link etc. without any charges is referred to as "Open access". While searching for specific topics or subjects, advanced search is possible with search options such as subject of research, title of thesis, name of researcher, name of guide, name of university, place of publisher and year of publication. This is an has created an alternative method to traditional use of published sources and has increased applicability of research contributions by making it available digitally across the globe.

Liaw et al., (2007) have conducted a study on how learners and their learning perception are influenced by quality of the digital e-learning system. It further investigates the impact of content, quality of e-learning resources, interactive tools and Wi-Fi or mobile internet speed on perceived satisfaction level of e-learning.

Xu, H., et al., (2007) have conducted a study on online learning system in Central Michigan University with special reference to higher education and their assessment and evaluation methods. They suggested evaluation methods such as assignments, quizzes, group discussions, projects, vivas, seminars, conferences, dissertation and research papers.

Shopova, (2012) has studied varied e-resources which are employed in higher educational institutions of South-West University in Bulgaria. The researcher did a study on various tools which are used for academic purposes. The most widely used search engines are Google (97%), followed by e-journals (84%), e-dictionaries and guides (72%), video materials (71%), e-museums and galleries (16%). However, the skillset and competencies of academicians, learners and researchers play a pivotal role in influencing use of digital technologies.

Online Teaching and Learning

Online teaching is an effective alternative to offline teaching. It has created a new realm of knowledge for educators and learners from diverse backgrounds. Due to the outbreak educators are now expected to conduct their classes in online mode. It also expected

teachers to acquire new skill sets and upgrade themselves with latest online teaching platforms, technology and devices. Educators also had to adopt new pedagogy and techniques in delivering online lectures. It also requires a different pace of delivering lecture as compared to offline teaching. There was also a need to invest time efforts and money in learning new softwares, various teaching platforms and also novel methods of assessment and evaluation.

It was metamorphosed the entire crux of online learning. Online learning was introduced as a parallel to offline learning and not an alternative. It was created for those who couldn't attend regular colleges due to work commitments, huge distance between college and home and other reasons. It was created for those who wanted to complete their degrees alongside their work. It was a way of providing distance education wherein students could use web-based learning to attend classes. It also equipped them with getting access to material and also submit their assignments and project digitally. However, just like teachers, there was also a need for students to be technologically savvy, learn the use of learning platforms and get accustomed to online learning environment. They also require access to devices, high speed Wi-Fi or mobile data connectivity, online libraries and free access to e – resources. The adaptability of students from offline to online mode is a key to successful online teaching and learning.

The need for paradigm shift from offline to online teaching

Due to lockdown and quarantine, and closure of schools and colleges, governments, universities, colleges and schools were finding it difficult to permit offline classes for students. This has led to forced change of pedagogy from offline to online mode for those educational institutions which had not adopted online teaching as a parallel mode of offline teaching. Online teaching has helped to overcome barriers of time, place and distance and is an effective way to create access of not only open learning but also to material, e - resources through digital libraries to all students around the world. There is also an urgent need to digitalise schools and college

processes such as admission, examination, assessment, evaluation and declaration of results. Since online teaching and learning is the future of education, it is imperative to improve the system both on content and delivery front. There also is a need to create awareness, acceptability and adaptability to new norm of e – learning.

(Carey, 2020) highlighted an important point that before focussing on quality of content and delivery of online teaching and learning it is imperative to understand the nuances academic institutions have to adapt in order to adopt and implement digital learning successfully. It is necessary to maintain a balance between pace, curriculum, content, subject delivery and quality. Resistance to any kind of change will only prove to be a hindrance in adopting e – learning and creating a shift from face-to-face learning to online learning. **(Basilaia et al., 2020)** in their study have suggested products developed by Google as an alternative to offline learning. Some of the recommended products are google suite, google classroom, google meet, google forms, google drive, calendars and jam board.

Benefits associated with online teaching and learning

Online teaching and learning have its pros and cons. It is beneficial to both educators and learners. It removes the barriers of time and place, thereby making it more flexible and also cost-effective to some extent. It has opened a new realm of knowledge frontiers and can connect learners and educators across the globe. The need for travelling abroad to pursue higher studies or specialised courses has come to an end due to adoption of online pedagogies. It is also beneficial for those learners who cannot pursue studies as they are not in a position to attend classes in college in offline mode.

E – learning creates an ecosystem wherein it is accessible to all even to the remotest of places. The only pre – requisites are Wi-Fi or mobile data connectivity. It also gives access to resources both paid and free. It is cost effective for learners as there is no travelling cost, accommodation expenses in case of outstation students. It also provides flexibility of time and space and the learner can complete the course

at his own pace. it also increased the possibilities of introducing course with blended learning and flipped classrooms.

Problems associated with online teaching and learning

Online teaching and learning have many advantages but there are many challenges associated with it. Since it is purely based on technology, Wi-Fi or mobile data connectivity technological glitches is the biggest challenge that e – learning faces. These challenges could be login issues, software installation issues, connectivity issues, downloading errors etc. It is important to keep students motivated and engaged in order to keep them interested in attending online lectures and this becomes a huge challenge when there is no personal attention and face to face communication. Since there is no two-way interaction, it becomes difficult to develop communication and social skills of learners. This has an adverse impact on their personality development. Lack of practicality and only theoretical understanding makes the course loose its applicability. **(Parkes et al., 2014)** highlighted in their study the unpreparedness of students in balancing their studies, family, work and social lives in an online learning ecosystem. They also lacked competencies and skill sets required for digital learning and usage of LMS (Learning Management Systems)

Conclusion

Online teaching and learning are novel concepts in many countries. It is popular in many developed countries. With the need of the hour most universities and colleges have understood the importance of online education. Rather than an alternative to offline education which is to be implemented only as a panacea to crisis situation, it should be implemented as blending learning pedagogy along with offline teaching and learning. Use of tools like of LMS (Learning Management Systems), education related apps and softwares for conducting lectures can improve content and delivery of lectures, assessment and evaluation of learner's abilities. The responsibility of success of digital learning is dependent on both educators and learners. It is necessary that educational institutions also understand the need of digital infrastructure development and providing adequate training to both educators and learners for smooth conduct of online teaching.

References

1. Affouneh, S., Salha, S., N., Khlaif, Z. (2020). Designing quality e-learning environments for emergency remote teaching in coronavirus crisis. Interdisciplinary Journal of Virtual Learning in Medical Sciences, 11(2), 1–3.

2. Basilaia, G., Dgebuadze, M., Kantaria, M., & Chokhonelidze, G. (2020). Replacing the classic learning form at universities as an immediate response to the COVID-19 virus infection in Georgia. International Journal for Research in Applied Science & Engineering Technology, 8(III).

3. Carey, K. (2020). Is everybody ready for the big migration to online college? Actually, no. The New York Times. https://www.nytimes.com

4. Chakravarty, Rupak and Singh, Sukhwinder E-resources for Indian Universities: new initiatives. SRELS Journal of Information Management, 2005, vol. 42, n. 1, pp. 57-73.

5. Dillip K. Swain, (2010) "Students' keenness on use of e-resources", The Electronic Library, 28 (4), 580 – 591.

6. Ghosh, S.B.; Das, Anup Kumar. 2007. Open Access and Institutional Repositories - a Developing Country Perspective: A Case Study of India. IFLA Journal, 33(3), 229-250.

7. Kebritchi, M., Lipschuetz, A., Santiague, L. (2017). Issues and challenges for teaching successful online courses in higher education. Journal of Educational Technology Systems, 46(1), 4–29.

8. Martin, A. (2020). How to optimize online learning in the age of coronavirus (COVID-19): A 5-point guide for educators.

9. Matthew N. O. Sadiku, Philip O. Adebo, and Sarhan M. Musa (2018), Online Teaching and Learning, International Journals of Advanced Research in Computer Science and Software Engineering, 8(2), 73 – 75.

10. Parkes, M., Stein, S., Reading, C. (2014). Student preparedness for university e-learning

environments. The Internet and Higher Education, 25, 1–10.

11. Shopova, T., 2012. E-Learning in Higher Educational Environment. Italy, International Conference The Future of Education.

12. Singh, V., Thurman, A. (2019). How many ways can we define online learning? A systematic literature review of definitions of online learning (1988-2018). American Journal of Distance Education, 33(4), 289–306.

13. Song, L., Singleton, E. S., Hill, J. R., Koh, M. H. (2004). Improving online learning: Student perceptions of useful and challenging characteristics. The Internet and Higher Education, 7(1), 59–70.

14. Xu, H., & Ebojoh, O. (2007). Effectiveness of Online Learning Program: A Case Study of a Higher Education Institution.

"SUSTAINABILITY VS UNCONTROLLABILITY: COVID-19 AND IMPACT ON THE TOURISM SECTOR"

R. Tyagi

H.R. College of Commerce and Economics

ranityagi@gmail.com

ABSTRACT

The global outburst of COVID-19 has brought the planet to a standstill, and tourism has been the worst affected of all major economic zones within the world. This pandemic has resulted in a cessation with unmatched and unpredicted impact in our lives, economics, environment, society and our livings and there are increasingdangers of a worldwide downturn and a big loss to employment status all over the world. We are facing globally a health emergency. The most affect sector out of this is the Tourism sector which is committed to support all measures taken to curb the outbreak. UNWTO is working in collaboration with World Health Organization (WHO), its Members States and doing its best to provide some effective and long term measures to deal with this situation.

Keywords: Covid, Environment, Tourism, Sustainability

Introduction

Tourism is a major source of income and service in legion countries. It's an originator for employment, income, assessment collections and foreign exchange earnings. The tourism assiduity got considerably competitive now a days so it's really important to call exact tourism demand to administer strategic and alive courses and calls. Strategic calls should be for opening draws, managing crowd, transport, accommodation and tourism ascent. In addition, alive calls include parking areas, attendants, hours of service per day, and hiring of staff and hand. Calling tourism demand help to identify the additional pattern which help us to plan and formulate policy. Bodement helps experts make becoming calls in policy-material, capacity use and resource conduct and strategies during distraction to reduce the hazard and doubt. Hence, tourism bodement is one of the important areas of disquisition.

We're facing an extraordinary global health clutch. The continence of the pestilence is the loftiest precedence and the tourism sector is ready to support all these constraints. Looking at the present situation which is continually changing on a day-to-day bedrock it's really dodgy to decide the strategies so unseasonably. Grounded on the recent disquisition (dimension of isolation, restriction on expedition & closing down of borders in last of Europe, which represents 50 of foreign tourism. In America, Africa and Middle East Countries the developments have been seen along with the pattern of anterior clutches (2003 SARS and 2009 global gainful clutch), UNWTO estimates foreign excursionist advents could decline by 20 to 30 in 2020. This would paraphrase into a loss of 300 to 450US$ billion in foreign tourism passes (exports) – fair one third of theUS$1.5 trillion generated widely in the worst-case script.

These estimates should be considered on the view of the magnitude, volatility and unknown nature of this tinderbox. UNWTO will continue to watch the impact of COVID-19 on transnational tourism. The Federation of Associations in Indian Tourism & Hospitality (FAITH), the union representing things in the tourism, trip and hospitality sedulousness, has appealed for an immediate relief package from the government to stay everywhere and avoid job losses.

Sustainability vs Uncontrollability

At present 150 countries are affected by this pandemic and a global imbalance has been observed.Health become a major concern and also global economy has been affected due to this reason. This scenario will have major environmental and economic results which will affect public health and surrounding on a larger scale very soon. Globally each and every one will be affected by this situation.

India also faces a lot of cases regarding COVID. A complete or partial lockdown has been declared in many state government and Union Territories.According to Section 144 of of the Code of Criminal Procedure there were restrictions imposed on the road and transport related issue and also no visas were granted by

the Indian Government. Due to this tourism sector comes under tremendous pressure. According to the World Travel and Tourism Council (WTTC), the tourism industry in India forms 9.2 percent of India's GDP and supports 42.67 million jobs, which constitutes 8.1 percent of employment. The total foreign exchange from tourism in India is around 28 billion dollars in 2018. These profits increased in 2019 and tourism become a very important part of Indian economy. Domestic tourism is the major component of Indian tourism sector. India received almost 1900 million tourists from all over states with an annual rate of 12 percent in 2018. But due to pandemic we face a reduction in the tourist activities and this sector comes to a standstill. Medical Tourism which is very prominent in last few years will also see a downfall in recent times.

Lastly the tourism sector has many collaborations with transport, hotels and restaurants which observe impetus through the activities of the tourists. The impact also will impact other economic sectors reducing the overall scenario because all activities are correlated with each other. If the pandemic continues to spread like this the Indian Economy may lead towards a recessionary phase. It's an urgent need for the government to take necessary actions in all sectors because if ignored it may result in serious consequences in the long run especially in the tourist and economy sector. The impacts will be highly vicious resulting in unemployment, low growth and reduced investments.

Recommendations and Conclusion

Hospitality and tourism chambers across the assiduousness are flogging; sustainability is particularly hard during a conjuncture. Deathless and temporary layoffs are ineluctable for the survival of the legion global hospitality and tourism chambers. COVID-19 outbreaks limit rubberneck mobility and hospices observe a drop by habitation rates and gain per available room (RevPar) as rubberneckers busy home. The airline assiduousness is alike impacted, with worldwide airline companies seeing a awesome 100 decline in net bookings. it's clear that incontrollable factors and events within the world hypercritically affect the hospitality and tourism assiduousness and its performance, and these are only many exemplifications from the assiduousness's chaotic situation.

Clients also are frustrated and alarmed by the changed lines and so the " new normal," in order that they've developed a cover consumer address to which the assiduousness must adjust. The key to success for all hospitality and tourism chambers is to spot early hands of those consumer bearing and force proper service supported the present client behaviours. one among the answers to the present are hourly to call domestic tourism. we will step up domestic tourism by applying proper precautionary and sustainable measures. Sustainability and adaptableness is that the key to tourism sector and that we need to emphasize and adjust this constituent in near future for its survival.

References

1. Ahmed, Z. U., & Krohn, F. B. (1992). Marketing India as a tourist destination in North America—challenges and opportunities. International Journal of Hospitality Management, 11(2), 89–98.
2. Athanasopoulos, G., & Hyndman, R. J. (2008). Modelling and forecasting Australian domestic tourism. Tourism Management, 29(1), 19–31.
3. Bloom, J. Z. (2002). The sequencing of neural networks for segmenting the market of a tourist destination. Tourism, 50(4), 325–338.
4. Bloom, J. Z. (2004). Tourist market segmentation with linear and non-linear techniques. Tourism Management, 25(6), 723–733.
5. Burger, C. J. S. C., Dohnal, M., Kathrada, M., & Law, R. (2001). A practitioners guide to time-series methods for tourism demand forecasting—a case study of Durban, South

Africa. Tourism Management, 22(4), 403–

6. Chang, Y. W., & Liao, M. Y. (2010). A seasonal ARIMA model of tourism forecasting: The case of Taiwan. Asia Pacific Journal of Tourism Research, 15(2), 215221.

7. Chen, C. F., Lai, M. C., & Yeh, C. C. (2012). Forecasting tourism demand based on empirical mode decomposition and neural network. Knowledge-Based Systems, 26, 281287.

8. Cho, V. (2001). Tourism forecasting and its relationship with leading economic

11. Cohen, E. (2012). Globalization, global crises and tourism. Tourism Recreation Research, 37(2), 103111.

12. FICCI. (June 2020). Travel and Tourism - Survive, revive and thrive in times of COVID-19.

14. Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: A rapid assessment of COVID-19. Journal of Sustainable Tourism, 29(1), 1–20.

409.

indicators. Journal of Hospitality & Tourism Research, 25(4), 399–420.

9. Cho, V. (2003). A comparison of three different approaches to tourist arrival forecasting. Tourism Management, 24(3), 323–330.

10. Claveria, O., & Torra, S. (2014). Forecasting tourism demand to Catalonia: Neural networks vs. Time series models. Economic Modelling, 36, 220–228.

13. Goh, C., & Law, R. (2002). Modeling and forecasting tourism demand for arrivals with stochastic non-stationary seasonality and intervention. Tourism Management, 23(5), 499–510. https://doi.org/10.1016/S0261-5177(02)00009-2

A STUDY OF WOMEN TEACHERS' PERCEPTION TOWARDS USAGE OF DIGITAL MODES OF PAYMENTS

S. Apte[1] and R.Murudkar[2]

[1]Sanskar Sarjan Education Society's D.T.S.S. College of Commerce
[2]PTVA's Institute of Management,
[1]shubhada_apte@yahoo.com, [2]rajul123247@gmail.com

ABSTRACT

With the technological advancement over the period, the world is moving from offline to online modes in majority fields. Further, the pandemic initially posed the challenges of work from home but, subsequently many positive minded employers started exploring the option of permanent work from home option for their staff to save on the rental and other office expenses. Similarly, many surveys have witnessed substantial growth in online banking transactions during lockdown. Indian government has always been promoting the cashless economy and demonetization was the step towards that. RBI has also reduced the merchant discount rate charges (MDR charges) in order to boost the online financial transactions in the country[13]. Government along with RBI is trying to create conducive environment for digital financial transactions and recently one of the survey has showed tremendous increase in UPI app based transactions especially, PhonePe and Google Pay with dominating market share (interms of volume) of 46% and 34% respectively as per National Payments Corporation of India[12] The question arises whether the entire Indian population is taking benefit of these offerings or only few people are instrumental in increasing these number of usage. Hence, the researcher aims to find out the popularity of all these digital modes of payments among the women. As a woman representative, the study here has concentrated on the female teachers who are associated with the degree colleges affiliated to the University of Mumbai.

Key words:*Women teachers, electronic payments, digital modes*

Introduction:

In India, technical advances have altered the payment system. After the demonetization of currency on November 8, 2016, the post-demonetization era played a significant role in the growth of digital payments in India. Prime Minister Mr. Narendra Modi has also advocated for cashless transactions as part of government reforms. Smart phones, a smart tool that has become a key component of people's intimate, professional, and financial online lives, have had a significant impact on the digital payments industry. The smart phone ecosystem has made it very simple to incorporate different applications/technology into our daily lives. The acceptance of one touch payment is influenced by the availability of an internet connection, one touch access, and safe financial transactions. As a result, in order to maximise the benefits of smart phones and technology while also developing a forum for cashless and open financial transactions, Indian government created one significant device, the "UPI" (Unified Payment Interface). Along with other digital modes such as credit cards, debit cards, RTGS, NEFT, IMPS, electronic wallets, UPI started gaining consumer attention and Indian population started preferring it the most over

other modes in the short span. Further, Covid-19 pandemic and the lockdown restricted the movement of the people and it also resulted in rise in online financial transactions. Many new options in terms of online shopping for groceries, clothes, ordering food through Zomato, Swiggy etc. increased numerous online payment transactions and thus, the usage of electronic modes of payments. Now the question is whether entire population of India is conversant with these online modes or only part of the population is taking benefit of the same. Hence, this study is to find out whether the women are also using electronic modes for making payments or doing financial transactions. Earlier many studies have been made related to financial inclusion and importance of financial literacy among women to bring them into the main stream. This study is going one step ahead to gauge the understanding and comfort level of the women towards usage of digital means for financial transactions. Here the researcher has considered the impact of demographic factors like age, qualification and the income level over the usage of electronic modes and has considered the women teachers for the purpose of study. With this the researcher believes that the literate and earning woman who is capable of balancing

her responsibilities well would also be able to keep herself updated with the surrounding environment and the avenues including technological advancement and thus, they would represent the Indian woman.

Literature Review:

1.   S. Kowsalya et al. (2017)[1] conducted research on "A Study on the Perception of Customers towards E-Commerce and E-Payments in Local Survey". They mentioned that Trust in e-commerce depends primarily on the online payment system that enables the online retailer or service provider to make payments to a customer. In making online transactions, customers are becoming more and more relaxed and are worried about performing electronic business transactions and the risks involved that have a critical effect on the transition to electronic business. More and more consumers are migratingto e-commerce to make payments for electronic bills, to pay digitally for details, to buy goods and services. E-Payments refers to the technical advancement that helps us to conduct online financial transactions, thereby eliminating barriers and other problems,according to the authors. E-Payments provide people with greater flexibility to pay their taxes, permits, penalties, fines and transactions at unconventional places and at any time of the day and 365 days of the year. The authors found that credit and debit cards are becoming obsolete because mobile technology and the internet industry have been evolving rapidly.

2.   Bijin Philip (2019)[2] – The aim of this paper is to learn about the benefits and drawbacks of UPI services, as well as consumer perceptions of the national payment corporation's latest innovation. The researcher's goal in this study is to determine consumer preferences for unified payment interfaces and to determine the effect of unified payment interfaces on customer satisfaction.

3.   Dr.B.Barackath (2021)[3] the researcher by surveying 80 respondents has tried to find out possible security threats or limitations of usage of E-wallet as a payment mode. The study is restricted to Chennai city of India. In order to support to incremental usage of e-wallets and other online payment methods, strong security support is recommended. As compared to the

conventional methods of payment, the modern ways save time and energy provided the consumer follows all the safety and security guidelines.

4.   J. Duraichamy (2021)[4] the researcher has made endeavor to find out woman's perception towards usage of ATM card and their socio-economic background. 40 women respondent were approached and their opinion was sought regarding usage of ATM cards. The study has concluded that the factors like age, qualification and income have impact on the opinion regarding usage of ATM facility.

5.   Sunil Kumar (2020)[5], The author has used secondary data sources to analyse the prepaid payments volume before Covid-19 and now. The researcher has used GlobalPayment Report, RBI Report, Niti AayogReport, Payment Method Report,Deloitte Report,The InfosysReport and from various e-resources for the study. The analysis revealed that after demonetisations there was 89% increase in the total volume and 97% increase in the value of PPI transactions from demonetisation period (2016-17) to now (during COVID19 pandemic 2020). E-wallets have reported maximum volume followed by UPI among all the available digital payment options.

Conceptual Framework:

Electronic payments – It means making payments online or by using electronic means. Online methods help reduce dependency on the traditional or manual payments through cash or cheque. They have reduced the transaction time as well as hassle of handling cash. Developed countries have adopted these options much before the developing countries. Robust software and system support is required to facilitate smooth electronic payments and other financial transactions as just a click of a button debits or credits the bank account of the person. In India, our central bank, Reserve bank of India has issued various guidelines with respect to online payments to safeguard the interest of the users.

1.   Digital modes – Digital modes include RTGS, NEFT, IMPS, plastic money like debit/credit cards, mobile app-based banking, Aadhaar enabled payment system enabling transfer of money between aadhaar linked bank accounts, Unified payment interface (UPI),

mobile wallets, bank prepaid cards[6]. Digital means also help the foreign traveler to avoid carrying currency and travel safely by using forex card. All these sources make consumer's life easy as digital means facilitates fast payment and receipt and 24*7 service.

Objectives:

1. To identify electronic resources facilitating digital payments
2. To identify impact of demographic factors such as age, qualification, income level in case of women teachers on the usage of electronic resources

Hypothesis:

H_0: There is no relation between age, qualification and income level of women and digital financial literacy.

Research Methodology:

Women teachers employed with various degree colleges affiliated to the University of Mumbai were approached and requested to fill the structured questionnaire and the responses were collected. The same were analysed by using SPSS statistical tools. Various secondary data sources have also been referred to for the purpose of this study.

Analysis:

Respondents' Profile: Total 50 women teachers from various degree colleges affiliated to University of Mumbai were approached to get the response to the structuredquestionnaire. Demographic profile:

1. Age

Age	Frequency	%
20-30	13	26
31-40	25	50
41-50	6	12
51-60	6	12
Total	50	100

2. Academic qualification

Academic qualification	Frequency	%
Masters	29	58
MPhil	6	12
PhD	8	16
Professional	7	14
Total	50	100

3. Income level

Income level	Frequency	%
10 lacs -15 lacs	5	10
5 lacs - 10 lacs	14	28
20 lacs -25 lacs	1	2
Above 25 lacs	1	2
Upto 5 lacs	29	58
Total	50	100

Consolidated table showing women teachers' preference of mode of payment for various financial transactions:

Sr.No.	Statement	Net banking - RTGS / NEFT / IMPS	Debit card	Cash	Cheque / demand draft	Credit card	E-wallets / digital wallets	UPI	BHIM	Aadhaar Enabled Payment System (AEPS)	Response Summary
1	Shopping from online sites	3	22	2	0	3	6	13	1	0	Debit card
2	Utility bill payments	9	16	0	2	2	7	13	1	0	Debit card
3	Grocery, vegetablesetc. from local vendor	2	11	14	0	1	8	13	1	0	Cash
4	High value transactionslike buying refrigerater, TV, AC etc.	4	24	3	2	12	3	2	0	0	Debit card
5	Payment for public transport	2	4	28	0	2	8	6	0	0	Cash
6	Movie ticket booking	1	18	10	0	3	10	7	1	0	Debit card

The respondents were asked about the day-to-day life transactions such as payments made towards buying groceries, for availing public transport, utility payments, and the high value transactions like buying of TV, AC etc. and their response in terms of using mode of payments towards these transactions were sought. As indicated in the above table, various options of digital modes like NEFT, RTGS, IMPS, debit card, credit card, E-wallets, UPI, BHIM, AEPS and in case of manual payments, option of cash and cheque or demand draft were given to the respondents. The analysis shows that the majority women teachers have chosen cash payments for the transactions like payment for groceries, vegetables etc and for public transport and debit card for high value transactions, online shopping and utility payments. It may be due to lack of knowledge or the level of confidence of using the other payment options, the women teachers have not opted for other digital modes of payments.

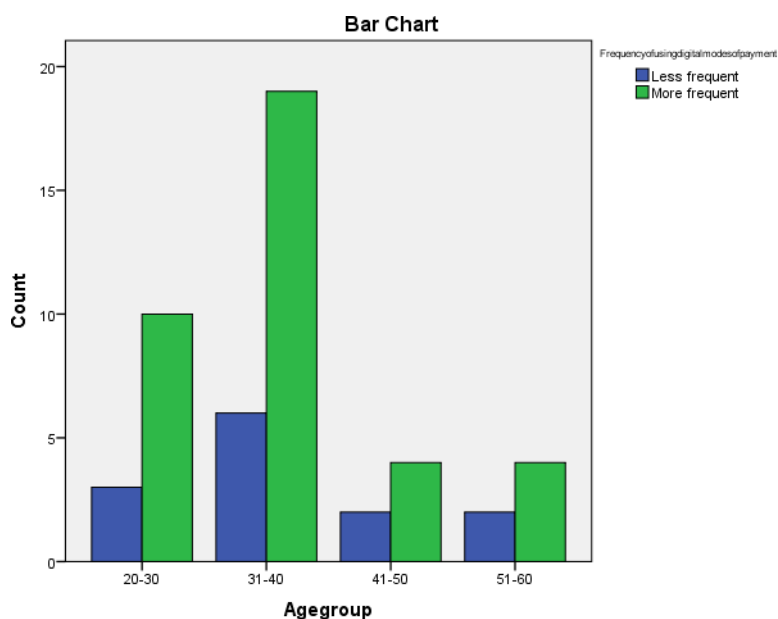**H0: There is no relation between age of women and digital financial literacy.**

Age group – Crosstabulation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	13	26.0	26.0	26.0
	31-40	25	50.0	50.0	76.0
	41-50	6	12.0	12.0	88.0
	51-60	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.094	.931
	Cramer'sV	.094	.931
	N of Valid Cases	50	

As p value is 0.931, we accept null hypothesis which states that there is no relation between age group and frequency or usage of online transaction.

Bar Chart

H0: There is no relation between academic qualification and usage of digital means for financial transactions.

Academic Qualification – Crosstabulation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Masters	29	58.0	58.0	58.0
	MPhil	6	12.0	12.0	70.0
	PhD	8	16.0	16.0	86.0
	Professional	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.317	.283
	Cramer'sV	.317	.283
	N of Valid Cases	50	

As the p value is 0.283 we accept the null hypothesis that there is no relation between the variables 'annual income" and frequency of digital mode of payment.

H0: There is no relation between income level and usage of digital means for doing financial transactions.
**Annual income – Crosstabulation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 lacs -15 lacs	5	10.0	10.0	10.0
	5 lacs - 10 lacs	14	28.0	28.0	38.0
	20 lacs -25 lacs	1	2.0	2.0	40.0
	Above 25 lacs	1	2.0	2.0	42.0
	Upto 5 lacs	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.317	.283
	Cramer'sV	.317	.283
N of Valid Cases		50	

As the p value is 0.283 we accept the null hypothesis that there is no relation between the variables 'annual income" and frequency or usage of digital mode of payment.

Bar Chart
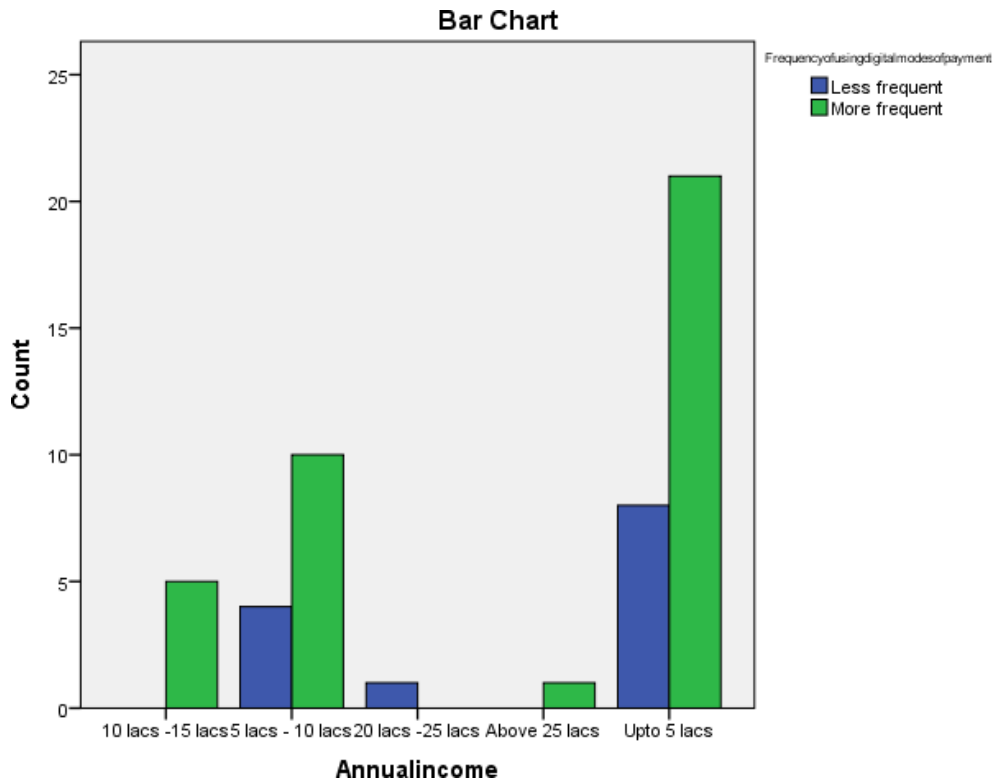
Conclusion:

The study revealed that there is no relation between the demographic factors like age, qualification and level of income and the usage of digital modes for making payments. It is the mindset of the woman as well as the level of literacy about the electronic modes and technological advancement in the field of digital financial transactions which restricts the woman from its usage. Further, dependency upon the male partner or other family members may be a limiting factor for the women. The survey has indicated more reliance on the cash and debit card vis-à-vis other modes of payment which depicts the requirement of spreading knowledge about other available sources of payments, which are more convenient and easier to use.

Reference

1. S. Kowsalya, (2017), "A Study on the Perception of Customers towards E-Commerce and E-Payments in local Survey", *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 6, Issue 3, March 2017

2. Bijin Philip, (2019), "Unified Payment Interface – Impact of UPI in Customer Satisfaction*" (2019) Research Guru: Online Journal of Multidisciplinary Subjects,* vol-12,issue-4,

3. Dr.B.Barackath (2021), "The impact of digital wallets threats and safety measures on the level of usage" –a study with reference to Chennai", *Turkish Journal of Computer and Mathematics Education*, Vol.12No.6(2021), 95-100

4. J. Duraichamy (2021), "A Study on Women's Perception towards Usage of ATM Cards in Madurai City", *ComFin Research*, Manuscript ID:COM-2021-09023831, Volume: 9, Issue: 2, E-ISSN: 2582-6190

5. Sunil Kumar (2020), "Comparative Analysis of Prepaid Payment Before COVID-19 and Now. Access of India", *International Journal of Management and Humanities* (IJMH)ISSN: 2394 – 0913,Volume-5 Issue-1, September 2020 (payu.in)

6. https://razorpay.com/learn/digital-payments-india-definition-methods-importance/#:~:text=Digital%20payment%20is%20a%20transaction,well%20as%20on%20physical%20premises.

7. https://en.wikipedia.org/wiki/Online_banking

8. http://www.legalservicesindia.com/article/1023/Liberalisation-of-Indian-Banking-&-Regulation.html#:~:text=Liberalization%20in%20Indian%20banking%20sector%20was%20begun%20since%201992%2C%20following,Committee%20Report%20(December%201991).&text=In%20the%20following%20years%2C%20reforms,both%20domestic%20and%20foreign%20banks.

9. https://www.the-future-of-commerce.com/2020/01/19/what-is-e-commerce- definition-examples/#:~:text=E%2Dcommerce%20is%20the%20buying,electronic%20commerce%20or%20internet%20commerce

10. www.npci.org.in

11. UPI Payments: Industry Insights and More

12. https://www.google.com/search?q=market+share+of+upi+apps&rlz=1C1GCEA_enIN968IN968&oq=market+share+of+UPI&aqs=chrome.0.0i512j69i57j0i512.22991j1j4&sourceid=chrome&ie=UTF-8

13. https://www.business-standard.com/article/economy-policy/mdr-waiver-rbi-may-pay- rs-1-800-cr-to-banks-to-fund-free-transactions-120010701314_1.html

A STUDY OF THE STATE OF CYBERSECURITY READINESS WITH RESPECT TO INCREASING CYBERSECURITY THREATS

S. Subramaniam

M.L. Dahanukar College of Commerce, University of Mumbai
sudhas@mldc.edu.in; sdhsubramaniam21@gmail.com

ABSTRACT

The Global Risks Report 2020 findings state that individuals and businesses across the globe are susceptible to increasing theft of data and money through cyberattacks. The surveys conducted rank cyberattacks as the second most concerning risk for doing business globally over the next ten years. Kapersky findings expressly reveal that as 5G is increasingly used, attackers will take greater advantage of flaws in the technology as well as exploit vulnerabilities. As per the Europol Internet Organised Crime Threat Assessment (IOCTA) 2020 findings, technically inexperienced criminals are using existing criminal infrastructure as well as support services to carry out phishing campaigns. IOCTA has voiced concern over the degree of sophistication of cybercrime and emphasises that there is a significant increase in cybercrime as a result of the pandemic caused by COVID-19. The Global Cybersecurity Index (GCI) 2020 measures 194 countries towards their commitment to cybersecurity at a global level. Each country's level of development is assessed along five pillars. The top position is held by USA, followed by UK and Saudi Arabia. India is ranked at the tenth position with an aggregate score of 97.5. Prioritizing the need for professionals and systems to rise to the challenges posed by cybersecurity threats requires not only the creation of the required infrastructure but also the feasibility and planning, including financial feasibility to continuously monitor and upgrade the systems and related processes. Cybersecurity readiness, therefore, necessitates expending on the creation and up-gradation of the required aspects, including continuous technological and software up-gradation as well as professional expertise and eternal vigilance.

Keywords:*Cyberattacks, exploit vulnerabilities, cybersecurity preparedness, feasibility, professional expertise.*

Background of the Study:

PwC's Global Economic Crime and Fraud Survey 2020 highlights the increasing cybersecurity threat. Reports like the Imperva 2019 Cyberthreat Defense Report had earlier highlighted the human resource limitations that would have to be overcome with prior planning so that we have a ready task force in command of the required technological systems to combat cyberthreats. Increasing cloud security challenges have prompted over 50% of organisations to re-train their existing staff. As per the Oracle and KPMG Cloud Threat Report 2019. Increasing cybersecurity need has resulted in newer forms of authentication in place of passwords being sought by 85% of companies whereas 53% are using machine learning.

The pandemic has catapulted global platforms onto an increasingly technology-driven solution providing mechanism that seamlessly integrates and diffuses in enabling global financial transactions, cloud computing, and deliverables across the globe. The dependence on technological platforms has increased with an unnerving acceleration and addressing the perpetration of online fraud and crime has cast an increasing responsibility to gear up with the required security systems in existence and operation. Simultaneously, the need to invest in fraud prevention and the related financial needs to be addressed on the one hand as well as the ability to grow which can be tapped only with the needed systems in place on the other requires addressing the issue at the micro as well as at the macro level. Companies that invested in fraud prevention incurred lower costs when the fraud was experienced. This brings us to the focal point, namely, the need to plan and invest in effectively and efficiently tackling cybersecurity threats. The study, therefore, attempts to throw light on the need and extent of the readiness in place in terms of cybersecurity as well as the futuristic preparedness necessitated by gauging the increasing threat through scientific and systematic analysis.

Literature Review:

In the current digital age of 'Big Brother' and 'Big Data', protecting companies and safeguarding their information is of paramount importance. An alarming number of increasing security breaches and invasion of privacy

spells out the need and importance of staying safe online. The various cybersecurity measures must be continuously upgraded (The Art of Invisibility, Author, Kevin Mitnick).

It is very necessary to have practical malware analysis. If malware attacks get into the systems, it can result in a lot of cost to be incurred by the company. Therefore, it is imperative that companies should have a ready response system for combating the malware and for risk mitigation. (Practical Malware Analysis, Author, Michael Sikorski).

According to the Global Economic Crime and Fraud Survey 2020, 58% lower costs were incurred by companies with a pre-planned bribery and corruption program. Moreover, they were better placed while combating incidents as compared to companies without a program. Four out of every ten respondents surveyed anticipated that fraud prevention spending would increase substantially in the coming two years.

As per Deloitte and FS-ISAC Survey 2020, review of current threats and security and having in existence as well as in operation an overall security strategy is of paramount importance and needs to be prioritised. The Canalys' Global Cybersecurity 2021 forecast reveals a feasibility of 10% increase in cybersecurity spending in the next year.

Hypothesis:

Null Hypothesis Ho: Increasing cybersecurity threats have not created the need for increasing cybersecurity readiness.

Alternative Hypothesis H1: Increasing cybersecurity threats have created the need for increasing cybersecurity readiness.

Objectives:

i)To gather primary data regarding the extent of the threat and the need for cybersecurity readiness through a well-planned questionnaire and to analyse the same.

ii) To gather reliable secondary data that highlight the extent of cybersecurity threat and the need for cybersecurity readiness from a futuristic perspective along the timeline and to analyse the same.

Research Methodology:

The research methodology followed is scientific and systematic. The research is exploratory and follows the inductive as well as the deductive method for drawing inferences.

Primary data gathering through randomly selected respondents comprising of cybersecurity professionals and Company personnel from different countries and global organizations regarding the increasing cybersecurity threat and the required cybersecurity readiness was gauged through a well-planned questionnaire.

Secondary data was gathered from researched findings by renowned organizations and world bodies, from newspapers, books, and periodicals, and the same was analysed.

Findings:

Findings from primary data revealed the following:

i)Majority of the respondents perceived increasing cybersecurity threats and an increasing need for trained personnel and cybersecurity professionals to combat the threat.

ii)Majority of the respondents opined that continuous up-gradation of software, systems, and training to combat cybersecurity threats necessitated a lot of expenditure and that such investment was not always forthcoming because of financial constraints.

iii) Majority of the respondents agreed and strongly expressed that lack of cybersecurity preparedness could result in huge losses due to frauds and cybercrimes.

iv) Majority of the respondents agreed that cybercrime had increased in magnitude and occurrence during the past two years and that organizations who had cybersecurity readiness had experienced lesser cybercrime and were able to operate with greater efficiency. Therefore, their investment in cybersecurity had paid off well.

v) Majority of the respondents also opined that the effectiveness of cybersecurity spending did pose many questions and organizations were unable to quantify the effectiveness of such spending.

Findings from secondary data:

Cyber security is a growing priority for businesses and government and the increasing threat of cyber-attacks looms large. Hackers take recourse to the boundless opportunities

created as a result of the transformation unleashed by the internet which has led to borderless transactions and lasting changes in the world of trade and commerce. Cybercrime is perpetrated through phishing, clickjacking, ransomware, direct-access attacks, denial of service attacks (DoS) and many more. The criminals are becoming increasingly sophisticated and cybercrime professionals are trying to keep up.[1]

As per the Cisco study titled, 'Cybersecurity for SMBs: Asia Pacific Businesses Prepare for Digital Defense', more than half (62%) of small and medium businesses in India who suffered in the last 12 months due to increasing cyber incidents and cyber attacks which cost them more than Rs.3.5 crores, whereas in case of 13% of SMBs the cost was over Rs. 7 crores. 74% of small businesses experienced and suffered heavy costs due to cyber incidents. 85% of small businesses lost customer information to the cyber attackers and also suffered a tangible impact on business. [2]

The wide array of tools available to hackers include NMAP, Metasploit, Burp Suit and so many more. Threats are simultaneously evolving further and include phishing, clickjacking, ransomware, direct-access attacks, denial of service attacks, etc. Cybersecurity professionals are gearing up to top cybersecurity threats such as AI-Enhanced Cyberthreats, AI Fuzzing, Machine Learning Poisoning, Smart Contract Hacking, Deepfake, etc.

According to the Technology Spending Intentions Survey of the ESG Master Survey Results 2021, organisations planning to spend more on cybersecurity comprised 47%.

According to the EY Global Information Security Survey 2020, currently 77% of spending on cybersecurity is the areas of risk and compliance. 48% of surveyed respondents record that the primary driver is risk, whereas 29% state that compliance is the chief determinant. Efficient preparedness necessitates that cybersecurity spending must not only be defensive but must become more innovative.

The CISCO study, based on an independent survey of more than 3700 business and IT leaders with cybersecurity responsibilities encompassing 14 markets across the Asia Pacific region, highlights that SMBs in India perceived multivarious ways in which their system faced the threat of infiltration by attackers. 92% of SMBs were affected as a result of Malware attacks and 76% faced phishing attacks. 38% of SMBs categorically stated the main problem was the lack of cybersecurity solutions while 36% expressed the inadequacy of the existing cybersecurity solutions in place. As a result of cyber incidents SMBs not only lost valuable customer data but 73% lost internal mails, 71% lost employee data, 74% lost intellectual property and 75% lost financial information. Operations of 73% SMBs were disrupted, reputation of 76% were negatively impacted and 70% suffered loss of customer trust. SMBs are focusing on several strategic measures like the carrying out of simulation exercises in order to ensure cybersecurity readiness.[3]

Cybersecurity is an ongoing problem for businesses and can impede them at the best of times, as opined by Tim Thurligs of Bluedog Security Monitoring. In the changing scenario, companies are accustomed to having some staff working remotelyand they are not well prepared for any sudden contingency.[4]

On a purview of the evolving threat landscape, Margarete Mcgrath, Chief Digital Officer at Dell Technologies expressed the need for taking a holistic approach that would enable to build business resilience supported by investment in cyber resilience. She emphasised on the need for business continuity activities that would enable businesses to minimise their losses in the eventuality of a cyberattack. Stating that as per the latest release of the Department for Digital, Culture, Media and Sport Cyber Security Breaches Survey, there is the need to increase business resiliency and preparedness for cyberattacks. It is a matter of 'when' and not 'if' a particular business is going to be targeted. Key areas to be prioritized include safeguarding critical data, improving data isolation protocols, investing in AI (artificial intelligence) and ML (machine learning) tools that can keep businesses one step ahead of malicious actors. Having automated disaster recovery processes in place is of paramount importance.[5]

As per the Forbes report, the year 2020 broke all records when it came to data lost in

breaches. The sheer numbers of cyber-attacks on companies, government, and individuals were staggering. The application of technologies such as ML, AI, and 5G as well as increasing tactical cooperation among hacker groups and state actors has made the threat more formidable. The Solar Winds attack case stands out in terms of sophistication of the attack.

Ransomware attacks are staggering in terms of cost. The NotPetya ransomware attack cost shipping firm Maersk more than $200 million. Notpetya took its name from its resemblance to the ransomware Petya, a piece of criminal code which extorted its victims to pay for a key in order to unlock their files. The average cost of remediating a ransomware attack increased to $1.5 million, which is more than double the previous year's average. As per Kapersky Labs, Iran, Algeria and Bangladesh top the list of countries who suffered mobile ransomware attacks in terms of share of users.[6]

As per the Globalsecuritymag 2021, India, Austria and US organisations were most hit with ransomware Based on geographical distribution analysis, the hardest hit by ransomware in 2020 were Australia, the USA and Saudi Arabia.[7]
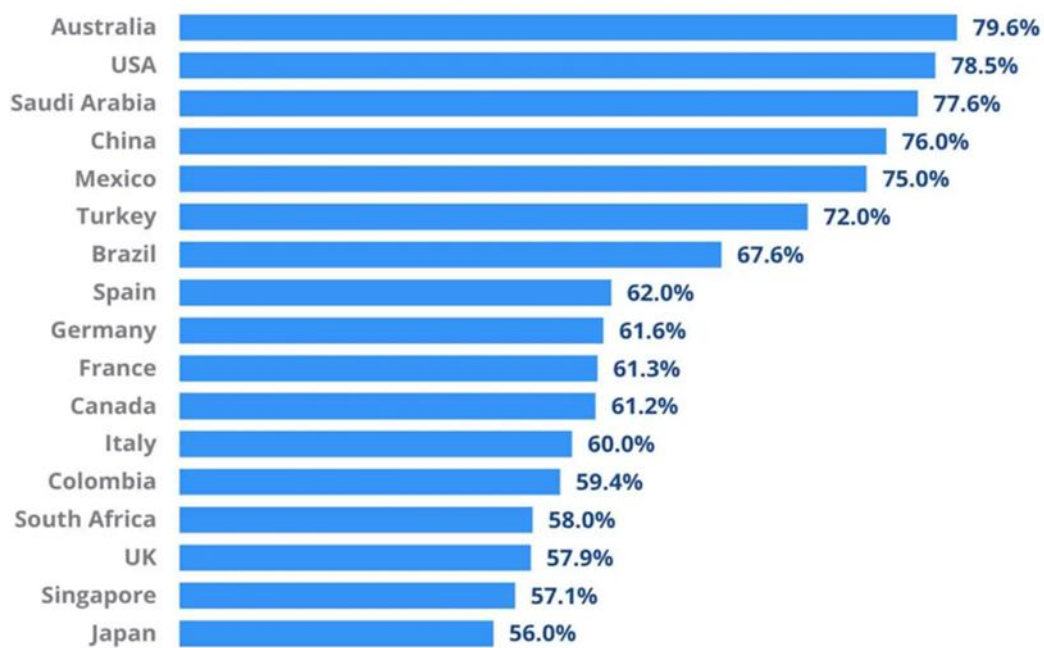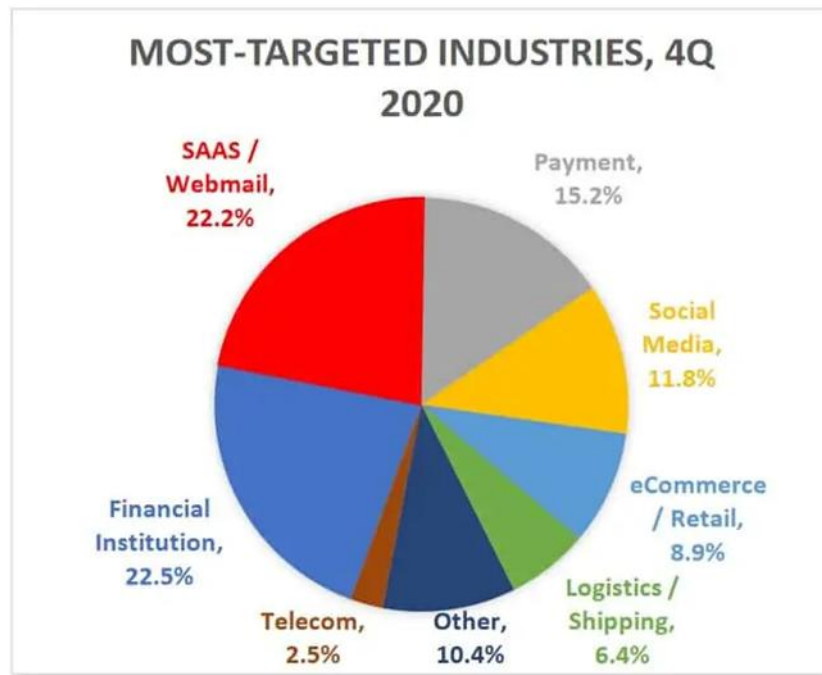

Figure 1: Percentage of organizations affected by ransomware in the last 12 months, by country

The top ten most valuable information to cybercriminals and the top 10 biggest cyber threats to organizations have been identified by survey method.[8]

Top 10 most valuable information to cyber criminals	Top 10 biggest cyber threats to organizations
1. Customer information (17%)	1. Phishing (22%)
2. Financial information (12%)	2. Malware (20%)
3. Strategic plans (12%)	3. Cyberattacks (to disrupt) (13%)
4. Board member information (11%)	4. Cyberattacks (to steal money) (12%)
5. Customer passwords (11%)	5. Fraud (10%)
6. R&D information (9%)	6. Cyberattacks (to steal IP) (8%)
7. M&A information (8%)	7. Spam (6%)
8. Intellectual property (6%)	8. Internal attacks (5%)
9. Non-patented IP (5%)	9. Natural disasters (2%)
10. Supplier information (5%)	10. Espionage (2%)

Webmail and SaaS users are now the second-largest demographic and financial institutions have recorded an increase of 3% in phishing attacks as compared to last quarter.[9]

MOST-TARGETED INDUSTRIES, 4Q 2020

- SAAS / Webmail, 22.2%
- Payment, 15.2%
- Social Media, 11.8%
- eCommerce / Retail, 8.9%
- Logistics / Shipping, 6.4%
- Other, 10.4%
- Telecom, 2.5%
- Financial Institution, 22.5%

Microsoft (43% of the time) is the most frequently impersonated brand, followed by DHL (18% of the time). The top ten brands which are impersonated are Google, PayPal, Apple, Netflix, Amazon, IKEA and chase.[10]

As revealed by reports, in case of web apps, security vulnerabilities pose a huge problem. 32% of internet-facing web applications come under the critical risk category.The security risk is increasing rapidly with the increasing use of IoT devices.The number of internet-connected devices is slated to increase from 31 billion in 2020 to 35 billion in 2021 and 75 billion in 2025. Since 2018, the cost of global cybercrime has reached over $1trillion. Monetary loss sue to cybercrimestands high at $945 billion. Expected to exceed $ 145 billion, global spending on cybersecurity is a $ 1 trillion drag on the world economy. Cybercrime cost in global terms has increased by more than 50% in the past two years.[11]

Criminals are earning more than $ 1.5 trillion annually, which is nearly three times Walmart's revenue. Global cybercrime damages are predicted to amount to more than US$ 6 trillion in 2021.[12]

Although the cybersecurity threat is increasing in its immensity as well as enormity in terms of loss suffered amounts, findings reveal that 56% of surveyed organisations do not have a plan to prevent and to simultaneously respond to a cyber-incident. Out of 951 surveyed organisations, 32% stated that they had an effective operating plan. The multiple angles of future cybersecurity costs necessitate sound preparation to manage finances to create the necessary infrastructure to combat threat. The ransomware attack against Nork Hydro in 2019 cost it $71 million. The NotPetya ransomware attack against FedEx cost it $300 million whereas NHS spent 73 million pounds on account of the WannaCry attack on IT support. The payout for successful cyber insurance claims works out to $188,525 on an average, which is very low compared to $590,000 which is the average cost of a cyberattack. Amount lost during 2014 to 2019 due to Business Email Compromise (BEC) scams stands at $2.1 billion and the average cost of downtime due to cyber incidents works out to $5,90,000.[13]

Insight into SMB cybersecurity spending is provided by Kaspersky's Investment adjustment, aligning IT budgets with changing security priorities, as follows:

i)Over the next two years, 71% of SMBs and enterprises have a strong intention to increase IT investment.

ii)As compared to 23% in 2019, 26% of overall IT budgets in 2020 comprised of IT security.

iii)IT security comprised 29% of IT budgets in case of enterprises.

iv) In case of IT investment by SMBs as well as enterprises an increase of 43% towards complex IT infrastructure, 39% towards security expertise and 34% towards defenses has been noted.

v)The cost factor also dominates. 11% of enterprises and 9% of SMBs planned a decrease in IT security budgets on account of increasing costs.

vi) IT security spending is being driven in some enterprises since 32% of senior management are not in favour of companies investing so much in the future.

vii) SMBs lowering overall expenses to optimise budgets and thereby foreseeable reduction in IT security spending comprise 29%.[14]

We must explore both common as well as advanced and sophisticated threats faced by systems and networks. Tools and methodologies for precise modelling of attack strategies need to be used both proactively in risk management and reactively in intrusion prevention and response systems. Contemporary techniques ranging from reconnaissance and penetration testing to malware detection, analysis, and mitigation as well as advanced machine learning-based approaches in the area of anomaly-based detection must comprise essential cybersecurity preparedness. [15]

Conclusion:

Strong strategies are required to ensure cybersecurity readiness. In case of 39% of Companies, less than 2% of their total IT staff work in cybersecurity. The problem of IT skills shortage is being faced by 87% of organisations. Cybercrime is rapidly increasing and organizations that have cybersecurity measures in place are better poised to tackle cybercrime and to ensure that they do not suffer heavy losses on account of cybercrime. To ensure risk mitigation and to control and prevent cybercrime, which has impacted major companies adversely, it is highly imperative that a strong action plan based on technological, financial, professional, and human resource feasibility is undertaken and that the required framework for initiating action through the required processes is taken up.

Based on the findings of the study and analysis thereof as gathered from the primary data and reliable secondary data, we reject the Null Hypothesis Ho and we accept the alternative hypothesis H1 which states that Increasing cybersecurity threats have created the need for increasing cybersecurity readiness.

Bibliography and Webliography

1) https://www.ifsecglobal.com/cyber-security

2) CISCO Report, 27 Sept 2021, Cyberattacks cost Indian SMBs 3.5 crore in past one year.

3) Ibid

4) IFSEC Global Survey Report, 2021

5) Ibid

6) Coveware, Ransomware Marketplace Report, 2021

7) Imperva, Cyberthreat Defense Report, 2021

8) EY-Global Information Security Survey, 2018-2019

9) APWG's Phishing Activity Trends Report, Q4 2020

10) Checkpoint Research, Brand Phishing Report, Q4 2020

11) McAfee Report, The Hidden Costs of Cybercrime, 2020

12) A Study by Atlas VPN, 2020

13) McAfee Report, The Hidden Costs of Cybercrime, 2020

14) Imperva, Cyberthreat Defense Report, 2021

15) Nicholas Kolokotronics and Stavros Shiaeles, CRC Press, April 2021, Cyber-Security Threats, Actors, and Dynamic Mitigation, pp 15-56

EFFECTS OF SOCIOCULTURAL BELIEVES IN INDIA DURING PANDEMIC COVID-19

V. Sinha

Shri G.P.M. Degree College of Science and Commerce, Mumbai, Maharashtra, India

ABSTRACT

Health is one of the most important part of the life of every individual and a lot of work is going on in this sector, and fortunately there is a lot of enhancement and improvement in the health sector, nowadays, specially for the public health care system. India has witnessed a lot of improvement in the public health sector over last few decades. Diseases like polio, small pox, yaws, tetanus, etc; have almost been eradicated from the country. Still a lot of improvement in this sector is required for developing countries like India. How crucial this enhancement has become was realized in the duration of COVID-19 pandemic. The entire world faced the bad consequences of this pandemic, particularly developing countries like India suffered losses in resources, society and economic sectors. The most severe loss most of the countries has faced is in terms of the loss of human resource. So many people lost their lives in this duration. Also economic losses in terms of goods and services cannot be overlooked. Developing countries like India which has less resources and many mouths to feed has been affected badly.

Introduction.

COVID-19 is a disease cause by SARS (Severe Acute Respiratory Syndrome) .Till now, researchers have found that corona virus spreads through droplets and virus particles spread into air through the intake of it when an infected person talks or laughs or sneezes. It originated from the city of Wuhan in China in the year 2019. This virus has devastated the lives of humans to a great extent. Different countries are trying to overcome the human and economic losses caused to the country due to this pandemic. The pandemic has proved much devastating as compared to previous years experiences. Public health infrastructure needs a lot of improvement has been taught in the COVID-10 pandemic duration when the number of doctors, paramedical staff and even hospitals were not adequate for serving the number of patients affected by the pandemic. The actual victory over the pandemic would e when along with the health sector, the sociocultural factors creating hurdles will be overcome.

Complicating Sociocultural factors

The indicators of the health, society and economics have depicted that the situation can worsen in case of community level spread of the pandemic. These data indicate how sensitive the situation can get for vulnerable population.

On the contrary, pseudo information about health is being broadcasted and telecasted across the globe through various media platforms. Also, India has a different perspective to look at the situation and hence the common man of India gets a lot of misconception about the subject, which makes the situation even more severe. Social media, government media and all different sources of information are affecting the cultural and social sectors of the country to a great extent. [3]

The social impact of COVID-19 on India

The COVID-19 pandemic has created difficulties for the entire world and India is not an exception. The spread of the disease was so rapid that it was declared as Pandemic by WHO. The only solution to this problem is to wear mask maintain social distancing and take vaccination. Also to avoid social parties is the key step.

The solution to overcome this pandemic and to break the chain of spread of this virus, it was required to shut down the country and allow minimum human intervention. Hence, lockdown was the sole choice for saving the countrymen. Specially in the month of March, Government of India stood up with a strong stand in this direction. By the end of the month of March, all internal and external borders of India were sealed. Th lockdown period began on 22nd of March, 2020 and continued for several months in this year.

Tourism industry, arts, entertainment recreation are the sectors were reported to the at the extreme risk because of the containment protocols and lockdown across the country.Also sectors like, whole sale and retail trade, transport, food services, accommodation, real estate services , hotels, restaurants, etc were at a high risk.[1]

Conclusion.

Human beings are considered to be the most civilized species on earth and they affect the civil societies and organizations to contribute generously towards the well-being of earth. It is the chief concern for human beings that the economic burden on the weaker sections of the society should be lightened. In this fight against pandemic, human society needs to guard the borders , separating the virus from the mankind, with strictness. As everybody knows that if this virus manages to cross the safety border, the results will be devastating for the human life. Hence, along with the borders separating territories, stats and countries, the border separating virus from human life should be tightly checked. [5]

The key note is that the entire man kind should come together, not physically, rather emotionally and through the efforts to ensure the safety of the socioeconomic well-being of the entire society.

India has always been known for its alertness towards physical and mental health because it is strongly believed that if a person has got a strong mind, body and soul, he can defeat any kind of problems or difficulties that come up.

Referring to the Sanskrit shloka below, everyone must keep in mind that wealth, a friend, a wife and a kingdom may be regained but when this body is lost, it may never be acquired again.

पूनर्वित्तं पुनर्मित्रं पुनर्भार्या पुनर्मेहि l
एतत्सर्वं पुनर्लभ्यं न शरीरं पुनः पुनः ll

References

1.Culture shock: COVID-19 and the cultural and creative sectors, OECD, (2020)

2.https://www.oecd.org/coronavirus/en/themes/social-challenges(2020)

3.Mufsin P. P, Sociocultural and Religious Factors Complicate India's COVID-19 Response, March(2020)

4.Tourism Policy Responses to the coronavirus (COVID-19) June (2020)

5. Supporting young people's mental health through the COVID-19 crisis, May (2021)

6. The Bridge Chronicle - Breaking News | Politics, Sports, Business, Lifestyle News from India & World

7. The Diplomat – The Diplomat is a current-affairs magazine for the Asia-Pacific, with news and analysis on politics, security, business, technology and life across the region.

8. Nepal Journals Online (nepjol.info)

9. Research Gate.net; social impacts of COVID-19[2020]

UNPAID INTERNSHIPS
STUDENT'S PERCEPTION TOWARDS UNPAID INTERNSHIP IN MUMBAI

K. Manaktala
M.L. Dahanukar College
krishamanaktala0@gmail.com

ABSTRACT

While pursuing their education, students also take up internships in order to gain a more practical experience in their field. These internships provide a proper training andcan be paid or unpaid. This research reviewed that while most students specifically look for paid internships they, however, are willing to undertake unpaid internships if they are being offered with a better experience and certain compensations. This research paper mainly focuses on unpaid internships and student's perception towards it in the city of Mumbai.

Keywords – *Unpaid internship, student, perception, paid internship*

1. Introduction

It is a well-known fact that undergraduates or students undertake internships. Paid internships provide a monthly stipend while unpaid internships are giving by companies that some constraints in respect to their budget and non-profit organizations.

Are unpaid internships legal? The answer to this question is, yes. This is the most frequently asked question as there are laws like the Industrial Employment Act and The Minimum Wage Act, 1948 with the crux that every employee deserves a minimum amount of pay and according to an article by Science the wire, internships are an unregulated sector throughout India.

Unpaid internships are a great way of getting experience in the relevant field and an addition to the resume or CV of student to strengthen their chances of getting full-time employment in reputed firms.

While the downside of unpaid internships is that,it does not offer financial independence. Many companies make interns work like full-time employees at the expense of providing experience.

2. Statement of problem

There have been a lot to debates on whether unpaid internships are ethical or not. Students look for paid internships but are skeptical about doing unpaid internships. In Mumbai, student's perception towards unpaid internships has not been researched in depth. Hence companies are unaware about what students actually look for when applying for internships. This research can help both, companies while hiring and students while looking for internships.

3. Review of literature

In a research conducted by NACE foundation, surveying recently graduated students at UGA (University of Georgia) from the academic year 2013 through 2015, it was found that most companies that provide unpaid internships will not convert their interns into employees in the near future because of the limited resources in their company. It was found that even though paid internships are more beneficial, unpaid internships can also prove to be an important gain.

In another research conducted by towards data science on internships in Mumbai by using secondary data, it was found that the average salary expected to be paid for the internships was Rs. 6,655 with the minimum commitment of 2-3 months.

Research Gap

Even though these research paper offer an understanding on paid and unpaid internships, they are not specific to Mumbai and student's perception respectively. This research paper fills that gap and has taken into account student's perception living in Mumbai.

4. Objectives

- To find out if student look for paid or unpaid internships
- To find out what is the minimum stipend an intern should receive

- To find out if students are willing to do an unpaid internship if they offer a better experience and traveling compensation
- To provide suggestions to both, the companies hiring interns as well as students about unpaid internships

5. Hypothesis

Hypothesis 1 -

h0 – students specifically look for paid internships

h1 – students do not specifically look for paid internships

Hypothesis 2 -

h0 – students prefer paid internships over unpaid internships

h1 – students are willing to do unpaid internships if they are being offered better experience and traveling compensation
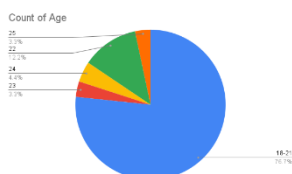
6. Methodology

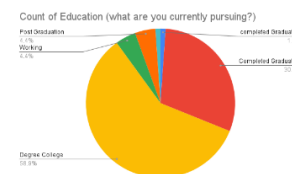### 8.1 Age and Education

Figure 1.1
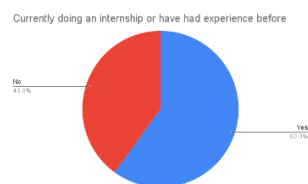

Figure 1.2

Figure 1.3

Figure 1.1 and 1.2 show that 76.7% of the total respondents are between the ages of 18 to 21 and 58.9% are currently in college pursuing their degree respectively. It reviews that 60% of the respondents have had a prior experience

This research focuses on the topic – unpaid internship and how it is perceived by students in Mumbai. The number of respondents for this research were 90 and their data was collected through the help of google forms which were distributed online

a. Sample

The type of sampling of used for this research is disproportionate stratified sampling. The respondents are randomly selected from the age group 15-20. The reason for choosing this type of sampling was because its aim is to review whether students prefer paid or unpaid internships and if they are willing to do unpaid internships if compensations are offered.

b. Tools

Primary data collection method has been used for this paper by using quantitative research method. Survey taken online through google forms.

7. Analysis and interpretation

or are currently doing an internship according to the figure 1.3. This data is beneficial as it shows that which age group is most likely to do an internship.
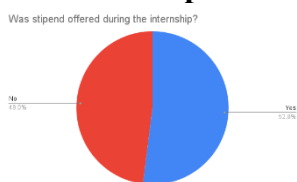
8.2 Paid or Unpaid

Figure 2.1

Figure 2.1 shows that out of 75 respondents, only 52% were paid a monthly stipend while the remaining 48% were offered an unpaid internship at the expense of experience.

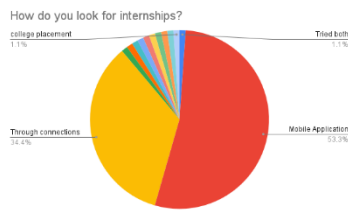## 8.3How do students look for internships?

Figure 3.1 exhibit how students in Mumbai look for internships. This data can be beneficial for companies as they will know how to reach the students. Results show that 53.3% students use mobile applications like LinkedIn, Internshala, Interbit, etc. Secondly, students find internships through connections which mean that a company has to treat its interns well so that they can recommend it to other

8.4Do students specifically look for paid internship? Are they willing to do an internship if it offers a better experience and traveling allowance?
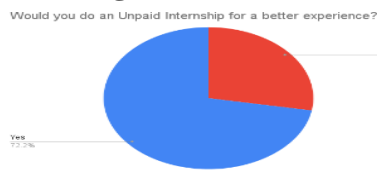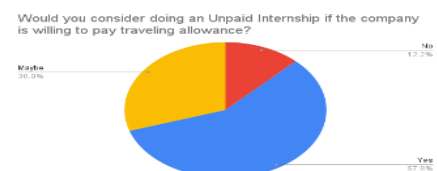

Figure 4.1

Figure 4.2

Figure 4.3

Figure 3.1 indicates that 60% of students specifically look for paid internships. However, out of 90 respondents, 72.2% would undertake unpaid internship if a better experience is offered in comparison with paid internship. It has also been reviewed that 57.8% would consider doing an unpaid internship if the company is willing to pay traveling allowance.

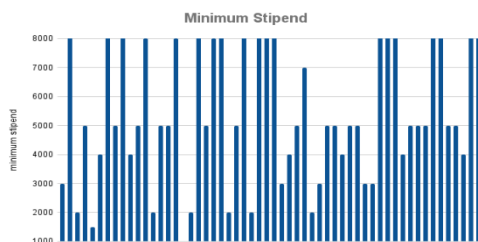## 8.5 Minimum amount of stipend that should be paid during an internship

Figure 5.1

The table (figure 4.1) shows that the minimum monthly stipend students should get from internships is between rupeesfive thousand (5000) to eight thousand (8000) with the duration of 5-6 hours per day.

The survey ended with one open ended questions asking students to give their additional views on unpaid internships. Some students felt that unpaid internships are an important gain for future job searching and are as good as paid internships only if the company treats them properly while other students repulsed the idea of unpaid internships saying that paying stipend motivates a student to work more and also be financially independent.

After reviewing the research, it is evident that from hypothesis 1, null hypothesis (h0) has been accepted and from hypothesis 2, alternate hypothesis (h1) has been accepted.

8. Conclusion

After reviewing students perception on unpaid internships in Mumbai, students should be rewarded for their work, monetary or not. Unpaid internships should provide valuable learning and companies should include interns in important projects for observational purposes and should keep in mind to offer a better experience so that interns don't keep quitting. Companies should also try to keep aside a small part from their budget to hire interns and pay them a minimum stipend of at least rupees five thousand.

9. Recommendations

- During unpaid internships, companies could give some non-monetary compensations like exiting projects, skill training, networking opportunities, event attendance, flexibility, and company outings
- Companies should not make interns do grunt work and provide valuable lessons
- Students should keep in mind that unpaid internship is also a good opportunity and they should grab it if they are relevant with their field

10. References

12. Chadha, A. (2016 , December 28). *towards data science* . Retrieved from towards data science: https://towardsdatascience.com/internships-in-mumbai-facts-and-figures-34064ac7d1c7

13. Das, S. (2020, january 17). *education today / jobs and career* . Retrieved from India Today : https://www.indiatoday.in/education-today/jobs-and-careers/story/indian-students-prefer-internship-internship-vs-training-skills-needed-1594510-2019-09-02

14. herman, L. (n.d.). *advice* . Retrieved from muse : https://www.themuse.com/advice/what-you-need-to-know-about-intern-compensation

15. Namdeo, S. S. (2020 , november 5). *education* . Retrieved from science the wire : https://science.thewire.in/education/india-internship-policy-student-workforce-employability-exploitation-social-damage/

16. Prathamesh. (2020, March 27th). *capital placement blog*. Retrieved from capital placement : https://capital-placement.com/blog/unpaid-internships-a-deeper-look-into-why-most-internships-are-unpaid/

17. thamaing. (2010). *'young' city with an old history* . Mumbai . Retrieved from https://mirror.unhabitat.org/downloads/docs/8528_908_Mumbai.pdf

18. (2016). *the imapct of unpaid internships on career development* . Georgia .

19. Wignal, A. (2020, june 12). *explore - career* . Retrieved from college raptor : https://www.collegeraptor.com/explore-careers/articles/careers-internships/pros-cons-unpaid-internships

CONTEMPORARY ISSUES IN MARKETING

Kritika[1] and Sunita Devi[2]
Department of Commerce, CBLU, Bhiwani
[1]kritikasanjay2@gmail.com, [2]sunitavijayarania123@gmail.com

ABSTRACT

In today's competitive and dynamic era of the business environment, technological and socio-cultural changes provide robust evidence that the old perspectives, assumptions, and practices of marketing are no longer sufficient. Therefore, Contemporary issues in marketing is a comprehensive study, with prevailing issues and challenges in today's marketing world. By converting such challenges into opportunities, targeting the audience(customers), with best practices in marketing discourse helps an organization effectively achieve its objectives. This study throws light on the topics such as modern technology, innovations, ethics along with marketing and tries to explore and analyze the paradigm shift in the marketing era, and ultimately focuses on the welfare of people and society as a whole.

Keywords Marketing, Resources, Contemporary, Technology, Business Environment.

Introduction

The present study throws its light on the contemporary issues and innovations in digital marketing to cover the mass market area and to access consumers' reach at large. The dynamic changes in marketing made the business organizations cope up with dynamic marketing ideas with the help of environment scanning. This study offers an integrated strategy and vital insights into marketing issues and marketing management. In today's modern and digitized business environment, everyone is involved directly or indirectly in such marketing activities. They obtain what they need and want by creating, offering, and exchanging products and services of value with others. Achieving the major objectives of any organization or business purely depends upon the tactics and innovative strategies of marketing done by the business organization. Marketing management is a customer-centric approach as a customer is the king of the market. Firms adopting marketing strategies typically engage in extensive market research to assess consumer desires, Product Research, Innovation, and Development and then utilize promotion techniques to ensure consumers are aware of the product's benefits.

The Problem Of The Study

The dilemma of the study was to find out the contemporary issues in marketing management in the Indian context.

Literature Review

A literature review is related to the contemporary issues in marketing management

* Faith-based marketing:

Product: A pragmatic value-based product strategy, focus on the solution more than the product (viana,2011) RHEMA church selling its own branded water to thirsty congregants.

Price: A psychological pricing strategy, RHEMA water costs Rs. 99 per 500 ml and Rs. 99 per 1lt bottle (olotewo 2016)

Promotion: An endorsement promotion strategy, art of switching positions, founder of RHEMA church, pastor Ray Mc Cauley constantly taking a sip from the branded water bottle (place on the pulpit for everyone to see) as he preaches (olotewo, 2016)

*** Event Tourism management:** Getz (2008) defines event-tourism marketing as a systematic plan to develop and market events at a specific destination for those traveling in pursuit of SIT (Special Interest Tourism).

*** Fourth Industrial Revolution Marketing**: Robotics and other related devices are beginning to play a key role in a variety of marketing-related fields, from FMCG products to mining /exploration communication and health advancement. (Iraki 2018) .

Today's technology will be old and less useful by 4IR standards. The top of the range computers currently in use are already obsolete the second it goes into production (Schwab 2016)

*** Adwords Marketing:** As per the definition of the plaza (2009), Google Ads is an online

marketplace where advertising agencies and marketers purchase digital advertising space, but there is much more t this contemporary marketing issue than just purchasing advertising space.

*Near- Feild Communication: An introduction to Near - Field Communication and the Contactless Communication API, by C.Enrique Ortiz, June 2008:NFC is characterized as a very short-range radio communication technology with high potential, essentially when connected to mobile handsets. It enables handsets are being introduced into the market and deployment and pilots around the world are occurring.

Research Methodology

This study is purely based on secondary data collection. The data has been collected with the help of different published research papers and articles and from various websites. This study helps to analyze the central theoretical and practice contemporary issues in marketing management. And also to identify the opportunities in marketing to concrete marketing actions, tactics, and strategies.

Limitations of the study: This study is based on secondary data collection.

Observation And Analysis

According to the American Marketing Association, "Marketing Management is a process of planning and executing the conception, pricing promotion, and distribution of ideas goods and services to create exchanges that satisfy individual and organizational objectives."

This definition explains the marketing concepts and tools to help marketers with effective decision-making. According to the Social Marketing definition, marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and exchanging products and services. Strategic Marketing helps a firm to make a competitive position in the market by considering challenges and grabbing the opportunity proposed by the competitive and dynamic business environment.

Contemporary issues in marketing management

There is a rising number of contemporary marketing issues in the business, and central to the contemporary issues in marketing are the concepts of technology, social media, and brand management. Accordingly, the major five contemporary marketing issues that are nowadays affecting managerial and innovative processes in affecting managerial and innovative processes in the business environment are as follows.

- ➤ Faith-based / Religious Marketing
- ➤ Event-tourism Marketing
- ➤ Marketing for 4th Industrial Revolution
- ➤ Google Adwords Marketing
- ➤ Near-field Communication /NFC Marketing

1. Faith-Based Marketing

Faith-based or gospel-centered marketing is the most sustainable and meaningful way to engage consumers as people. Here is why a marketer or company, should consider using faith-based marketing strategies:

- • It provides information that engages all demographics of a nation.
- • It provides the resources to questions customers ultimately have.
- • It improves the culture of society and maintains it.
- • It is the right thing to do because it aims to ultimately meet the deepest longings that may be temporarily addressed by products and services.

Kosher goods and Christain movies are well-known examples of Faith-based marketing, companies continue to overlook opportunities for growing faith-based segments.

Incorporating the marketing mix in faith-based marketing

Consumers look for a product that fulfills their faith, traditions, and beliefs. A company ensures the success factor of each core in the marketing mix i.e Product, Price, Place, Promotion, Physical evidence, and People.

There are various ways in which an organization can respond to the faith-based market. Some business organizations incorporate faith-based ideas in their operations, mission statement, or even in their

packaging of the product. Some companies integrate religion and faith into entertainment and business.

Dangal," An Indian Hindi film directed by Nitesh Tiwari and released in 2016 to a tune of Rs. 340 million worldwide.

2. **Event –Tourism Marketing**

Event-tourism marketing is a systematic plan to expand and market events at a specific destination for those traveling in pursuit of SIT (Special Interest Tourism).

Event-tourism expanded or more popular in developing countries.

Event-tourism programs are clearly defined by the modern tourism descriptive prefixes such as eco-tourism, adventure-tourism, cultural-tourism, etc.

Challenges faced by the event –tourism business is a risk of imports flood, an unpredicted crisis such as Covid-19 pandemic and political instability and Social confits experienced by the countries.

These are different ways and means to strategically incorporate event tourism into a destination marketing strategy.

1. It attracts tourists whose spending generates economic and monetary benefits to our nation.
2. It builds a positive image for the destination and helps to brand it.
3. It provides to place marketing by making cities more liveable and attractive to various investors.
4. They do animate cities, resorts, and venues making them more attractive.
5. Act as catalysts for urban renewal, infrastructure development, and improved marketing capability of a organization.

3. **Fourth Industrial Revolution Marketing(4IR)**

The industrial revolution makes global changes in the economic landscape, dramatic technological expansions, age of science and mass production, digital revolution and advances and social changes.

The globe moves towards a new era called "The Fourth Revolution / TIR, a massive overhaul of industry standards and goods production using advanced technological inventions like 3D printing, robotics, nanotechnology.

Challenges faced by marketers are difficulty in patenting when it comes to communication, processing, and visualization of data.

Companies must have to start developing nanotechnologies compliant products and artificial intelligence the for effective growth of their companies. Developing machinery and robotics compatible with automation technology the millennials and Generation Z consumers of the 4IR era are looking forward-looing, not backward. Companies should refresh their business and appeal to 4IR consumers and this competitive era.

4**. Adwords Marketing**

As per the definition of the plaza (2009), Google Ads is an online marketplace where advertising agencies and marketers purchase digital advertising space, but there is much more t this contemporary marketing issue than just purchasing advertising space.

From social media to Google Ads, new innovative and inexpensive marketing methods are now readily available to companies as well as small and medium business owners.

A few most common online strategies are content marketing- videos, blog posts, infographics, etc, Display Advertising, Email marketing, paid search advertising, search engine optimization, and social media marketing. It would benefit businesses to adequately distribute their level of intensity over the promotional strategies.

Although Google Ads is a contemporary 'easy to use' marketing issue, it is still important that businesses have some level of creativity, technology, innovations, and budget optimization for their marketing content to be more effective and efficient. If a business aims to run a successful marketing campaign through digital mode, they must conduct 'Keyword Research ' to gain insight on which words consumers use to search on the internet.

5. **Near Field Communication (Nfc) Marketing**

NFC is a short-range wireless RFID communication technology. It means that two devices equipped with NFC technology can communicate with each other and share

information as soon as they are close to one another.

(RFID- Radiofrequency Identification)

Data acquired from NFC interactions provides deep insights into a customer's offline behavior, enabling marketers to open a direct channel for delivering dynamic experiences to customers who have opted in.

Issue of short-range communication, through NFC technology, communicating devices must be in close range or should have a distance of 4 cm or less between them for information sharing. This is a major issue of NFC technology. NFC provides unreliable security against privacy protection for a device, which becomes vulnerable to the inadvertent reception of malicious software or data. The NFC protocol has few safeguards against data sniffing and data modification.

Some companies choose to focus on proximity marketing, some on search engine optimization, a common marketing component in all strategies, that element is NFC. For effective and strategically incorporating marketing, a marketer should affix tags on the advertisement so that a consumer access more

in-depth product information, about the brand with just a tap.

Companies should link NFC customers to a loyalty program, Reep a tap on renews and ratings for ensuring the effectiveness of NFC marketing.

Conclusion

Contemporary marketing issues are the consequence of dynamic worldwide economies. Companies nowadays need to discover ways for associating all potential and their existing stakeholders. And for an effective marketing strategy, a marketer has to keep eye on marketing issues, opportunities, dynamic business environment, and technology and accordingly manage their business. The contemporary approaches of marketing followed by leading organizations are relationship marketing, Industrial & Social marketing. The business organization can successfully achieve its goals by developing effective strategies and focusing on existing problems and issues in today's society and ensure the sustainable and optimum utilization of the resources.

References

1. Shashidhare D. et al, International Journal of Research in Management, Economics & Commerce Issue 2 Feb. 2018.
2. https://oracle.com/technetwork/articles
3. https://profitworks.ca/small-business-sales-marketing-resources/blog
4. https://studydriver.com/marketing-strategies-at-primark-pic/
5. https://profitworks.ca/small-business-sale...
6. ohttps://www.igi.globlal.com/chapter/contemporary-issues..by D Vrontis 2020.

FINANCIAL FREEDOM AND OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN INDIA

Kishor S. Navsagare

G.S.G. College, Umarkhed. Distt. Yavatmal

___

1. Empowering Women as Key Change Agents

Women bear almost all responsibility for meeting basic needs of the family, yet are systematically denied the resources, information and freedom of action they need to fulfill this responsibility.

The vast majority of the world's poor are women. Two – thirds of the world's illiterates are female. Of the millions of school age children not in school, the majority are girls. And today, HIV/AIDS is rapidly becoming a woman's disease. In several southern African countries, more than three quarters of all young people living with HIV are women.

The current world food price crisis is having a severe impact on women. Around the world, millions of people eat two or three times a day, but a significant percentage of women eat only once. And, now many women are denying themselves even that one meal to ensure that their children are fed. These women are already suffering the effect of even more severe malnutrition, which inevitably will be their children's fate as well. The impact of this crisis will be with us for many years.

Studies show that when women are supported and empowered, all of society benefits. Their families are healthier, more children go to school, agricultural productivity improves and incomes increase. In short communities become more resilient.

2. Convention brings 200 elected women leaders together to review progress and set goals

"Women are registering their active presence in Panchyats [village councils] of India. I have seen women representatives in the states of Bihar, Rajasthan, Tamil Nadu, Karnaataka, Odisha and Assam work wonderfully in Panchayats. The ones presents here represent lakes of women of the entire State. Fifty percent Reservation for Women in Panchayats has come through after a long struggle which

speaks for the quality of work done by women representatives. The president of the United States, in his visit to India, met Sarmi Bai, Sarpanch in Rajashtan and acknowledged her work. He even took the booklet of experiences of women leader work with him. My best wishes are with the women representatives who are set to mark a new era in Madhya Pradesh.

3. Concept of Empowerment of Women

Women, the concept of "Empowerment is Global issue and discussion on women's right are fore of many formal and informal campaigns world wide. The international conference at NAROIBI in 1985.

Empowerment has Five Components :

- Women's sense of self worth.
- Their rights to have to determine choices.
- Their rights to have access to opportunities and resources.
- Their rights to have access to control their own lives, both within just social and economic order, nationally and Internationally.

The National Policy on Education (1986) suggested certain strategies to empowered women. Accordingly, women become empowered through collective reflections & decision making enable them to become agency of social change.

Empowerment of women is mainly related to their participation in decision making with regard to raising and distribution of resources i.e., income, investments and expenditure at all levels.

4. Dimension of Women Empowerment

When the respondents were asked to highlight to various dimensions of women empowerment, their responses were varied.

Social Dimension

Responding to the questions as to what constitutive 'Social', empowerment, 44.0 % of the respondents informed that the society

should find greater space to accommodate the women in the following ways :

- Accept and respect the women as dignified human beings.
- Should make changes in patriarchal system.
- Allow women's participation and decision – making in public areas.
- Permit greater interaction with the male members of the society.
- Allow women to take al the good things from society without gender barriers, and
- Consciously change their hitherto held women suppressive social attitude.

28 % of respondents said that the following social evils should be eradicated :

* Dowry.
* violence against women.
* Restrictions on widow remarriage.
* Rape and sexual abuses.
* Communal problems against women.

Another 24% expressed that freedom of mobility and involvement of women in community based organizations operating in their villages would pave way for social empowerment.

Economic Dimension

Elaborating on what constitutes economic empowerment, 36 % of the respondents listed out independence in employment, freedom to earn or spend, save or borrow, acquire or sell assets and take decisions as vital aspects. 32 % of the respondents expressed that involvement of women. In income generation activities as the base for women empowerment. About one fourth informal that women should own assets and command micro credit facilities, while one fifth of the respondents felt that giving women equal wages and not making under payment for her work are also important.

Political Dimension

Explaining what constitutes political empowerment, 36 % of them cited participation in elections and performing of political activities by the women. Moreover, 20.0 % each of the respondents said that political empowerment would comprise the following aspects.

- Greater Political Knowledge and awareness.

- Solving women's problems through political means.
- Reservation of seats for women in elections and
- Greater mobility of women.

Health Dimension

By health empowerment, the respondents mean, giving priority to their health problems (36 %) and protecting their health by keeping their mind and body sound (8%) 24 % of the respondents said that giving women reproductive rights and family support and maintaining sanitation, safe draining water, healthy food and hygiene (2 %) as the other dimensions of health empowerment. Acquisitions of knowledge on health care policies were also reported by the respondents (12%) as constituting health empowerment.

Educational dimension

Educational Empowerment includes providing compulsory education to girls from a minimum of Plus Two to maximum of Graduate level, informed 36 % of the respondents. For another 24% of the respondents, it means acquiring greater knowledge and developing self confidence. An equal number of the respondents said it is developing the quality of education, creating more opportunities and providing for reservation for women in admission. 16 % of the respondents have suggested that women may be given differential education such as non – formal, continuing, functional, life – oriented etc.

The conclusion given by the hypothesis is that basic needs and freedom of mobility and expression is not an indicator of women empowerment. On the other hand, resource base, health care, education, decision – making, economic freedom, public particitipation psychological qualities and government support have been found to be the indicators of women empowerment.

5. Women constitute about 48.2 per cent of population of our country as per the 2001 Census of India. But they are not well represented in social, political and economic life as per their numerical strength. The principle of gender equality is enshrined in the Indian Constitution in its preamble. The

constitution not only grants equality to women but also empowers the state to adopt measures of positive discrimination in favour of women. Swami Vivekananda, greater reformist of India., had said that there is no chance for the welfare of the world unless the condition of women is improved. It is only possible if status of women is upgraded through empowerment and properly represented in all walks of life. A nation cannot be progressed if the women are left behind. It is as same is bird cannot fly on one wing. Women's empowerment is directly linked with overall development of the country empowerment implies a state of mind, it reflects self – confidence and self – reliance. Empowerment essentially means decentralization of authority and power. Women empowerment enables autonomy and control over their lives. Hence, women empowerment is crucial for the development of any country.

6. Women empowerment is a global issue. It gained momentum in recent decades. The issue of empowerment of women came up in the light when united nations declared 1975 to be "International Women's Year". In 1985, an International Conference in Nairobi was organized in which women from the developing and underdeveloped countries introduced the concept of empowerment as a counter project to the integrated concept for advancing women. In order to ensure equal access and increased participation in political power structure for women in India, 73rd and 74rd Amendement (1993) to the India Constitutiuon gave a brak through. Government of India celebrated years 2001 as "Women Empowerment Year". Several programme like MahilaSamirdhiYojana, BalikaSamiridhiYojana etc. were implemented and seen as the step towrafs empowerment of women in India.

7. Conclusion

In the present scenario , women need to participate fully in the economic activities, otherwise the process of economic development can not be accelerated in the country, like India. There is a need to recognize the fact that the engagement with engineering and technology, management and law disciplines is vital for the advancement of women. Therefore, it is utmost important that necessary steps are taken to motivate women in large numbers to enroll in engineering and technology, management and law subjects. In order to enhance the women student's enrolment in higher education in general and in disciplines of engineering and technology, management and law in particular there is a need to establish dedicated higher educational institutions for women by the Central Government as well as State Governments . It will help women students in large numbers in getting admission to courses offered by various facilities in higher educational institutions. Further, government should come forward to provide financial support to women students who are enrolled in higher education as a long term investment. By doing so, women will attain educational empowerment by upgrading their minds and obtain political empowerment by taking their own decisions which in turn will help in the overall development of the country.

References

1. Goel, Aruna. (2004), Education and Socio-Economic Perspective of Women's Development and Empowerment.
2. Annual Reports (2006-07 to 2008-09). University Grants Commission, New Delhi.
3. Annual Reports (2006-07 to 2008-09). Ministry of Human Resource Development, Government of India.