

NATIONAL EDUCATIONAL POLICY 2020

Industry-Academia Linkage

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**Dr. Aftab Anwar Shaikh
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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausahab	31 – 34

- 7 **A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT** 35 - 41
Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 **A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY** 42 - 52
Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53 - 58
Prof. Shrikrishna Nanaji Mohare
- 10 **INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION** 59 - 62
Esha Jagtap and Dr. Riyasal Peerzade
- 11 **INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES** 63 - 70
Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 **EMERGING TRENDS IN AGRICULTURE BUSINESS** 71 - 75
Khan Mohd. Iftekhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 **STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS** 76 - 81
Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

India is a nation that has always been home to a vast collection of cultural practises and can boast of having a very diverse population. India has magnificent monuments from the past and beautiful nature. There is an urgent need to develop the tourism industry. In this study, some important aspects of rescuing the tourism industry are covered.

Keywords: Tourism, travel, tourist

INTRODUCTION

India is a country that has always had a wealth of cultural traditions and boasts a very diversified population. A great number of conquerors passed through India, and in their wake, not only did they leave spectacular monuments but also their own culture in this region. In modern times, each state has its own culture, and each state celebrates the festivals that are unique to that state.

A large number of tourists from all over the world are drawn to India due to the country's rich cultural diversity as well as its breath taking natural scenery, which stretches from Kashmir in the north to Kanyakumari in the south, and from Arunachal Pradesh in the east to Gujarat in the west. For example, not only is the Imambara in Lucknow the city's most famous landmark, but the city is also highly known for the quality of the Nawabi cuisine served in its many restaurants and for the Chikan embroidery work that is produced there.

The hospitality and tourist industry contributes 10% of the country's total revenue. However, the tourism industry falls behind the other major industries for a variety of reasons; as a result, our country is only considered to be "developing," while other countries are considered to be "developed."

Importance of Tourism Sector

Employment Generation: Travel, tourism, and hospitality can exponentially create jobs, which is important for India's demographic dividend because 72% of India's population is below the age of 32 years, and the average age of India's population is 29.

o The travel and tourism industry is responsible for approximately 8.1% of the available jobs in the country.

o In 2019, it was responsible for 9.3 percent of India's Gross Domestic Product (GDP) and received 5.9 percent of the country's total investments.

The travel and tourism industry not only contributes to the creation of high-quality employment opportunities, but it also encourages increased investment in the country, quickens the pace of economic growth, and serves as a platform for the promotion of India's incomparable cultural and natural assets, thereby serving as an instrument of "soft diplomacy."

Potential Tourism Markets

India is home to 38 sites that have been designated as UNESCO World Heritage Sites. Additionally, India is home to a variety of physiographic features, as well as markets for medical tourism and wildlife tourism.

o According to the World Travel and Tourism Council's (WTTC) Travel and Tourism Power Ranking, 2019, India came in at number three, trailing only the United States and China.

World Travel and Tourism Council (WTTC)'s Travel and Tourism Power Ranking assesses nearly 185 countries on the basis of four key sector ingredients: Total travel and tourism GDP, foreign visitor spending, domestic spending, and travel and tourism capital investment.

Underneath Challenges of India's Tourism Sector

Entry/exit Problem: Even though an electronic visa facility has been made available, visitors still find the process of applying for a visa to be time-consuming and difficult.

o Once the Covid era has passed, this procedure will become significantly more difficult.

Infrastructure and Connectivity

Inadequate infrastructure and connectivity make it difficult for tourists to visit certain historic sites. This is especially true of heritage sites.

o Many popular tourist destinations, such as Kangchenjunga, for instance, remain difficult to reach by public transportation.

Tourism enclaves or circuits: India is home to a diverse collection of tourist destinations, but the country only has a few circuits. In addition, the majority of the announced tourist circuits have not yet been built out on the ground.

Promotion and Marketing

Despite the fact that marketing efforts focused on India's tourism industry have been on the rise, online marketing and branding are still in their infancy, and campaigns are not being coordinated.

o Due to the poor management of tourist information centres, it is difficult for both domestic and international tourists to easily access the information that they require.

A Lack of Skills The number of people who are adequately trained to work in the tourism and hospitality industry is a key challenge that must be overcome in order to provide guests with an experience that is on par with the best in the world.

o The expansion of the tourism industry is hindered by factors such as a lack of available guides who are trained in multiple languages, as well as a lack of general public awareness and comprehension of the positives and negatives associated with working in the tourism industry.

Steps to Be Taken

The Prime Minister of India emphasised how important it is to transform India into a global hub for tourism and encouraged all citizens to travel to at least 15 different tourist destinations within India by the year 2022. As part of this endeavour:

Turning inward: The post-pandemic plan for the tourism industry might involve launching a campaign that is centred on domestic tourism and demonstrates what the country has to offer to Indians.

Improving Transportation Infrastructure Because the UDAN programme has been such a huge success, the government is now able to concentrate on earlier plans to launch one hundred trains that are geared specifically toward tourists.

o Additionally, a more rapid implementation of the Bharatmala and Sagarmala projects is something that can be done to facilitate easier access.

o In addition, the Holistic Island Development plan, which focuses on the Andaman and Nicobar (A&N) and Lakshadweep Islands, will automatically create jobs for the islanders and enhance connectivity through various important infrastructure projects.

Heritage Preservation: The preservation and development of all heritage sites should be carried out and completed using either funding from the government or from non-governmental organisations (NGOs) or activities related to corporate social responsibility (CSR).

o The National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASAD) and the Swadesh Darshan schemes of the Ministry of Tourism are already working on the development or maintenance of heritage sites.

o There should be a greater number of projects approved for funding under this programme, and the speed with which they are carried out should be increased.

Skill Development: There is a pressing need to connect local communities to tourism by motivating locals to launch small businesses that will serve as suppliers to the tourism industry (accommodation, food and material).

o There is potential for an increase in employment opportunities if steps are taken to ensure that investors and operators in the organised sector are encouraged to hire staff locally.

o Ecotourism will receive a boost as a result of this.

Utilizing Technology: As time goes on, technology has the potential to play a significant role in reducing the number of physical touchpoints that are present in hotels. This is something that is absolutely necessary in order to ensure that tourism remains both safe and hygienic.

CONCLUSION

Campaigns run by the central government, such as Incredible India, and campaigns run by individual states, such as God's Own Country (Kerala), worked together to raise awareness of India's tourism potential. This made it possible for Indian business people, global corporations, both domestic and international tourists, and the government apparatus to collaborate in order to quicken the pace of growth in the sector. Incredible India 2.0 needs to get off the ground in order to continue building on the foundation laid by these programmes, which have been very successful.

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Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
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- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
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Dr. Nasrin Khan
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INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The issues of global warming, climate change, pollution, and garbage disposal are all crucial. Our daily lives and the environment are both negatively impacted by the repercussions. By producing and consuming clean, useful, and high-quality products that don't harm the environment or our day-to-day lives, "green marketing" helps ensure the long-term health of customers and society. Most of the article focused on the significance of green marketing and the opportunities and threats it presents to firms. Also discussed are recent developments in green marketing in India, as well as the reasons for its adoption by businesses there. The article also discusses the future of green marketing, concluding that both its application and demand will increase.

Keywords: Green Marketing; ecological, environmental marketing, technology; Importance of green marketing

INTRODUCTION

Green advertising was first proposed in the late twentieth century. Developed nations ushered in the era of industrialization, modernization, and globalisation following world war II, and the rest of the globe quickly caught up. The negative influence of these products and services on society was reflected in increased production in many countries through the use of chemicals and other potentially dangerous materials. Finally, in the latter part of the twentieth century, when people started worrying about the environment, they made the connection. The use of chemical products and other unclean services has had a devastating effect on the ecosystem. Most businesses in India that have made the switch to eco-friendly offerings are seeing increased profits and satisfied clients as a result. WIPRO, Infosys, Tata Metelik Limited, Maruti, Delhi CNG, and Suzlon Energy are just a few of the organisations cited in the article that have found success in lowering production costs and increasing profits through the implementation of green marketing strategies. In this context, "environment" refers to the Earth, and "green" refers to the practise of promoting products and services with the intention of helping the planet. This process includes everything from creating the product to distributing it in the market. Examples include the product's raw materials, technologies, packaging, and distribution.

"Green marketing" is the promotion of goods that are thought to be safe for the environment, as defined by the American Marketing Association. Thus, green marketing encompasses a wide range of actions, including but not limited to production

process modifications, packaging process adjustments, and even a shift in the marketing message. With increasing awareness of the effects of global warming, non-biodegradable solid waste, the harmful impact of pollutants, etc., "green marketing" refers to the overarching marketing concept that encompasses all stages of product development, promotion, consumption, and disposal in an environmentally friendly manner. The goal of "green marketing" is to minimise negative impacts on the environment and the well-being of consumers at every stage of the product life cycle. Therefore, both manufacturers and buyers need to be well versed in eco-friendly advertising.

OBJECTIVES OF THE STUDY

The paper titled: Green marketing in India: opportunities and challenges are aimed to cover the following objectives:

1. To know the concept of green marketing.
2. To identify the importance and need of green marketing.
3. To study the challenges and opportunities of green marketing in India.

RESEARCH METHODOLOGY

The research is exploratory in nature, with a primary emphasis on a survey of the relevant literature (including dictionaries, encyclopaedias, textbooks, academic journals, online journals, and other scholarly publications).

Green marketing involves three factors:

1. Promotion of production and consummation of pure/quality products.
2. Fair and impartial dealing with customers and society, and
3. Safeguard of ecological environment.

Global ecological imbalance and global warming (as well as global cooling) have prompted environmentalists, scientists, social organisations, and the observant common man to undertake tangible efforts to prevent further environmental degradation. The World Bank, the SAARC, the United Nations, the World Health Organization, and other globally powerful organisations have begun promoting and implementing green marketing. The 2009 world environment conference in Copenhagen is a huge event that demonstrates the gravity of ecological imbalance.

To raise awareness, the 5th of June has been designated as World Environment Day. Green marketing emphasises the protection of customers' and society's long-term welfare through the manufacture and use of pure, useful, and high-quality products that have no negative impact on the environment. The mass media have launched a campaign to prevent future environmental degradation. There are global attempts to safeguard natural water supplies.

Thus, "green marketing" is a marketing strategy that encourages the manufacture and sale of pure (eco-friendly) products while preserving ecological equilibrium. Green marketing entails numerous actions. Green marketing advocates the manufacture of pure products using pure technology, the saving of energy, the protection of the environment, the use of natural resources sparingly, and the consumption of more natural foods as opposed to processed meals. People's, social organizations', businesses', and governments' activities in this direction are referred to as "green marketing."

To protect customers, communities, and the environment from items that are harmful in some way, green marketing campaigns vigorously against their manufacture, sale, and disposal. It's imperative that manufacturers and consumers alike avoid selling and using dangerous goods.

Impacts or Importance of Green Marketing

Green marketing is good for both people's health and the health of the environment. People know what pure products are and how to make, use, and get rid of them in a clean way. It encourages people to work together for clean production and consumption.

We can witness following impacts of green marketing

People now want pure products, such as food, fruits, and vegetables that come from organic farming. People who want vegetarian food are getting more and more.

Evolution of Green Marketing

In the 1980s, the first wave of green marketing came on the scene. The ice cream company Ben & Jerry's pioneered Corporate Social Responsibility (CSR) Reports by including more information about how the company affected the environment in its financial report.

In 1987, the World Commission on Environment and Development put together a report called the Brundtland Report that defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own needs." This was another step toward getting more people to think about sustainability in everyday life.

Two important steps in the wave of green marketing were reached when two books, both called *Green Marketing*, came out. In the UK, they were written by Kinnear, and in the US, they were written by Jacquelyn Ottman.

In the years after the year 2000, there was a second wave of green marketing. CSR and the Triple Bottom Line (TBL) were well known by this time. The United Nations Report from 2005, Al Gore's book from 2006, and the UK Stern Report all made scientific and environmental arguments clear to a wide audience.

Importance of Green Marketing

Businesses that come up with new eco-friendly products and services have an edge over their competitors, get access to new markets, and make sure that their profits will last for a long time.

Some of the advantages of green marketing are as follows

1. It ensures long-term growth and makes a profit at the same time.
2. It saves money over the long term, but it costs more at first.
3. It helps companies market their goods and services while thinking about the environment. It makes it easier to get into new markets and gives you a competitive edge.
4. Most of the people who work for an environmentally responsible company also feel proud and responsible.
5. It encourages companies to be socially responsible.

Why you should use green marketing

1. Opportunities available and competitive advantage.
2. The responsibility of companies to help society.
3. Rules from the government.
4. Competing with other companies that do the right thing.
5. The company's reputation.
6. Environment conscious consumers.
7. For keeping natural resources that are hard to find.

Challenges of Green Marketing Ahead

A growing number of consumers are looking to align themselves with brands that are conscious of their impact on the environment, and as a result, a growing number of companies are debating whether or not to shift their operations toward more sustainable practices. Simultaneously, one observes a significant amount of doubt on the part of the clients with regard to the products. In particular, one regularly runs into scepticism regarding the legitimacy of products that are friendly to the environment. Therefore, in order to win back the trust of customers, businesses that sell environmentally friendly goods need to be much more open and honest, and they must avoid breaking any laws or regulations that concern the products or the way that they conduct business. This is necessary in order for these businesses to be successful in regaining the trust of their customers.

CONCLUSION

The economic facet of marketing should not be ignored by green marketers at any point. The ramifications of green marketing are something that marketers need to comprehend. We are mistaken if we believe that consumers are not worried about environmental issues or that they will not pay a higher price for things that have a lower impact on the environment. We need to identify a way to improve the performance of our product, increase the loyalty of our customers, and charge a higher price.

In the modern era, green marketing has emerged as an indispensable tool in the fight against environmental degradation. From the perspective of marketing, a competent marketer is someone who not only satisfies the demands of their customers but also produces and supplies items that are tailored to the preferences of their customers. But the company should know the benefits of offering green items. Consumers are also willing to pay a greater fee in order to preserve an environment that is greener and cleaner. Because consumers are aware of the initiatives taken by corporations about the qualities and applications of products, they have an increased desire for environmentally friendly goods. Creating environmentally friendly goods requires attention to detail throughout the entirety of the supply chain. Businesses need to make a concerted effort to identify environmentally friendly components and production processes that can result in green goods that can be sold successfully.

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- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY

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1. INTRODUCTION

Processed Product means any fruit, vegetable, or other food product covered under the regulations in this part which has been preserved by any recognized commercial process, including, but not limited to canning, freezing, dehydrating, drying, the addition of chemical substances, or by fermentation.

Nowadays demand for processed products is increasing at the same time, India's processed food business has grown manifold, and it is estimated to grow to \$50 billion by 2017 from

\$32 billion at present, a survey said. "There has been a major shift in food habits in metropolitan cities. About 79 percent of households prefer to have instant food due to steep rise in double incomes, standard of living and convenience," said an Associated Chamber of Commerce and Industry of India (Assocham) survey. It found that 76 percent of parents in big cities, mostly both working and with children under the age of five, are serving easy-to-make meals at least 10-12 times every month in some form or the other.

The term "processed food" can cause some confusion because most foods are processed in some way.

Mechanical processing — such as grinding beef, heating vegetables, or pasteurizing foods — does not necessarily make foods unhealthful. If the processing does not add chemicals or ingredients, it does not tend to lessen the healthfulness of the food.

However, there is a difference between mechanical processing and chemical processing.

Chemically processed foods often only contain refined ingredients and artificial substances, with little nutritional value. They tend to have added chemical flavoring agents, colors, and sweeteners.

These ultra-processed foods are sometimes called "cosmetic" foods, as compared with whole foods.

Some examples of ultra-processed foods include:

- Frozen or ready meals
- Baked goods, including pizza, cakes, and pastries

- Packaged breads
- Processed cheese products
- Breakfast cereals
- Crackers and chips
- Candy and ice cream
- Instant noodles and soups
- Reconstituted meats, such as sausages, nuggets, fish fingers, and processed ham
- Sodas and other sweetened drinks

Eating highly processed foods can lead to weight gain.

2. NEED OF THE STUDY

- The U.S. Department of Agriculture (USDA) defines a processed food as one that has undergone any changes to its natural state—that is, any raw agricultural commodity subjected to washing, cleaning, milling, cutting, chopping, heating, pasteurising, blanching, cooking, canning, freezing, drying, dehydrating, mixing, packaging, or other procedures that alter the food from its natural state. The food may include the addition of other ingredients such as preservatives, flavours, nutrients and other food additives or substances approved for use in food products such as salt, sugars, and fats.
- The Institute of Food Technologists includes additional processing terms like storing, filtering, fermenting, extracting, concentrating, microwaving, and packaging. According to these standards, virtually all foods sold in the supermarket would be classified as “processed” to some degree. Because food begins to deteriorate and lose nutrients as soon as it is harvested, even the apples in the produce aisle undergo four or more processing steps before being sold to the consumer. That’s why in practice, it’s helpful to differentiate between the various degrees of food processing.

3. REVIEW OF LITERATURE

- Ergonomics in Action- A guide to best practices for the food processing industry (2003): This booklet is intended to provide employers with information to help reduce workplace injuries: It tells about the challenges in the food processing industry. The booklet uses a - approach with examples that illustrate how actual food processing facilities have reduced work-related musculoskeletal disorders. It includes ideas for making practical ergonomic improvements in the particular industry.

- Implementing and planning best management practices for utility efficiency in food processing establishments; An utility management guide (2003) by Phil Dick, Ron MacDonald and Kenneth Boyd Alexander Keen , Henry van Rensburg, Bob Griffin, Peter Golding Kevin Jones & Arnold
- The food processing industry, globalisation and developing countries an article by John Wilkinson- e JADE electronic Journal of Agricultural and Development Economics Agricultural and Development Economics Division (ESA)- Vol. 1, No. 2, (2004), discusses the importance of exports of processed food products and the role of foreign direct investment (FDI) in this sector. The article also relates to the importance of the food processing industry in developing countries in the category of small and medium enterprises
- Food Processing in India- A report on Indian Food Processing Industry, Corporate Catalyst India (2005) : explains the growth prospects of the food processing industries in India by using the diamond porter analysis. It also gives the classification of food processing industries. The report includes the various policies, laws and regulations framed, executed by the Government to ensure food safety and speaks about the vision strategy and action plan in order to achieve growth in the food processing industry in India.
- Guidelines for the validation of food safety control of the Working Principles for Risk Analysis for Application in the Framework of Codex Alimentarius, Principles and Guidelines for the Conduct of Microbiological Risk Management (CAC/GL 63- 2007): throws light on the validation of the food safety and food quality measures. This guideline relates to the importance of conformity towards food safety measures and makes a distinction between the role of the industry and the Government as to how the validated control measures are implemented. It Ushus J B Mgt 13, 1 (2014) ISSN 0975-3311 also relates to the studies conducted in risk management decisions. These guidelines also discuss the differences between validation, monitoring and execution of the measures intended to provide food safety.
- The annual report (2008-09) of the Ministry of Food Processing Industry, Government of India states the vision to develop the food industry. The report includes the objectives of the Ministry of Food Processing Industry which aims at setting up various food processing units and food parks in the country. It also stresses on the development of the state of art of technology and infrastructure required to maintain post harvest technology, provision of cold storage and warehousing facilities ensuring better supply chain management of the processed food products. This report also elaborates the various schemes introduced by the Ministry of Food Processing in order to develop this industry in various parts of the country.

- Food Processing & Agribusiness-Emerging opportunities and strategic thrust areas for the industry- The Associated Chambers of Commerce and Industry of India (ASSOCHAM) which organised an international summit and exhibition on food processing on 28th and 29th July, 2009 in Delhi stressed on the importance of the development of the food processing industry, the main objective of the summit was to make India an international hub for agriculture and food processing industries. The summit stressed, suggested and recommended that food processing industry should be considered as one of the hi-tech industries, emphasizing on post-harvest technology, re-engineering food parks models, establishing agro and food processing training centers, introduction of new innovative processed food products ensuring food quality, food safety and sustainable food production. This summit also recommended that to build necessary infrastructure and encourage public private participation in the respective industry.
- Food Processing Ingredients an article by Shubhi Mishra, USDA Foreign Agricultural Service, Global Agricultural Information Network(GAIN Report)1N1214-(2011) highlights that the food processing sector continues to expand in response to changing demographics, strong local & international brands and growing consumer acceptance of processed foods.Current Food Industry - Good Manufacturing Practices, Scope of Principles and Practices to Supplement Existing Regulatory Requirements (2011) : This is a document that speaks about the current good manufacturing practices (CGMP) which was formed in the year 2004 and started working with the Food and Drug Administration(FDA). It relates to 61 companies in the food industry that worked as a coalition to promote safety assurance programmes in the food processing industry. This paper addresses the good management practices towards maintaining food safety and quality control. It suggesting about training programmes and the provision to impart training by conducting workshops, seminars, conferences highlighting on the control of food safety hazards in food production and processing.
- A report on the food processing industry in India in August, 2012 by the Corporate Catalyst India discusses the classification of food processing industries in India. It elaborates the various policies and regulations by the Government to promote this industry in the country. It also speaks about the various Indian food brands that are popular in the United States of America and Europe. This report also analyses the potentials and challenges of the food processing industry and by setting up the food Uma C Swadimath Best Management Practices processing units, its contribution towards the development of the Indian economy.
- A Review of Definitions of Community Food Systems by Carrie Edgar and Laura Brown (2013): This article explains the nature of food system resulting in obesity and

also tells about food security. It focuses on local production, processing and sale of processed food products on the basis of equity and social justice and also keeping in mind about the future generations.

4. RESEARCH METHODOLOGY

In this study qualitative/quantitative will be used. The study is based on primary and secondary data collected from various sources like journals, conference papers and internet sources.

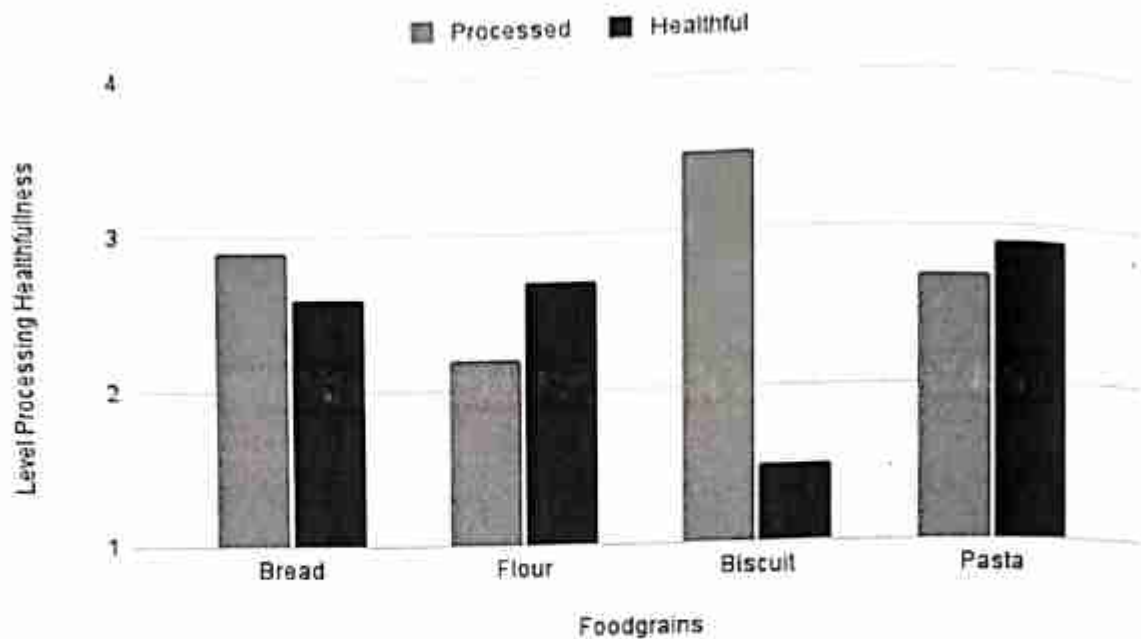
5. OBJECTIVES OF THE STUDY

- To understand how people define "processed food".
- View the level of processing as a continuum or a dichotomy
- To know about processing methods.
- Benefits/downsides of food processing

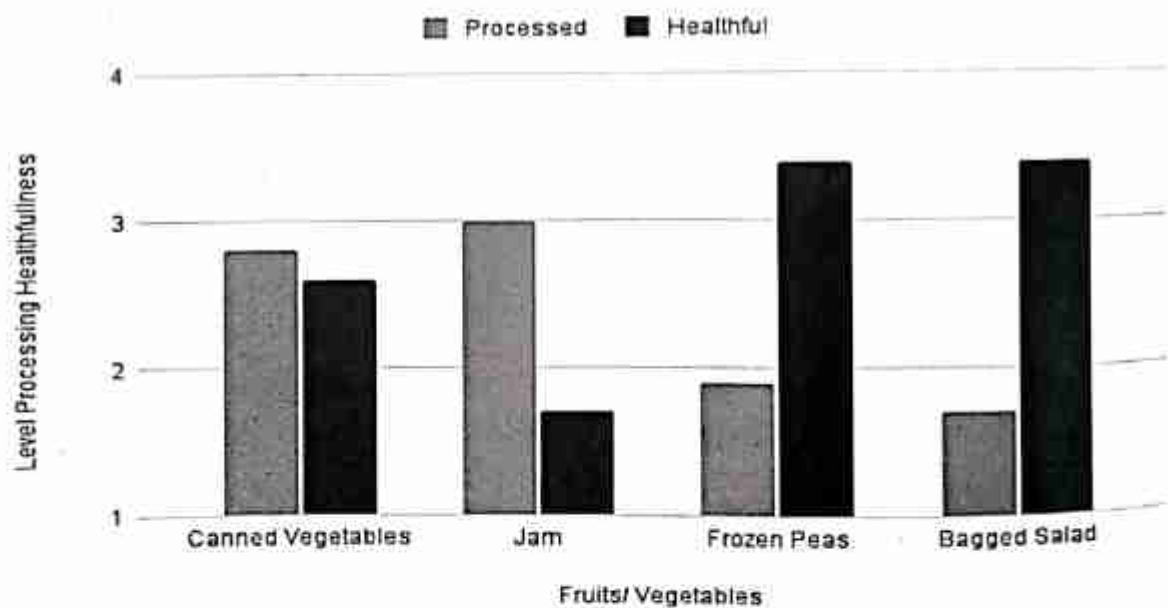
This research is based on primary data. For collection of primary data a well-structured questionnaire was prepared, a pilot survey was conducted to know the feasibility of the questionnaire, suggestions from this pilot survey were included in the questionnaire and final draft of questionnaire was prepared. The questionnaire was formed by two parts. The first part is consisted of questions covering the products consumption and purchase attributes and the second part is about the socio-economic and demographic situation of the respondents. To determine the consumption and purchase preference the participant evaluation was designed with 4-point type scale to express how much they agree or disagree with the statements. All the data collected from the survey were tabulated in well-structured statistical tables, and results have been derived from these tables. Both quantitative and descriptive analyses were taken to answer research problems. Various statistical tools and techniques were used to analyze the data. Differences in the frequency of consumption of processed products were measured by graphical method

Processed vs. Healthful

In order to assess whether the level of processing was perceived as related to its healthfulness, participants were asked to assess a range of foods based on how "processed" and "healthful" they considered them to be. The foods were selected from: grain-based, meat and fish, fruit and vegetables, and dairy categories (Figure 1). In each category, four food types were presented. Participants were asked to rate the foods on a scale of 1 to 4, where 1 indicated the lowest and 4 the highest level of processing or healthfulness. In each of the categories, the difference between all three food types that were rated as more processed was significant when compared to the foods that were rated as least processed. In general, foods rated as more processed were perceived as less healthful, and vice versa.



Average rates of levels of food processing and healthfulness for different food groups. In each graph, the light colour represents the level of processing and darker the level of healthfulness.



6. STATEMENT OF HYPOTHESIS

Hypothesis 1

- H0- Level of food processing not influence perception of healthfulness
- H1- Level of food processing influence perception of healthfulness

Hypothesis 2

- Ho- Level of food processing does not influence perception of food safety

- H1- Level of food processing influences perception of food safety.

7. SCOPE OF THE STUDY

1. The present study is to be restricted to Pune city only.
2. The study covers businesses from Baner and Shivajinagar.

8. RESEARCH DESIGN

In this study a descriptive research design has been used which will be concerned with describing the characteristics and components of Processed Products business practices in the Pune city.

9. ANALYSIS OF DATA

Benefits of processing

The main benefits of processing indicated by participants were "preservation" and "extended duration", closely followed by "convenience" "lasts longer, cheaper than fresh stuff, ready faster to eat/ no or little preparation for the end user." Other perceived benefits were "reduced cost", "sensory enhancement", and "increased variety". "Increasing safety" was also seen as a benefit, but was usually listed together with other benefits.

Content Tester: Benefits of Processed foods

In addition to the initial questionnaire, participants were presented with information about specific benefits associated with food processing, such as convenience and increased nutrition. When prompted for feedback to the content tester (prompts were open-ended and undirected), the participant's questions and comments demonstrated a demand for further information. Some questioned the value of such benefits e.g. "why make food last longer", "Does adding vitamins really help in terms of health?" Participants stressed the use of "fresh" foods, and indicated a preference towards use of fresh ingredients and cooking from fresh, but did not give explanations. Concerns regarding the food industry were also raised: "maybe if people understood what's going on with the food industry, we could get things changed for the best". Some participants found the content informative: "after reading the above information, it makes sense why a lot of foods have to be processed and that processing a food isn't necessarily a bad thing".

Upon being exposed to the content tester on the benefits of processed food, participants were asked to rate each of the presented benefits based on how much confidence they had. On average, participants had the most confidence in "making foods edible" and "making foods last longer". However, they lacked confidence in improved nutrition as a benefit of food processing. Generally, participants considered processed foods to have a negative impact and result in reduced nutritional value. Practical attributes, including increased shelf life and quick preparation time, were seen as the key positives and benefits of processed foods.

Downsides of Processing

A large proportion of participants pointed at fat, sugar or salt content as downsides of food processing, usually mentioning them together, and associating them with the term "unhealthy". The term "unhealthy" was generally frequently linked with processed foods. Many of the participants mentioned "additives", suggesting that they were unfamiliar or unknown, and that "too many" were added. Participants considered processing to result in a loss in nutritional value of foods, in some cases mentioning specific nutrients: "I am not sure if it loses any of its natural minerals or vitamins". Uncertainty was also common among answers, mainly mentioning unknown ingredients or content: "The end buyer has no real way of knowing exactly what they are eating".

Other less common but apparent downsides associated with processed foods included reduced taste, reduced quality, and reduced goodness. Another was the use or introduction of "chemicals". Some participants also considered processed foods as "not fresh". Two participants believed that there were no downsides to processed foods, with one suggesting a need for acceptance of processing: "I personally don't see any; if you want foods all the time from anywhere then accept some processing..."

Reasons for buying and not buying processed foods

A range of themes became apparent when participants were asked for their reasons for (not) buying processed foods. In some cases, participant answers included both reasons "for" and "for not" buying processed foods. Reasons for buying processed foods included convenience (in terms of speed of preparation and extended storage), taste, and price. Reasons for not buying most often included reduced healthfulness, and altered or unknown content (including the mention of nutrients, additives, preservatives, and salt). A proportion of participants mentioned their preference towards "fresh" foods, with some also commenting that they prefer to cook "from scratch". Miscellaneous answers included the environment, ethics, and food waste, but it was not stated whether these were reasons "for" or "for not" buying processed foods.

Avoiding Processed Foods

While some participants stated that they do not make a conscious effort to avoid processed foods, among those who did, several avoidance strategies were apparent. Buying "fresh" and "cooking", specifically cooking "from scratch", were the most popular answers. Many commented that avoiding processed foods was "healthier". Two participants also specifically mentioned eating "natural" alternatives in order to avoid processed foods. Reading the food label was suggested as a useful technique to avoid highly processed foods. "Limitation" or "moderation" of processed foods was another apparent theme.

Processing methods Known methods of food processing

When asked to provide examples of food processing, participants listed a wide array of methods. The addition of ingredients was commonly listed, with the term "additives" appearing frequently. Various methods of packaging were also commonly noted, most specifically "canning" and "bottling". "Freezing" was another dominant answer. Processes such as "salting", "smoking", "curing", "drying", and "cooking" were also popularly mentioned. Other, less frequently mentioned methods, included "pasteurisation" and "pickling". Some miscellaneous responses, like "irradiation" were also noted.

Content tester: methods of processing

Participants were provided with information about eight specific methods of processing, including traditional and novel technologies. When prompted for feedback (prompts were open-ended and undirected), participants questioned methods that they were unfamiliar with, and often sought more information on those. In some instances, participants found methods so familiar that they had not previously considered them as processing: "I'm shocked that freezing is classed as food processing..." A number of participants questioned the healthfulness of certain processes, specifically, how much "goodness" processing removes. Participants were also concerned about the safety of some of the methods. In particular, the safety of smoking and the perceived carcinogenic nature of this method: "I understand that smoke is carcinogenic. Am I wrong?"

Content Tester: Olive Oil Infographic

A final content tester displayed information on the production of olive oil in the form of an info graphic. As before, they were prompted for questions and comments. A large proportion of participants showed an appreciation and understanding of the process, with some gaining a new perspective or new knowledge. A number of responses deemed the process "natural" and/or "healthy". Some participants questioned specific steps of the process, eager for more information.

Media Attention

When asked for a rationale for the vast amount of media coverage of processed foods, four main themes became apparent. The most common one was linked to health, including health concerns and health promotion. "Public concern about food safety, health and provenance". "They are trying to get you eating healthy". Increased levels of obesity were seen as another reason for the media stir surrounding processed foods: "Due to the fact that Britain is becoming obese". Participants also identified debatable processing methods and ingredients as a reason for coverage. Participants also suggested marketing, the need for eye-catching stories, and the press's love for a "good scare story" or scandal as reasons behind the headlines. Some miscellaneous answers were noted, with one participant stating the increased attention was due to

increased accessibility and use of processed foods among consumers: "as they see the nation has become used to being able to get processed food quick".

Changes in views

Comparing respondents' definitions of processed food in three questionnaires throughout the study, most respondents expanded their definition to include any food that has been treated/alterd. For example, one respondent defined processed foods, at the beginning of the study: "Food not in its natural state i.e. cheese spread that contains no bread with added ingredients". Their definition expanded, after participating in the study: "foods that have been "adapted" by different methods to make them last longer, be more easily consumed, as well as changing flavor or making cheaper products. For example, pasta, bread, biscuits, ready meals".

Respondents became aware of more processing methods, listing more examples. They also listed additional benefits, such as "cheaper", "flavor", "variety", and "safe". Many participants were already aware of benefit of increasing shelf-life.

There was some surprise that processing includes methods not previously considered as processing. When asked if they were surprised by anything that they saw or read in the provided materials, one responded replied: "Yes, definitely, the number of processes that are classed as processed. I don't classify freezing as a processed food but guess it is". Throughout the study, additives and chemicals were consistently noted as a "downside" of processed foods. A loss of nutrients/goodness was also mentioned concern.

Materials were found to be very good and informative; respondents commented that they had learnt more: "I feel like I learned some new things about the processing of products and that some have benefits that far outweigh the risk". A majority highly rated the importance of learning about food production and processing.

10. CONCLUSIONS

This exploratory study offers a first qualitative insight into consumer perceptions in Punjab towards processed foods. It suggests that consumers may have a limited understanding of the reasons, methods and consequences of food processing.

Participants viewed processed foods as food altered from its original state, and demonstrated partial understanding of the array of processes that were involved. They showed preference towards foods that were considered non-processed, with traditional techniques being so common they were hardly seen as processing. Processed foods were initially associated with negative opinions and attitudes among participants, most in relation to the perceived loss of nutritional content and health benefits. Foods considered as none or less processed were thought to be more healthful. Food negative opinions on additives and chemicals prevailed, suggesting the public may benefit from further information about the safety and regulation of additives.

The lack of awareness of the important benefits that some processing methods offer, including improvements in food safety, highlights the importance of providing consumers with more information in order to reassure and build trust in the processed food chain.

Processed food is a topic that frequently hits media headlines. Despite being cautious about the motives behind the headlines, participants were prone to allowing these stories to influence their opinions and attitudes.

Participants appeared to be receptive to information, requesting to receive further clarity, specifically in relation to novel processes.

Inherent to a qualitative study, with the sample size limited and focused on the Pune, the findings may not be applicable generally. The study design comprised mainly open-ended questions that result in free expression, with varying degrees of detail provided allowing for possible misinterpretation of opinions. But, this method of qualitative consumer research has the benefit of identifying unprovoked opinions and thoughts, exploring consumer understanding and perceptions towards the topic.

Further research is required to identify the main source of the negative perceptions, and more information and education is needed to help consumers better understand processing methods used in food production.

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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausahab	31 – 34

- 7 **A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT** 35 - 41
- Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 **A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY** 42 - 52
- Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53 - 58
- Prof. Shrikrishna Nanaji Mohare
- 10 **INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION** 59 - 62
- Esha Jagtap and Dr. Riyasal Peerzade
- 11 **INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES** 63 - 70
- Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 **EMERGING TRENDS IN AGRICULTURE BUSINESS** 71 - 75
- Khan Mohd. Iftekhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 **STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS** 76 - 81
- Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
- Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

A STUDY ON WOMEN WORKPLACE CULTURE

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ABSTRACT

Successful businesses understand the importance of maintaining a positive work environment for their employees. To sum up, prejudice and harassment have no place in a healthy culture. The purpose of this article was to document the attitudes of female workers toward their workplace environment. A total of 130 female employees' opinions were gathered for this purpose. SPSS was used to analyse and code all the responses. Researchers looked at how different demographic groups saw the culture of the workplace differently from women. Findings indicated that female employees generally had a favourable impression of their workplace culture. Nonetheless, it was also discovered that women of a younger generation and higher wealth do not consider their workplace culture to be a healthy one. The publication also addresses the limits of the study and the potential for further research.

Keywords- Woman workplace culture, gender discrimination, harassment

INTRODUCTION

Executive Summary

This study is an empirical survey of women who work in the workforce. Previous research was used as a basis for drafting and developing the questionnaire. The questionnaire consisted of a total of 21 different questions. The questionnaire that was prepared was presented to research specialists as well as some professionals from corporation. A few of the questions in the questionnaire were modified somewhat as a result of their suggestions. After receiving their approval, the questionnaire was use in the process of data gathering. The ladies who will work for the company were chosen by a process known as non-probabilistic convenient sampling. Within the city of Pune, these ladies were approached at their homes, local bus and train stations, and a local eatery. A total of 470 female employees were contacted in order to obtain their feedback. Despite this, just 150 of them consented and filled out the form. For the purpose of collecting the data, the self-administration method was used. For the purpose of data analysis, SPSS was utilised. The hypotheses were examined using a one-way analysis of variance as well as Pearson's correlation test. The findings of the research revealed that most women feel that their places of employment are both safe and equitable. According to the findings of a statistical study, younger women and women from higher income brackets have distinct perspectives regarding their places of employment.

According to a poll conducted by Langer (2011)¹ among American workers, 25% of female workers have been harassed on the job. One in four women have experienced some form of sexual harassment, as shown by these figures. When compared to previous survey data, the number showed a decline. Still, twenty-five percent is a sizable figure. It's possible that the figure is much higher in countries like India, where men tend to have more power than women. According to a recent analysis by McKinsey India, the country has a lower percentage of women in the workplace than the global average, despite the importance of fostering a positive work environment for female employees. If we want to maintain a thriving WWC, it is essential that we identify the factors that have an impact on how people view WWC and then remove those that have a negative effect.

(Kar, 2018) Two other key points from the paper are that a rise in the number of women in the workforce would lead to a substantial rise in GDP and that this rise would be felt immediately. As a result, it is crucial to investigate the factors that discourage women from working in business. It was speculated that gender bias in the workplace was a major role in women's decisions to leave or not join the workforce.

This prompted analysts to investigate how women feel about their workplaces. The researchers set out to examine the attitudes and practises of Indian corporations toward their female employees.

OBJECTIVES OF STUDY

→ To study the general perception of Women toward their workplace culture

→ To examine the effect of demographic factors on women workplace culture.

LITERATURE REVIEW

Fitzgerald (1993)³ observed that women are subjected to sexual harassment in the workplace due to the (perceived) lower status of women. It is impossible to eradicate harassment unless this view is changed, so long as it persists. According to the findings of this study, there are far fewer instances of sexual harassment in organisations in which the proportion of males to women is nearly equal. According to the findings of one researcher, the main prevention of serious societal problems like harassment may be the only viable answer.

Hultin (1998)⁴ conducted research to investigate the connection between prejudice and the opportunities available to men and women for advancement to higher jobs. The findings of this empirical study revealed that women face insurmountable barriers while attempting to advance their careers in the workplace, particularly within the private sector. It was discovered that women, despite having higher levels of education and sufficient work experience, are not given promotions to senior positions.

Based on their research using grounded theory, Bergman and Hallberg (2002)⁵ devised a way gauge the culture of women's workplaces. The researchers gathered replies from

workers at a variety of companies and organisations, all of which were dominated by men in positions of power. It was requested of the respondents that they compare the working conditions of men and women. Even though it was still in the testing phase, the reliability of the questionnaire that they devised was confirmed. The researchers who conducted the study recommended that the questionnaire be utilised in additional empirical research including a large number of respondents from a variety of different types of workplaces.

The validity of the women's workplace culture questionnaire that Bergman and Hallberg (2002)⁵ developed by collecting responses from 446 employees (Bergman 2003)⁶. In order to determine the validity and reliability of the questionnaire, descriptive statistics, factor analysis, reliability, and Pearson's correlation were all utilised as methods of analysis. The results of this study led to the identification and confirmation of four criteria derived from the questionnaire. As a result, the WWC that was constructed had 24 different things, all of which were proven to be valid and dependable.

Bobbitt-Zeher (2011)⁷ conducted research to evaluate how prejudice is affected by gender stereotypes as well as organisational characteristics. According to the findings of the study, prejudice can be caused by a combination of factors, including culture, organisational rules that have varying effects on men and women, and decisions to apply those policies differently to male and female workers. According to the author, it is so difficult to eradicate discrimination because, in the first place, fundamental changes need to be made in the culture, structure, and policies of the society.

McDonald (2012)⁸ conducted a comprehensive literature study on the topic of sexual harassment. The study came to the conclusion that sexual harassment takes place across a variety of fields despite the presence of laws and guidelines to prevent it. Although the available evidence suggested that women were more likely to be the targets of sexual harassment, there were instances in which men were also victims of sexual harassment. A researcher made the observation that organisational elements contribute to the climate that fosters an environment that inhibits sexual harassment. The researchers did remark, however, that there is a lack of understanding regarding the combination of such elements that contribute to a drop in the number of instances of sexual harassment. In this area, there is a need for further investigation.

Whiteside and Hardin (2012)⁹ investigated the perspectives of female workers in the sports information industry regarding their experiences in the workplace. It featured a research on the impression of a 'glass ceiling,' which investigated variables that contribute to a lower percentage of women working in business. The data revealed that women are aware of the glass ceiling, but that they are hesitant to admit its existence. Women working in the sports sector ran into a problem known as the "maternal wall," which was caused by the untraditional working hours of their jobs and prevented them from having children while continuing their careers.

The existing body of knowledge suggests that women (although to a lesser extent in comparison to the most recent few decades) suffer from men's perceptions of their inherent inferiority, the "glass ceiling," harassment, and fewer prospects for professional advancement.

HYPOTHESES

H₁- The age of woman employee and perception of workplace culture are positively correlated.

H₂- The income of woman employee and perception of workplace culture are negatively correlated

H₃- Relation between Education of woman employee and her perception of workplace culture are significant

RESEARCH METHODOLOGY

During the process of constructing the questionnaire for this study, references were used to the Women Workplace Culture questionnaire that was developed and verified by Bergman (2003). The original scale contained 35 items, however for the sake of this study, we only used 14 of those items because we wanted to focus on specific aspects of the topic. On a scale that ranges from one to five points, each item was rated. Where a score of 1 indicated "strongly disagree" and a score of 5 indicated "strongly agree." In addition to it, demographic information was gathered. The simple sample method was used to collect a total of one hundred and fifty responses from female employees working in a variety of fields and ages. 15 of these 165 responses were omitted from the study because they did not engage with the question in any way or were found to be incomplete. SPSS was used to complete the final analysis of the 150 replies.

DATA ANALYSIS AND RESULT

It is imperative that the questionnaire be reliable and valid. This cannot be stressed enough. It was discovered that just 10% of the answers had values that were missing. This leads one to believe that respondents understood the questionnaire and considered it to be valid. The Cronbach's alpha coefficient was obtained using SPSS for the purpose of conducting reliability testing. This value (from table no. 1) was determined to have a Cronbach's alpha value that is greater than .7, which is the lowest value that is considered acceptable in the social sciences. Therefore, it was determined that the questionnaire could be relied upon.

Table no. 1 Reliability Statistics

Cronbach's Alpha	N of Items
.788	19

Descriptive Statistics

Table no.2 Descriptive statistics –Woman Workplace Culture (WWC) perception

Item	Mean	Std. Deviation
Generally speaking, if I experience a particular difficulty: I have somewhere or somebody to speak openly about it with	3.39	1.32
Women receive more unfair judgements of their work performance than men	3.77	1.24
It is more difficult for women than men to “be themselves” at work	3.02	1.32
Women have fewer opportunities than men for professional development at a workplace	3.73	1.25
Women have to be more accomplished in their work than men in order to be promoted	3.65	1.17
Women do not receive enough organizational support in order to manage their professional work and their domestic responsibilities	2.88	1.28
Men have greater employment security than women	2.87	1.13
Men fail to pay attention to what women say at meetings	2.52	1.14
Men receive more organizational support and trust than women	2.36	1.24
Unwelcome sexual connotations glances, gestures, or comments occur at my place of work	2.39	1.26
Being a woman I do not receive sufficient support from my partner.	2.49	1.27
Working life is characterized by a negative attitude toward women	2.50	1.28
I don't feel secure in my professional position just because I am a woman	2.54	1.26
I believe that the way I have been addressed at work by management and superiors has been influenced by a negative attitude toward me because I am a woman	2.56	1.25
Misconception that women does not work properly	2.58	1.01
Women does not give full time on work	2.00	1.12
Overall Mean	2.86	

Overall Mean of the scale is 2.86. This indicated that woman employees in general do not have negative perception of Workplace culture. In other words woman employees find their workplaces to be fair place and they do not face any harassment. They also perceive good support from their organizations. However standard deviation (SD) of the mean should also be considered before concluding anything. Since SD is high the mean

value is not that significant. Therefore inferential analysis is important so as to conclude anything.

HYPOTHESES TESTING

H₁- The age of woman employee and perception of workplace culture are significantly positively correlated.

H₂- The income of woman employee and perception of workplace culture are significantly negatively correlated

To test these two hypotheses Pearson's correlation test was found appropriate

Table no. 3 Correlation Age- WWC

		Mean of WWC scale	Age	Income
Mean of WWC scale	Pearson Correlation	1	.298	-0.202
	Sig. (2-tailed)		.002	.003
	N	150	150	150

From table no. 3 it was found that significance (p) values of Pearson's test are less than .05. This indicated that the null hypotheses 'The age of woman employee and perception of workplace culture are **not** significantly positively correlated' and 'The income of woman employee and perception of workplace culture are **not** significantly negatively correlated' are failed to be accepted. Thus H₁ and H₂ are accepted.

H₃- Education of woman employee and her perception of workplace culture are significantly related

H₄- The industry wherein woman employee is working and her perception of workplace culture are significantly related.

For both of these hypotheses one way ANOVA was run in SPSS. The result is shown in table no. 4.

Table no.4 One Way ANOVA- Education, Type of Industry- WWC perception

		Sum of Squares	Mean Square	F	Sig.
Education	Between Groups	13.25	4.08333	12.1878	.000
	Within Groups	58.25	0.46437		
	Total	62.5			
Type of Industry	Between Groups	3.42857	1.47619	2.63242	.049
	Within Groups	67.0714	0.54025		
	Total	52.5			

From table no. 4 it was observed that the significance value of F test is less than .05 therefore null hypotheses 'Education of woman employee and her perception of workplace culture are not significantly related' and 'The industry wherein woman employee is working and her perception of workplace culture are not significantly related' are failed to be accepted. In other words at least one group of education and one type of industry significantly differ in their perception of WWC. And such relationship is not only by chance but found statistically significant. Therefore we accept H_3 and H_4 .

DISCUSSION

It was found that age of woman and her perception of workplace culture are negatively correlated. That means older woman do not see WWC negatively, their workplace culture is healthy. However woman with high income do not see their workplace culture as healthy. They face discriminations. Education and type of industry also matters. They both affect the perception of WWC significantly. Further investigation is required to find the strength and direction of the relationship between education level with WWC perception.

The main limitation of this study is sample size. It is not sufficient to generalise the findings. But never the less the study has validated the questionnaire developed using past study. Future studies should conduct the similar studies in different geographical parts and should involve male employees into study as well.

Practitioner should keep on checking the perception of woman workplace culture in the interest of woman employees. Factors which affect WWC perception should be examined and those found to affect WWC negatively should be eliminated to keep the culture healthy.

It was discovered that a woman's age has a deteriorating relationship with the way she views the culture of the company. That indicates that older women do not have a negative perception of WWC, which indicates that the culture of their company is positive. On the other hand, high-income women do not consider the culture of their company to be healthy. They are subjected to discrimination. Education and the nature of the industry also have important roles. Both factors have a huge impact on how people view WWC. It is necessary to do additional research in order to determine the strength of the association between education level and WWC perception as well as the direction in which the relationship points.

The sample size is the most significant weakness of this study. Making the findings applicable to the whole population is not enough. Despite this, the research has verified the questionnaire that was constructed by using data from previous studies. In subsequent research, comparable studies ought to be carried out in a variety of geographical locations, and male workers ought to be included in the research as well.

For the sake of the women who work there, practitioners ought to maintain regular checks on how women are viewed inside their respective workplace cultures. In order to maintain a healthy culture, it is important to investigate the factors that have an impact on how people view WWC and get rid of the factors that are determined to have a negative impact.

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Dr. Nasrin Khan

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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausahab	31 – 34

- 7 **A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT** 35-41
Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 **A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY** 42-52
Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53-58
Prof. Shrikrishna Nanaji Mohare
- 10 **INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION** 59-62
Esha Jagtap and Dr. Riyasal Peerzade
- 11 **INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES** 63-70
Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 **EMERGING TRENDS IN AGRICULTURE BUSINESS** 71-75
Khan Mohd. Iftekhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 **STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS** 76-81
Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82-87
Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS

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ABSTRACT

For sustainable development to be accomplished, it is essential to empower women entrepreneurs, and any barriers to their growth must be removed to allow for full involvement in the firm. In addition to training courses, other resources for entrepreneurship growth include newsletters, mentorship, trade shows, and exhibits. Therefore, encouraging female entrepreneurs in India is undoubtedly a short-cut to accelerating economic progress. All forms of gender prejudice must be eliminated in order to elevate "women" entrepreneurs to the same level as men. Due to their education, women will be socially, politically, and economically concerned. Overall, this study demonstrates how Indian culture is evolving and changing in the twenty-first century due to the empowerment of women.

INTRODUCTION

The efficiency and efficacy of a nation's financial, human, and physical resources determine that nation's economic growth and development. As a result, the government's goal is to maximise resource production, which is accomplished by providing the various sectors with the tools and resources they need. Due to the appalling conditions of women in India, the government implements many programmes to assure their wellbeing. These many initiatives and plans seek to free society from the bonds of the raging strife that accelerates the development of any unanticipated societal catastrophe. The government has created several programmes and laws to combat violence against women and boost their spirits as a result of social pressure to confront and identify the issue and uplift their spirit and greater opportunity for contribution to the country's economy and development.

OBJECTIVES OF THE STUDY

1. To know the need of Women's Empowerment.
2. To know the forms of Empowerment of Women
3. To analyze Women Rights, Legal Protection of Women in Indian Constitution
4. To know the role of NGOs in Women Empowerment.
5. To know the Government Schemes and Programmes for Women Empowerment.
6. To find out how Education has helped Women Empowerment.

7. To overview how Indian society is changing by Women Empowerment in the 21st century.

STUDY METHODOLOGY

The present study is a qualitative study. The researchers here collected data from different secondary sources like books, magazines, journals, various government organizations, website etc.

GOVERNMENT INITIATIVES

Because women's participation is essential to the development of the entrepreneurial sector, women's growth and development must be hastened. In order to encourage women to actively engage in entrepreneurial activities, a friendly environment must be established. Government, non-Government, promotional, and regulatory organisations must step up and take an encouraging role in fostering women entrepreneurs in India. For women to launch their own businesses, the Indian government has also developed a number of training and development as well as employment generating initiatives.

1. Bharathiya Mahila Bank Business Loan

For women who have huge dreams while having few means, Bharathiya Mahila Bank was founded. It provides loans of up to 20 crores to female company owners who want to launch manufacturing ventures. There is no need for collateral if the requested loan amount is less than Rs. 1 crore. This banking programme for female entrepreneurs was established in order to help women and their enterprises on a big scale. Women have dabbled in a variety of commercial sectors and relentlessly strive for success.

The lending scheme that started in 2017 is still in effect even though the Bharatiya Mahila Bank and the State Bank of India merged. Visit your local bank office or contact a bank representative at 011- 47472100 to submit an application for a loan.

2. Mudra Yojana Scheme

A program called Mudra Yojana may help women who want to launch or grow their small businesses. Despite not being a program specifically for women, it is nonetheless quite advantageous. Women business owners are eligible to apply for loans between \$5,000 and \$10 lakh. It is perfect for opening up beauty salons, small businesses, or home-based operations. No collateral or guarantor is required to apply for this loan.

The scheme is divided into three categories

- Shishu: loans up to ₹50,000/-
- Kishor: loans above ₹50,000/- and up to ₹5 lakh
- Tarun: loans above ₹5 lakh and up to ₹10 lakh

This programme has helped a lot of female-owned companies since it is simple to use. The application form for this loan is available at this website. You may also go to any reputable bank to apply for a loan through this programme.

3. Dena Shakti Scheme

Dena Shakti Scheme is a scheme that provides loans for women entrepreneurs in the following sectors:

- Partnership firm business
- Retail stores
- Manufacturing sector
- Microcredit organisations
- Housing
- Education

You can employ this strategy if you want to launch a firm in one of the aforementioned sectors. Depending on the industry you are applying under, the loan you can apply for has a maximum ceiling of 20 lakhs. At 0.25% less than the base rate, the interest rate is determined. Visit the neighbourhood Dena Bank branch to submit an application for this loan. The bank employees will provide you the application form and instruct you on how to complete it and submit it with the necessary supporting documentation to apply for the loan.

4. Udyogini Scheme

Want to launch a business but lack the necessary resources to do so? Do not fret. The Udyogini Scheme is designed exclusively for women from families with an annual income of less than 1.5 lakh rupees. A loan up to three lakh rupees is available to you at a very cheap interest rate. Women who are widowed, in need, or disabled may qualify for a loan under this programme.

This programme aims to assist women from economically disadvantaged families in becoming independent. The Udyogini Scheme was created by the Karnataka State Women Development Corporation, but several banks have adopted it with certain modifications. You can visit the website or the nearby branch of one of the many banks that offer this programme to submit an application. The Punjab and Sind Bank, Saraswat Bank, and Bajaj Finserv are some of the banks that are promoting this programme.

5. Cent Kalyani Scheme

Want to launch or grow your SME? The Central Bank of India has a programme called Cent Kaylani for ladies just like you. Loans up to 100 lakhs are authorised under the programme without requiring any collateral or processing charges. Every other sort of business, aside from self-help organisations, retail commerce, and educational and training institutions, is eligible for this programme. You can call the Women Entrepreneur Cell at 022 66387777 for further information and directions on how to apply for this programme. Additionally, you can go to the nearby Central Bank branch

6. Mahila Udyam Nidhi Scheme

The Punjab National Bank introduced the Mahila Udyam Nidhi Scheme, which is intended to help Small Scale Industries (SSI). By offering hassle-free loans, the programme seeks to encourage modernization and technical growth in these small-scale enterprises. Under this programme, a loan may only be for a maximum of Rs. 10 lakh, and the borrower has ten years to pay it back. That also includes a five-year moratorium. The application for this programme is available here. You can fill out the application and deliver it to the closest branch of the Punjab National Bank to apply for the loan. Like SBI, several other banks also offer comparable programmes.

7. Women Entrepreneurship Platform (Wep)

The Women Entrepreneurship Platform is a project launched by the Indian government's NITI Aayog, which brings together female entrepreneurs and sponsors who are eager to help them in one location. You can join this group if you're a female entrepreneur just starting out.

At WEP the following benefits can be availed –

- Incubation and acceleration program for businesses in their initial stages
- Skill training and mentorship programs to learn about entrepreneurship and leadership
- Assistance in marketing
- Support for ensuring compliance with laws and regulations
- Funding and financial assistance
- A community and network of like-minded women.

These are just a handful of the best schemes now in place to help ambitious female entrepreneurs take the first step toward financial empowerment.

MAJOR FINDINGS

1. There are several ways that women can be empowered, according to the current study. This study demonstrates that women are able to play an equal role in society alongside males when they are active in social, economic, and political decision-making. Promoting the role of women in all social, political, and economic development activities should be possible for the nation in order to achieve sustainable development.
2. This study demonstrates that there are several government initiatives promoting women's empowerment in our nation, both at the federal and state levels. In its preamble, basic rights, and obligations, the Indian constitution makes a strong call for equality and the rights of women and includes explicit affirmative action guidelines. The government has introduced the Mahila Shakti Kendra, Mahila E-

Haat, and Beti Bachao, Beti Padhao schemes, all of which seek to make females autonomous in both social and economic spheres.

3. This study demonstrates how, in the twenty-first century, women's roles in India have changed as women's empowerment has increased. The empowerment of women has the potential to transform many aspects of society and the nation.
2. Only 10.11% of India's Micro and Small Firms are owned by women, while 9.46% of MSE enterprises are managed by women, according to the Third All India Census of Small Scale Industries, which was performed in 2001-2002. As of FY 2021-2022, the percentage has only grown to 20.37%.

SUGGESTIONS

1. It is necessary to create awareness campaigns to inform women, particularly those from disadvantaged groups, about their legal rights.
2. Since women's education is the source of the issue, it should be given the highest priority. As a result, women's education needs to get special attention.
3. Programmes and Acts should be strictly enforced in order to reduce the social injustices that exist.
4. Women should be able to work and be given the necessary protection and assistance to do so. They should be paid fairly and given equal employment opportunities with males so that their social standing can be raised.
5. To raise the degree of women's empowerment, the government should place more focus on female education.
6. The government and NGOs should set up several programmes to raise awareness of women's empowerment.
7. Additionally, governments must spend more money on creating a supportive and sensitive environment for females.

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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausaheb	31 – 34

- 7 A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT 35-41
 Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY 42-52
 Chetshree Badgajar and Dr. Wafiya Wahid
- 9 A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA 53-58
 Prof. Shrikrishna Nanaji Mohare
- 10 INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION 59-62
 Esha Jagtap and Dr. Riyasat Peerzade
- 11 INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES 63-70
 Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 EMERGING TRENDS IN AGRICULTURE BUSINESS 71-75
 Khan Mohd. Iftexhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS 76-81
 Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES 82-87
 Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT

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ABSTRACT

Skills and knowledge are driving forces of economic growth and social development for any country. Countries with higher levels and better standards of skills adjust more effectively to the challenges and opportunities in domestic and international job markets. Today, India is one of the youngest nations in the world with more than 62% of its population in the working age group (15-59 years), and more than 54% of its total population below 25 years of age. To reap this demographic dividend which is expected to last for next 25 years, India needs to equip its workforce with employable skills and knowledge so that they can contribute substantively to the economic growth of the country. The concept of the National Educational Policy (NEP) 2020 has been a distinct policy that has changed the education system in the country. It is expected to upgrade the educational quality for students both in schools as well as in higher education institutions. The transformation of the education system to a skill-based approach from a learning-based model has been attributed to the policy. The proposal to introduction of vocational education from sixth standard onwards and the formation of a National Committee for the integration of vocational education (NCIVE) is viewed as a transformation that will certainly take the Indian educational system to the new lines of standard. This paper investigates the role of NEP in Skill development.

Keywords: Skill Development, Workforce, Employment.

INTRODUCTION

The Prime Minister launched Skill India Mission on July 15, 2015, on the occasion of the first ever World Youth Skills Day (Shah, 2016), it includes four important and complementary initiatives of the Ministry of Skill Development and Entrepreneurship- National Skill Development Agency (NSDA), National Skill Development Corporation (NSDC), National Skill Development Fund (NSDF) and 33 Sector Skill Councils (SSCs) as well as 187 training partners registered with NSDC (Das, 2015). The Ministry of skill development is also intending to work with the existing network of skill development centers, universities and other alliances in the field. Further, collaborations with relevant Central Ministries, State governments, international organizations, industry and NGOs have been initiated for multi-level engagement and more impactful implementation of skill development efforts (Majumdar 2016). The National Skill Development Fund was

setup in 2009 by the Government of India for raising funds both from Government and Non-Government sectors for skill development in the country (Bhattacharyya, & Mukherjee, 2019). The Fund is contributed by various Government sources, and other donors/ contributors to enhance, stimulate and develop the skills of Indian youth by various sector specific programs. Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE) implemented by National Skill Development Corporation (Kedar, 2015). The objective of New Education Policy (NEP) is to enable a large number of Indian youths to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

NEP AND EDUCATION SYSTEM

NEP 2020, proves a game changer for the Indian Education System (Raj, & Khare, 2020). It is predicted that the National Education Policy, 2020 will not only bring down the social belief associated with vocational courses as a good career opportunity but will also provide learners a number of other bright career opportunities (Kalyani, 2020). This policy will play a crucial role in building the manpower of the India to create a change, especially in educational methods, along with putting an emphasis on inculcating technical and soft skills among all the students (Idnani, 2021). NEP 2020 focuses on employability skill and consider education as an important input in providing students proper skillsets to make them for available for employment (Aithal, & Aithal, 2020). The goal of the government with this policy is to meet the 2030 Agenda for Sustainable Development, which focuses on to ensure inclusive and equitable education for all students as well as promote lifelong learning opportunities for all (Nataraju, & Warriar, 2022).

National Education Policy 2020: Re-Imagining Vocational Education

Initiatives/Targets

- At least 50 percent of school learners to get exposure to vocational education by 2025.
- Considering students in vocational education while arriving at the Gross Enrolment Ratio (GER) targets.
- Secondary schools to collaborate with ITIs, polytechnics, local industry.
- Setting up of Skill labs and creating hub & spoke model in the schools to allow other schools to use the facility.
- To offer vocational education by higher education institutions or in partnership with industry and NGOs.

- Offering vocational courses to students enrolled in all other Bachelor's degree programs, including the 4-year multidisciplinary Bachelor's programs.
- Higher educational institutions to conduct short-term certificate courses in various skills including soft skills.
- Making vocational knowledge developed - 'Lok Vidya' to students through integration into vocational education courses.
- Vocational courses through Open Distance Learning (ODL) mode.
- Integrating vocational education into all school and higher education institutions in a phased manner over the next decade.
- Ministry of Education to constitute a National Committee for the Integration of Vocational Education (NCIVE), consisting of experts in vocational education and representatives from across Ministries, in collaboration with industry, to oversee this effort.
- Setting up incubation centers in higher education institutions in partnership with industries.
- National Skills Qualifications Framework for each discipline vocation and profession.
- Aligning Indian standards to the International Standard Classification of Occupations maintained by the International Labour Organization.

National Policy on Skill Development and Entrepreneurship

Ministry is an integral part of the government policy on "Sabka Saath, Sabka Vikaas" and its commitment to overall human resource development to take advantage of the demographic profile of our country's population in the coming years (Tandon, et. al. 2022). Developing a comprehensive and holistic policy document is an integral part of the process (Saxena, 2020). This requires a fresh look at the already existing National Policy on Skill Development (NPSD), 2009. The objective of the National Policy on Skill Development and Entrepreneurship, 2015 will be to meet the challenge of skilling at scale with speed and standard (quality). It will aim to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centers. In addition to laying down the objectives and expected outcomes, the effort will also be to identify the various institutional frameworks which can act as the vehicle to reach the expected outcomes. The national policy will also provide clarity and coherence on how skill development efforts across the country can be aligned within the existing institutional arrangements. This policy will link skills development to improved employability and productivity. Andhra Pradesh will face an incremental Human resources requirement of

approximately 10 million skilled workers between 2012 till 2022, across the high-priority and emerging sectors.

The performance of DDU-GKY implementation from 2015-2019				
Item	2015-16	2016-17	2017-18	2018-2019
Target(2022)	2814195	2814195	2814195	2814195
Trained	236471	358931	137059	240980
Placed	109512	187042	60974	138327
Assessed	NA	188835	78964	217485
Certified	NA	117258	52197	178197
Centers	-	654	726	1196
Trades	-	329	381	433

Table 1: Source: <http://kaushalpragati.nic.in>

VARIOUS SKILL DEVELOPMENT PROGRAMME IN INDIA

Deen Dayal Upadhyaya Grameen Kaushal Yojana(DDU-GKY)

The Ministry of Rural Development (MoRD) announced the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) Antyodaya Diwas on 25th September 2014. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth. DDU-GKY is uniquely focused on rural youth between the ages of 15 and 35 years from poor families. As a part of the Skill India campaign, it plays an instrumental role in supporting the social and economic programs of the government. The performance of DDU-GKY implementation from 2015 to 2019 is presented in table – 1.

Gram Tarang

Gram Tarang Employability Training Services Pvt. Ltd. is a social entrepreneurial initiative in skill training working in largely underdeveloped regions of the country and is committed towards providing young people with high quality vocational education & skill training, relevant & recognized certifications resulting in meaningful employment & successful careers in the organized sector. Gram Tarang currently operates in Orissa and Andhra Pradesh in East India. It has a widefield network across villages and semi-urban centres in a hub and spoke model (a small number of mother centres with a number of satellite centres).

Pradhan Mantri Kaushal Vikas Yojana (PMKVY)

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development and Entrepreneurship (MSDE) implemented by National Skill Development Corporation. The objective of this skill certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills

will also be assessed and certified under Recognition of Prior Learning (RPL). PMKVY has two training components, viz., Short Term Training (STT) and Recognition of Prior Learning (RPL). Between 2016-17 and 2021-22 (as on 15 January 2022), under PMKVY 2.0 about 1.10 crore persons were trained (inclusive of the placement-linked and non-placement-linked components of the PMKVY); 83 percent certified and about 21 lakhs placed. In 2021-22, under PMKVY 3.0, 3.48 lakh persons have been trained; 50 percent certified and 16.321 placed.

Pradhan Mantri Kaushal Kendras (PMKKs)

From 2016-17 to 2021-22, 16.35 lakh persons were trained and over 78 percent of them were certified. PMKVY also provided training to Shramiks (migrant labourers) affected by COVID-19. This component covered 116 districts of 6 States, viz., Assam, Bihar, Madhya Pradesh, Odisha, Rajasthan and Uttar Pradesh. As on 15.01.2022, 1.26 lakh migrants have been trained / oriented (0.88 lakh in STT and 0.38 lakh in RPL). Several micro-programmes under PMKVY have also been formulated for targeting artisans' clusters in partnership with private sector, also to ensure employment to all artisans. Special project has been launched to revive the traditional Namda craft of Jammu & Kashmir and upskilling of Weavers & Artisans of traditional crafts of Nagaland and Jammu and Kashmir.

Skill Strengthening for Industrial Value Enhancement (STRIVE)

Skills Strengthening for Industrial Value Enhancement (STRIVE) is a new World Bank funded project that has been approved by Expenditure Finance Committee (EFC) in November 2016 for a total cost of Rs. 2200 crore (US \$ 318 million). The project falls under the Programme for Results (P4R) based category of World Bank that ensures outcome based funding. The project aims at creating awareness through industry clusters/ geographical chambers that would address the challenge of involvement of micro, Small and Medium-sized Enterprises (MSMEs). The Project would also aim at integrating and enhancing delivery quality of ITIs. In order to ensure achievement of outcome these ITI would be competitively selected for upgradation under the scheme.

Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP):

This project aims to implement the mandate of the National Skill Development Mission (NSDM), which was launched on 15th July by Ministry of Skill Development & Entrepreneurship, through its core sub-missions. The project will be implemented in mission mode through World Bank support and is aligned with the overall objectives of the NSDM. The main objectives of the project include strengthening institutional mechanisms at both national and state levels, building a pool of quality trainers and assessors, creating convergence among all skill training activities at the state level, establishing robust monitoring and evaluation system for skill training programs, providing access to skill training opportunities to the disadvantaged sections and most

importantly supplement the Make in India initiative by catering to the skill requirements in relevant manufacturing sectors.

National Apprenticeship Promotion Scheme (NAPS)

The National Apprenticeship Scheme is a new scheme of Government of India to promote apprenticeship. It was launched on 19th August 2016. Apprenticeship Training consists of Basic Training and On-the-Job Training/Practical Training at workplace in the industry. It is a sharing of 25% of the prescribed stipend, subject to a maximum of INR 1,500 per month per apprentice per month to the employer. The aim of this programme is to increase the engagements of apprentices from present 2.4 lakh to 50 lakh cumulatively by 2020.

Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS)

Scheme for Higher Education Youth in Apprenticeship and Skills (SHREYAS) is a central government scheme for providing industry apprenticeship opportunities to the general graduates exiting in April 2019 through the National Apprenticeship Promotional Scheme (NAPS). The program aims to enhance the employability of Indian youth by providing 'on the job work exposure' and earning of stipend. SHREYAS is a programme basket comprising the initiatives of three Central Ministries, namely the Ministry of Human Resource Development, Ministry of Skill Development & Entrepreneurship and the Ministry of Labour & Employment viz the National Apprenticeship Promotion Scheme (NAPS), the National Career Service (NCS) and introduction of BA/BSc/BCom (Professional) courses in the higher educational institutions.

Jan Shikshan Sansthan (JSS)

Scheme JSS aims to provide vocational skills to non-literate, neo-literates, persons with rudimentary level of education up to 8th and school dropouts up to 12th standard in the age group of 15-45 years. The priority groups are women, SC, ST, minorities, divyangjan and other backward sections of the society. The Jan Shikshan Sansthans work at the doorstep of the beneficiaries with minimum infrastructure and resources. Under the scheme grant is released to Jan Shikshan Sansthans (NGOs) for Skill Development.

National Apprenticeship Promotion Scheme (NAPS)

This Scheme promotes apprenticeship training and the engagement of apprentices by providing financial support to industrial establishments undertaking apprenticeship program under The Apprentices Act, 1961. As on 31 October 2021, 4.3 lakh apprentices engaged under the scheme

Aatmanirbhar Skilled Employees Employer Mapping (ASEEM) portal

ASEEM, a digital platform, created to match supply of skilled workforce with the market demand, acts as a directory of skilled workforce. As on 31.12.2021, 1.38 crore candidates

have been registered on the portal including candidates registered on Skill India Portal (SIP). As on 31.12.2021, around 26.7 lakh migrant's data/profile are also available on the portal. The Portal consists of three IT based AI (artificial intelligence) driven interfaces for stakeholder interactions:

- ❖ A job application for individuals with access to hyper local jobs using machine learning and automated match based on persona.
- ❖ A demand and campaign management system for employers to forecast the current and future demand.
- ❖ A management dashboard for analytics and insights. This could also be used for future decision making.

CONCLUSION

NEP provides the multi exit and entry opportunity to the students and this can make them more equipped with skills. These skills might help them in getting good employment opportunity. NEP focuses on skill based learning that again come as a significant tool for the development of a country. Skilled workforce could be able to find more chance to get recruit by some good companies or industries. After all, the progression of a country can be determined only by its workforce, especially if they are equipped with the best possible technical, industrial and soft skills. Skill development efforts of the Government aim at the removal of disconnect between. Demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills and innovative thinking not only for existing jobs but also jobs that are to be created. Governments might boost investment in life-long learning to retrain, retool, and de-skill.

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Dr. Riyasat Aminuddin Peerzade
Dr. Nasrin Khan**

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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausahab	31 – 34

- 7 **A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT** 35 - 41
Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 **A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY** 42 - 52
Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53 - 58
Prof. Shrikrishna Nanaji Mohare
- 10 **INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION** 59 - 62
Esha Jagtap and Dr. Riyasal Peerzade
- 11 **INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES** 63 - 70
Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 **EMERGING TRENDS IN AGRICULTURE BUSINESS** 71 - 75
Khan Mohd. Iftekhhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 **STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS** 76 - 81
Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
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INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION

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ABSTRACT

The mobile computing is a system in which a computer and all necessary accessories like files and software are taken out to the field. It is a system through which one can able to use a computing device even when someone being mobile and therefore changing location. The portability is one of the important aspects of the system. The mobile phones are being used to gather scientific data from remote and isolated places which is not possible to retrieve by other means. The scientists are initiating to use mobile devices and web-based applications to systematically explore interesting scientific aspects of their surroundings, ranging from climate change, environmental pollution to earthquake monitoring. This mobile revolution enables new ideas and innovations to spread out more quickly and efficiently. In this paper we will discuss about innovation of mobile computing, android system and its applications.

INTRODUCTION

Mobile application developers is in (but not limited to) the following areas; Developing cloud enabled applications, developing customised Indian applications, working on innovations based on global acceptability through multi-language apps., synchronising data with backend systems and addressing security threats, reducing costs through prudent locations and newer API's (Application Programming Interface), beta testing applications and appropriate keyword tagging for marketing and making application oriented towards customer delight so that in the process of diffusion of the innovation the application becomes an integral part of the customer's life. Methodical content analysis brings out the scope for Indian application developers and offers them valuable insights on monetization tactics. Since the findings are based on published data from Indian Mass Media, it makes the paper very contemporary and the recommendation very implementable for the industry. Academicians working in this area too, will also find an avenue for further exploration. This research work is distinctive because of the lack of scholarly studies in this area, especially in the Indian context. Data from mass media and use of content analysis – a widely used qualitative analytic method for scholarly study, increases its value by making the work recent, contemporary and worthy of further scholarly explorations.

OBJECTIVES

Why innovation and development is important in mobile computing and android application. Does innovation practices in mobile computing and android application

Dr. Aftab Anwar Shaikh, Dr. Riyasat Aminuddin Peerzade and Dr. Nasrin Parvez Khan

help the developer and end user with best results on grounds of following points in near future:

Convenient: easy access & easy to use, Cost-Efficient : targeted budget & less investment. Easy development & customization., Freedom: an open-source platform. Integration with Socia Media, Greater ROI and profit, Porting to another Operating System, Activities, Services, Broadcast receivers, Content providers.

RESEARCH METHODOLOGY USED

Surveys (online and physical surveys) Observations.

Case study

MOBILE COMPUTING TECHNOLOGY

The Mobile Computing Technology Mobile computing is described as an itinerant computing, which is any transferable related devices which support the mobile communication technologies. This device should be able to transfer the data, voice and video wirelessly. There are a few methods to connect to the network such as Internet, intranet, extranet WLAN, LAN, WAN, etc. This technology was introduced in 1894, by Guglielmo Marconi well known as the father of radio, which was the first technology that could be able to transfer the radio waves over long voids. In 1958, the very first wireless network established in Germany and this technology introduced via Motorola company as the first personal cellular telephone (David, 2013). January 2007 was the exponential growth in the telecommunication system which Apple company was the reason for this evolution by introducing the iPhone and iOS.

PROS AND CONS OF MOBILE CLOUD COMPUTING

This technology like other technology have some pros and cons, and the positive aspects of this technology are the ability of users to connect to the internet wherever they are and whenever they want to. Also, the ability to control the area without physical presentation at a very low cost. There are some significant disadvantages about this technology such as the range of bandwidth issues, security issues, broadcast interventions, power. Bandwidth issues which have a direct impact of the commercial cell phone towers. Majority of the issues is related to the security problems. Cloud computing provide solution for mobile cloud due to many reasons like portability, scalability and communication etc. There are many uses of mobile cloud computing. MCC provide solution to problems that were big challenges and some challenges are still under consideration. Some advantages are as follows.

- 1) **Battery Consumption:** Increasing smartphones features and heavy applications consume battery fast. Computation on the cloud saves your battery life as well as time.

- 2) **Memory Requirement:** Using cloud resources to store and save applications can solve this problem. User can access the resources any time and save time and energy.
- 3) **Privacy:** Privacy is an important issue. Trusting the cloud is a problem. Encryption and decryption mechanism is used in the cloud or through communication channel. Virtual private network can be used to enable secure communication.
- 4) **Scalability:** For MCC, application models development must include support for the scalability to add features and modules for application enhancement. Scalability depends on application domain and MCC model.

ADVANTAGE AND DISADVANTAGE OF ANDROID APPLICATION

The advantages of mobile apps include convenience, easy communication with end-to-end users, and online usage.

The disadvantages of mobile apps include difficulty to create, the cost to create them, the cost to make them available to people, and the need for updates and support.

FUTURE INNOVATIONS IN MOBILE APP DEVELOPMENT

As time goes on, mobile technologies will only become smarter and more advanced. Mobile app development is a market that is highly responsive to innovation. Consumers crave new, useful, and accessible technologies. This is why advancing AI, beacons, IoT, NFC, blockchain, and other technologies integrate into mobile app development easily. Because of this, it's critical for business leaders to follow trends of innovation. Having conversations with experts is also extremely important, as this can lead to solutions that can help lead your product to success.

MAJOR FINDINGS

Mobile computing is not a single technology, but a combination of three components (handheld computing device, connecting technology, and a centralized information system), each with different performance considerations, costs, and risks.

Android app developers will provide a more enhanced personalized experience to users. Future applications may integrate different AI features such as text, image classification, voice recognition, predictive maintenance, face detection.

ACKNOWLEDGEMENT

I hereby thank Google and all the books I consulted can be found in the reference section for this paper entirely.

DISCUSSION & CONCLUSION

After all the limitation of mobile environment and mobile application, the uses and popularity of mobile application are increasing day by day. Most of the people are trying to use mobile device and mobile application instead of desktop for easy task. Gradually

the uses of mobile applications are increasing corresponding to the use of desktop applications. All of the mobile manufactured companies and mobile application Developer companies are increasing the capacity, quality and functionality. So the modern mobile applications are more capable and more usable for the user. And the global impacts of mobile applications are going high

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4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
6	THE STUDY ROLE OF ENTREPRENEURSHIP WITH THE HELP OF INDUSTRY AND ACADEMIA LINKAGE Mr. Nagpure Vijay Bhausahab	31 – 34

- 7 **A STUDY ON EMPLOYEE HIGHER EDUCATION AS PART OF HUMAN RESOURCE DEVELOPMENT PRACTICE TOWARDS ORGANIZATIONAL DEVELOPMENT** 35 - 41
Ms. Ishrat Rajan and Dr. Nandini Deshpande
- 8 **A STUDY OF THE MANAGEMENT OF PROCESSED FOOD'S BUSINESSES IN PUNE CITY** 42 - 52
Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53 - 58
Prof. Shrikrishna Nanaji Mohare
- 10 **INNOVATION PRACTICES IN MOBILE COMPUTING, ANDROID SYSTEM AND ITS APPLICATION** 59 - 62
Esha Jagtap and Dr. Riyasal Peerzade
- 11 **INDIAN TOURISM INDUSTRY: PROSPECTS AND CHALLENGES** 63 - 70
Mohammad Shadab Hussain and Dr. Purushottam Wadje
- 12 **EMERGING TRENDS IN AGRICULTURE BUSINESS** 71 - 75
Khan Mohd. Iftekhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
- 13 **STUDY OF GOVERNMENT SCHEMES TO PROMOTE WOMEN ENTREPRENEURS** 76 - 81
Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
- 20 **AN OVERVIEW OF NEP- 2020** 116 - 121
Armaan Shaikh

EMERGING TRENDS IN AGRICULTURE BUSINESS

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ABSTRACT

Purpose: Over the past few years the Agriculture Sector has shown tremendous changes, resulting in higher agricultural production. The country's total food grain output would reach a new high. All of this is occurring as a result of agricultural trends. Recent agricultural trends in India refer to new technology and advances in the field in recent years. Study is intended to understand the trend and reason causing it.

Design/Methods/Approach: The current study was purely based on secondary data collected from various sources.

Findings: Major shift is seen in Agritech business models that have started due to available technology and awareness among the farmers.

Limitation: This study was made based on secondary data at present. There could be various challenges faced by farmers and entrepreneurs. Which needs to be studied.

Keywords: Agribusiness, Agritech Startups Agriculture

INTRODUCTION

Indian agriculture has come a long way from traditional production to agribusiness industry to Agritech startups, from pure cultivation to businesses including input supply, farm machinery, production, food-processing, marketing and distribution of farm products and other services. In Spite of the low growth rate in agriculture, the majority of the population is dependent on agriculture, there is an opportunity for the agribusiness industry to flourish as there is enough demand in the market. The FDI equity inflow is expanding over the years leading to more investment in technology and human capital. The agriculture export is also increasing thus creating hope for a bright future of the industry.

In the coming years, agriculture producers have a grave responsibility of feeding the planet sustainably, due to rising demand for farm produce such as green vegetables and meat. The real challenges the world might face in feeding a population close to 10 billion by 2050. (Forbes, 2020)

Over a relatively short time period, innovations in farms' production practices, risk management, and business arrangements have allowed farmers to greatly increase their output without raising total input use.

Increases in productivity from the adoption of new technologies, more intensive use of manufactured inputs, such as fertilizers, and the efficiencies gained as farm production shifted to larger, more specialized operations.

In developing countries, agricultural apps and platforms are available to farmers or consumers with access to a smart device (nearly 60% of people in the developing world have cellphones, and over half the globe has access to the internet) and are making market pricing and information widely available, disrupting inefficiencies and resulting in more affordable food.

Technology and tech startups need to focus on these opportunities and be a force for good. There is a high demand for farm automation, digitalization, and sustainability, technological advancements in the agriculture sector shall be one of the reasons. Which leads to smart farming and efficient utilization of resources. Smart farming includes Internet of Things (IoT), artificial intelligence (AI) for farming, crop intelligence and monitoring, climate monitoring, input management and procurement, revamping the supply chain to reduce wastage, access to advanced hardware and machinery, production-linked agri-financing, farming-as-a-service (FaaS), urban farming and even Robots and drones are very helpful and cost effective in farm operations. (Dayalani, 2021)

Farmers have been even facing challenges over a long period of time such as small and fragmented landholdings, low farm income, unorganized supply chains, land saturation, groundwater depletion and climate change, inefficient transport and storage as well as limited access to finance. Stepping into these challenges, India's agri business and agritech startups are enabling more efficient market linkages for farmers, distributors and consumers. (Dayalani, 2021)

Further due to changing consumer food preferences, the agribusiness industry is having a changing and dynamic trend.

Sector is also witnessing growth in precision agriculture and indoor farming. (stratus-insights 2020).

Design/Methods/Approach: The current study was purely based on secondary data collected from various sources. Information is based on the current scenario.

RESULTS & DISCUSSION

There are over 10,000 registered agri startups in the country at present including tech-startups that are successful in creating value in the sector. These startups have played a key role in promoting innovation in a society. Through innovation these startups are providing simpler solutions to the problems. Tech-startups have transformed agriculture practices with the use of technology. Some of them are tremendous path breaking changes in the farming and agribusiness industry. (IBEF, 2021)

Reducing environmental impact, increasing productivity, changing preferences of Consumers could be the major reasons for embracing new farming methods.

And of course, there is a need to feed the growing global population, estimates suggest we'll have to increase food production by as much as 68 percent by 2050.

While previous evolutions in farming have largely been driven by mechanical improvements (namely, bigger, better machinery) or genetic advances (better seed, more effective fertilizers, etc.), the next big transformation is being driven by digital tools. (Agritech,tnau)

For Example, we have

Smart farming is an upcoming concept that deploys technologies like the Internet of Things (IoT), computer vision, and artificial intelligence (AI) for farming, even Automation – including the use of robots, drones, and autonomous tractors to make farming more efficient.

Precision farming – which involves applying irrigation, fertilizers, and pesticides at variable rates, depending on the needs of crops, rather than uniformly applying them at set times, quantities, and frequencies.(Forbes, 2020)

More localized, urban farming – i.e., producing food closer to the people who need it, thereby reducing food miles.

Vertical farming (the practice of growing crops in vertical layers) and hydroponics (growing plants in nutrient-rich water) – are both methods that generally use less water, soil, and space than traditional field farming methods. It doesn't remain niche anymore, a vertical farm is 390 times more productive per square foot than a field farm.(Garg and Balodi 2014) .

Cultured (lab-grown) and plant-based meats are innovative new ways to create meat commercially.

The most interesting trend caught the attention, when non-farmers including IITians & IIMs are taking up agriculture or agribusiness directly or indirectly in their startup.

Number of agritech startups in India, 2020	1000+
Funding raised by Indian agritech startups during 2014 to H1 2020	\$467 Mn
Contribution of farming towards agriculture GVA in FY20	56%
Agritech Market Potential In India, 2020	\$24.1 Bn
Estimated GVA By Agriculture In FY20	\$276.3 Bn
foreign investments, invested in the Indian agriculture sector from 2000-2019	over \$9.1 Bn

Source: Inc42

Rise in digital infrastructure, increasing rural internet penetration, soaring farmers interest in agritech, rise in investors' confidence and support from the central as well as the state government are the growth attributes of agritech.

Hydroponic farming, B2B platforms and marketplaces, adoption of precision agriculture are the major new trends and opportunities in the agriculture business. It may be due to the rise in farmers' tech awareness, diversified agritech models, advancements in technology, and the growing number of agritech startups. (Das and Ray, 2020).

In the field of Farm Inputs, Digital marketplaces and subscription models improving access to high-quality farm inputs such as seeds, fertilizers and pesticides. Resulting in 5-7% lesser cost of inputs compared to the traditional model of farm inputs.

Biotechnology, Startups driving research into plant and animal sciences.

FaaS based businesses, bringing farm equipment, machinery and inputs on a pay-per-use or contract basis.

Precision Agriculture is the use of geospatial and weather data, IoT, sensors, robotics, drones and more to improve productivity, create data-driven farm management solutions and improve resource management.

Farm Automation Startups bringing industrial automation to farms through machinery, tools and robots in seeding, material handling, harvesting and more.

Farm Infrastructure is providing access to farming technologies such as greenhouse systems, indoor farming, drip irrigation, environmental control systems and more.

Post-harvest produce handling, quality check and analysis, produce monitoring and traceability in storage and transportation

Digital platform and physical infrastructure to handle post-harvest supply chain and connect farm output with the customers. It results in better realization to farmers and lesser cost to the retailer and even lesser wastage of harvest.

Financial Services are improving financial inclusion for farmers through access to credit, insurance services and digital transactions.

Online platforms and apps for agritech education, fair pricing, weather information, market research and more. (Dayalani, 2021)

CONCLUSION

Agriculture sector in India has tremendous opportunities. It is now shifting from pure production to other sectors. Agribusiness includes processing industry and agriculture service sector industry including finance, marketing, farm machinery, transportation and storage sector of farm outputs. Agri tech business models are helping both farmers and consumers to get better prices for their produce and fresh produce to the market.

Although there is a growth in new businesses, startups are seen with funding from various sources, it is still having challenges and constraints and a long way to go.

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TABLE OF CONTENT

Preface	IV
Acknowledgement	V
Table of Content	VI-VIII

Sr. No.	Title of the Papers	Page No.
1	NATIONAL EDUCATION POLICY 2020 & SKILL DEVELOPMENT Professor Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani and Armaan Shaikh	1 – 8
2	A STUDY ON RECENT TRENDS IN INDIAN EDUCATION SYSTEM Hambirrao Bhagwan Yewale	9 – 13
3	MODUS OPERANDI FOR IMPLEMENTATION OF NEP 2020 BY THE INSTITUTION AND THE TEACHER Ms. Zeenat B. Merchant	14 – 19
4	INNOVATIVE TRENDS IN INDIAN EDUCATION SYSTEM: CHALLENGES AND OPPORTUNITIES Amrin Ibrahim Adkar	20 – 25
5	OVERVIEW OF INDIAN EDUCATION SYSTEM WITH SPECIAL REFERENCE TO INDIAN NATIONAL EDUCATION POLICY, 2020 Dr. Sagar Vilas Shelke and Dr. Bharati V. Lonarkar	26 – 30
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Ms. Ishrat Rajan and Dr. Nandini Deshpande
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Chetshree Badgujar and Dr. Wafiya Wahid
- 9 **A STUDY ON FISH SEED PRODUCTION AND MANAGEMENT IN MAHARASHTRA, INDIA** 53 - 58
Prof. Shrikrishna Nanaji Mohare
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Khan Mohd. Iftekhar Mohd. Ameer Shaikh and Prof. Dr. Aftab Anwar
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Prof. Mrs. Sarita Goyal and Dr. Nasrin Parvez Khan
- 14 **INDIA'S GREEN MARKET: OPPORTUNITIES AND CHALLENGES** 82 - 87
Dr. Syed Hamed Hashmi

- 15 **INTERNATIONAL HUMAN RESOURCE MANAGEMENT AND FACTORS AFFECTING HRM- A CONCEPTUAL STUDY** 88 – 93
Jagtap Shradha Tushar
- 16 **TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES** 94 - 97
Dr. Rizwan Sayed I. H Sayed
- 17 **NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS** 98 – 101
Chitra Viswanathan Iyer and Dr. Aftab Anwar Shaikh
- 18 **A STUDY ON WOMEN WORKPLACE CULTURE** 102 - 109
Dr. Nasrin Khan
- 19 **A STUDY OF IMPACT OF COVID-19 ON CONSTRUCTION INDUSTRY OF INDIA** 110 – 115
Ms. Farhanaaz Sayyed
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Armaan Shaikh

NEED FOR EFFECTIVE EMPLOYEE DEVELOPMENT PROGRAMS IN ORGANIZATIONS

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ABSTRACT

Businesses have become more complex and jobs more technical in nature. Many large companies have turned away from the traditional on-the-job training to a more formalized way of training their employees. Moreover, corporate structures are increasingly becoming more decentralized and diverse. Effective training programs are important not only to the success of organizations but also for their employees. The focus of this study is to understand the effect of training and development, training design, and on-the-job training on overall organizational performance. All these have a positive impact on organization performance. This paper discusses the various benefits offered by the training and development programs, especially in the era of globalization and excessive competition.

Keywords: Training, Development, Employee, Organization, Global, Programs, Motivation, Productivity, Skills, Growth

INTRODUCTION

Organizations, irrespective of their size and industry, are operating in a competitive global market. They are constantly endeavouring to serve their clients efficiently in the best manner by bringing innovative products or services. Human resource plays a major role in bringing this innovation and delivering great customer service. Therefore, it is critical that companies keep their workforce motivated, facilitate acquisition of new skills and knowledge, deliver on the job satisfaction, and retain their best talent. This paper represents a snapshot of how training and development approach is positively relative of employee motivation, employee retention, employee development and delivers job satisfaction.

The research is based on secondary sources using an in-depth study of literary reviews and suggestions from experts in the industry.

OBJECTIVES OF THE RESEARCH PAPER

The study outlines the following key objectives of effective employee development programs:

1. Review and analysis of the history of employee development programs
2. Study the role of employee development in retention and job satisfaction

REVIEW AND NEED OF EMPLOYEE DEVELOPMENT PROGRAMS

Businesses across the world have come a long way in terms of delivering value and excellent client service. The focus on costs that characterized organizations in the 1980s and 1990s is now being replaced by a tremendous interest in the concept of value. When it comes to assessing value, the 'intangible assets' of an organization are considered more important and measurable than the tangible ones. These intangible assets need to be identified and employees of an organization form a critical part of them. The human capital is considered to be the ultimate driver of all the value growth in an organization. The important conditions for such organizational growth are undeniably individual capability, the organizational climate, motivation, leadership, and workgroup effectiveness. These are individually examined with some quantifiable measures. Therefore, employee development by means of continuous exchange of knowledge and skills, is considered to be a key driver of value in the growth of any organization.

One noticeable change found in today's competitive environment is the employee thought process. They express the need for companies to provide them with training that will help them become more productive, and thus do a better job in their roles. Additionally, they want to learn valuable skills that will help them grow in their career path. According to a recent survey of organizations, about 86% of employees consider self-improvement as an important factor to achieve success and about 97% consider up-to-date skills to be more important. Only a small percentage of employees concluded that they get enough training from their companies. DuPont's senior vice president and chief financial officer stated that: "Training opportunity is a deciding factor in attracting the brightest and best talent from universities." People today are making choices to find more value and meaning in their work and so that they become more employable, even when the job security decreases. To attract and retain employees in today's tight labour market remains to be one of the main challenges in the new millennium.

BENEFITS OF EMPLOYEE DEVELOPMENT PROGRAMS

It is imperative that companies offer effective employee development programs to stay ahead in the competitive market that drives their growth. A common approach to fostering continuous professional learning is stated to be the 'widescale mandatory implementation of professional growth plans (PGPs).' Professional growth plans motivate dialogue and collective learning along with manifold benefits. This can be achieved with a good amount of employee and supervisor trust, communication, and patience. Some of the reported benefits of effective employment development programs include –

- Continual learning and greater employee commitment
- Increased employee focus on organizational objectives as well as their own development

- Increased sense of purpose, motivation, and self-affirmation
- Personal growth, network building, learning new skills, taking up special assignments, and receiving productive feedback

The key to more productive and efficient organizations are its employees. The way employees are trained has many effects on the quality of customer service and business impact. It is critical that the personnel and development practitioners seamlessly provide the framework for implementation of effective training programs in order to gain a competitive advantage. To make such programs more successful, it is important to evaluate the training and development programs offered from time to time.

RECOMMENDATIONS FOR EFFECTIVE TRAINING

Employee performance greatly impacts the bottom line of an organization's business. It is the prime responsibility of organizational leaders to understand the importance of training and development and its impact on employee performance. Effective employee development assists organizations and employees alike in attaining diverse goals including employee engagement, improve competencies, instilling a sense of security and improving morale.

Effective employment development programs give way to greater productivity, followed by performance appraisals, employee empowerment, commitment, and compensation. The trainings should be aimed at ensuring employees are rewarded suitably. Adequate measures should be taken to ensure that employee commitment is enhanced by such training and development. With suitable training and development opportunities, and effective performance assessment measures, employees can be capable of steering organization growth in today's competitive market.

CONCLUSION

Effective employee training and development programs are essential for companies to motivate, inspire and retain their talented workforce. Training is an organizational activity that is aimed at bettering employee performance whether individual or group in an organizational setting, in order to achieve the set objectives of the organization. It is the combined role of human resource development department which means the development of 'human' resources to remain competitive in marketplace. Training programs focus on developing employee skills for their current jobs and preparing them for future roles and responsibilities. It is vital that employees are trained through value addition so they can effectively perform their jobs, seek self-growth, and gain competitive advantage. This is the single most measurable performance and contributing factor resulting from good training and development. This in turn will enhance organization effectiveness and productivity and the quality of management of the employees. Training and development programs help employees to gain new knowledge and acquire new skills that helps them in their career development. Such

programs help organizations in achieving their objectives by identifying new opportunities and thus provide efficient customer services.

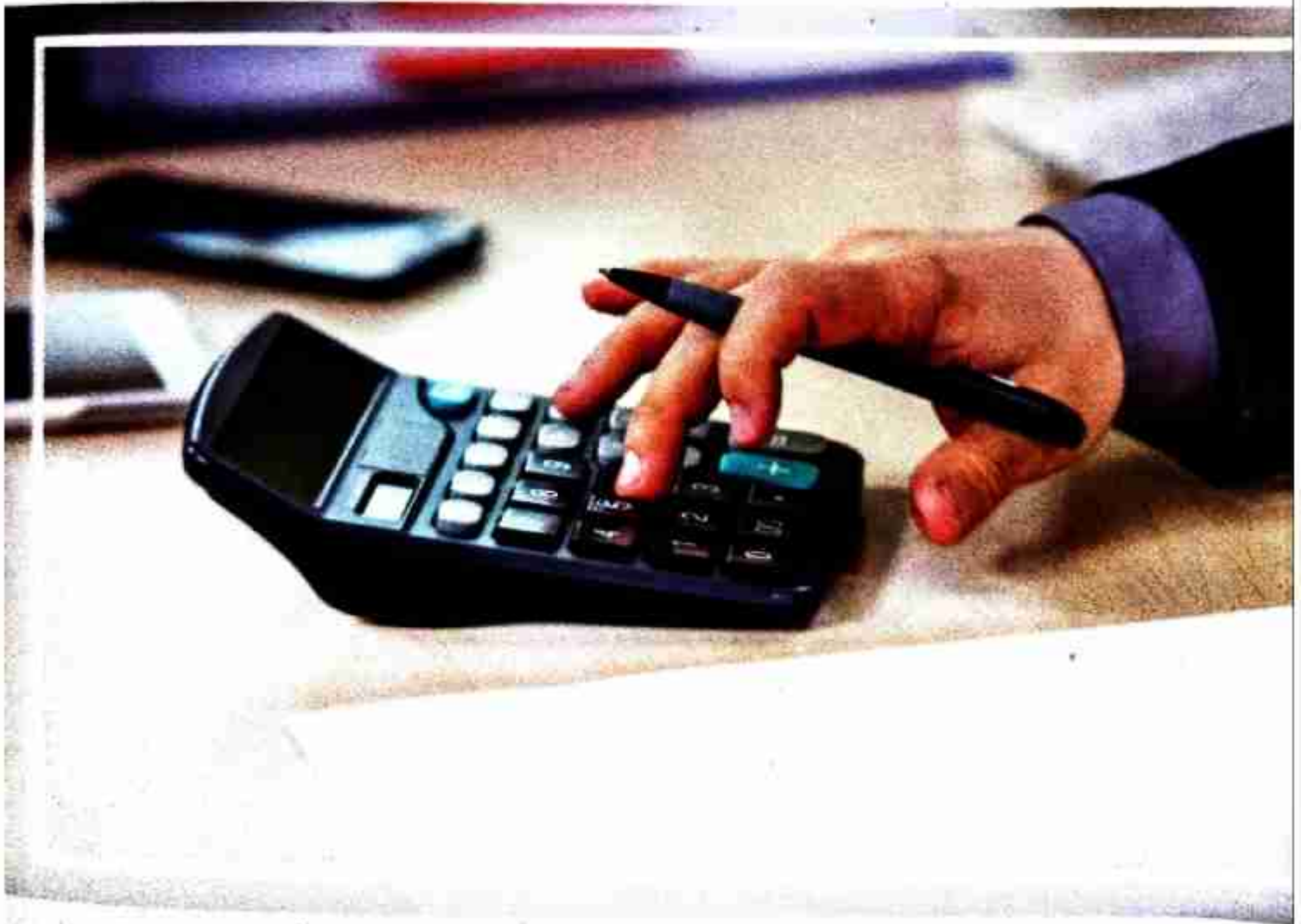
Overall, training and development programs immensely help both employees and organizations to a great extent.

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About The Book

In the present complex business world, management accounting has become an integral part and useful tool of a management system. In fact, management accounting represents a happy blending of two older professions of 'Management' and 'Accounting', which leads to the success of a business concern through accounting control and managerial efficiency. Salient features of the book: The subject-matter has been arranged and systematized strictly according to the course prescribed for B.Com. Chapters on Ratio Analysis and Cash Flow Statement have been thoroughly revised. The unique feature of the book is that chapter on Cash Flow Statement has been revised on the basis of AS-4 (Revised) The revised AS-4 prescribes that 'proposed dividend' will be treated as 'Contingent liability' instead of short-term provisions. Two New Chapters on International Financial Reporting Standards (IFRS) with the latest list of IFRS and Leverage Analysis have been included in the book. The language and style of presentation are very simple and the subject-matter has been divided into various headings and sub-headings so as to give flow in studying this numerical subject. Both theoretical and numerical aspects of the subject have been given due importance. The numerical illustrations have been carefully graded with supporting theoretical background. At many places, explanatory notes have also been given to clarify the working of solution. Numerical illustrations and questions have been arranged in a systematic and scientific sequence from simple to complex. Illustrations and questions both have been arranged in an identical sequence so that students can easily solve the questions after understanding the illustration in the same order. In the selection of illustrations and questions priority has been given to university examination papers so that students may make practice according to that standard. Short answer and objective type questions (Theoretical & Numerical)



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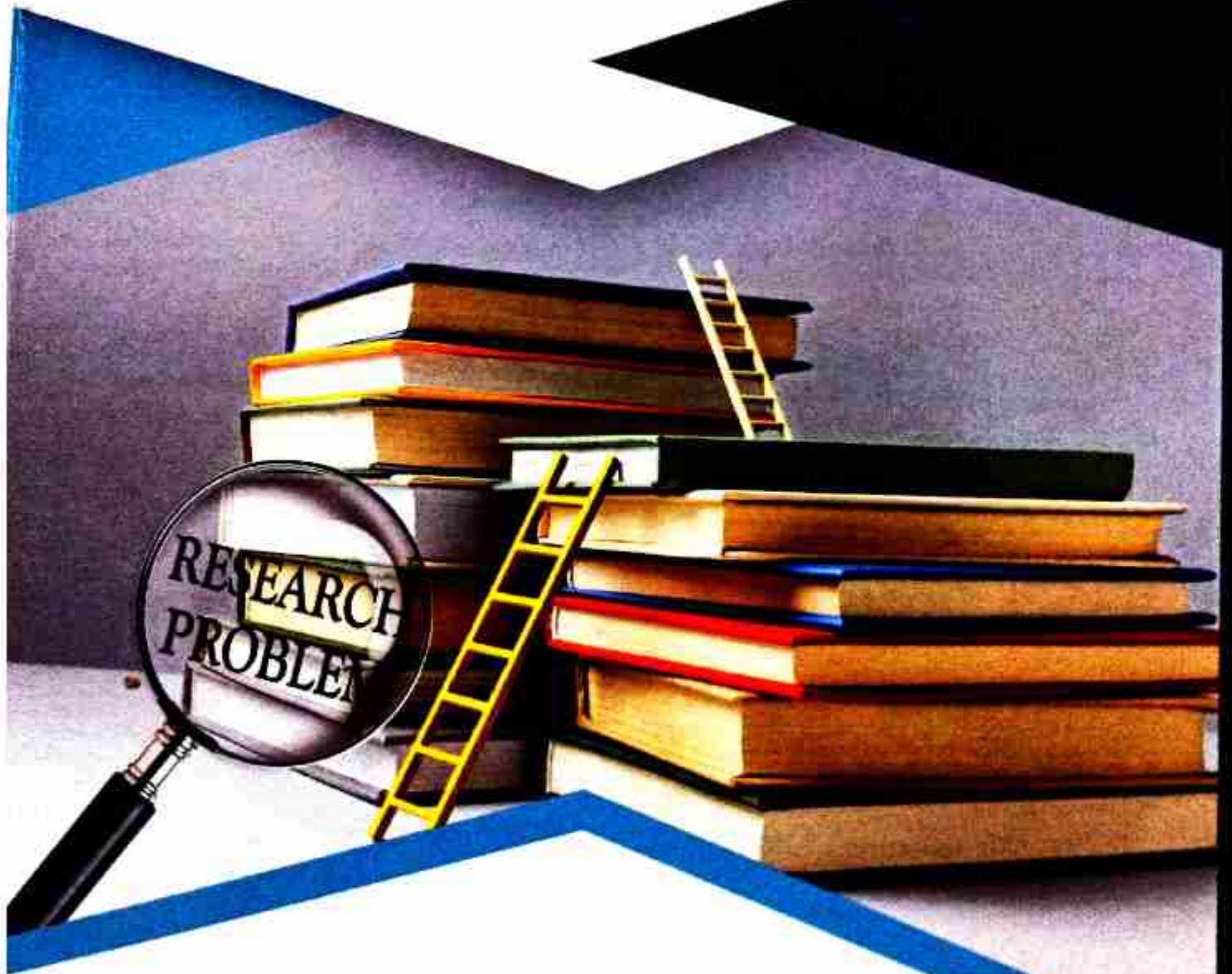
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RESEARCH METHODOLOGY



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About The Book

A few research examines are embraced and achieved a seemingly endless amount of time. In any case, as a rule next to no consideration is paid to a critical measurement identifying with explore, specifically that of research technique. The outcome is that quite a bit of research, especially in sociologies, contains unending word-turning and excessively numerous citations. The need, in this manner, is for those worried about research to give careful consideration to outlining and clinging to the suitable procedure all through for enhancing the nature of research. The system may contrast from issue to issue, yet the essential approach towards investigate continues as before. Keeping all this view, the present books has been composed with two clear goals 1. To empower analysts in building up the most fitting approach for their exploration studies and 2. To make them comfortable with the specialty of utilizing distinctive research strategies and systems. The book comprises of thirteen parts, very much orchestrated in a rational way. All parts said about its applicable idea, data, systems or theoretical viewpoints and conditions under different procedures and undertaking of elucidation and composing research report. The books are principally expected to fill in as a reading material for graduate and understudies of research in all orders of different courses. It is trusted that the book will give rules to all keen on examine investigations of the one sort or other.



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Internet of Things and Machine Learning Application



Things Learning and Internet of Application of Machine

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Application of Machine Learning and Internet of Things

First Impression: March 2023

IoT devices are still rapidly inside the real world, in home, business, and more will be a complete of high billion internet related devices through year 2020. The number 2012 the high range of linked devices reached 18.5 billion [5]. Cisco predicts that there will be 1 device in 13 months 2010 for the primary time in history [1]. In 13 billion PCs through the quantity of internet-connected devices in keeping with character to "Things," act as facts resources and actuators. Exponential increases of smartphones and medium for sending and receiving the facts, at the same time as the devices known as devices related to it. The "Internet," but could take numerous forms and serves as the hub. Name itself means that the IoT includes key parts – commonly and diverse massive number of devices, which are much less effective e.g. prices, related high small quantity of powerful computing devices e.g. laptop, tablet, non value for a. The concept of the Internet of Things (IoT) indicates that in preference to having a

Amazona, Facebook, Alexa, DB online browser.

Keywords: IoT, Data integration, Communication Protocols, Cloud, Micro-processed in clever homes and clever factories.

for a lot of new facts integration techniques. These techniques may be correctly corresponding actions. This sending and comparatively new generation can be applied the aid of using a extensive type of sensors for facts series, evaluation and Fields like clever towns and clever homes in large part rely upon IoT phenomena with anticipated that via 13 months 2022 there may be 20 billion of internet-linked devices. Nowadays the Internet of Things (IoT) is one of the most trending technology. It is

ABSTRACT

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Mr. Fardeenuddin Ahmed and Dr. N. S. Karmarkar

**DESIGN AND DEVELOPMENT OF DATA INTEGRATION TECHNIQUES
FOR IOT DEVICES FOR COMMUNICATION**

statistics from disparate assets into significant and reusable records. The technique of integration is the mixture of technical and business approaches used to combine supports introduction of IoT networks with up to sixty four 000 devices [1]. Data extensive vertical exchange range is the ZigBee Wi-Fi communication transponder. ZigBee exchange protocol. Another choice impacting low electrically and comparatively applied for IoT node communication is the Bluetooth low power (BLE) wireless vertical processing and in addition actions. One of the convergence protocols that may be accrued statistics from the sensor nodes are transferred to the central node for containing a number of sensor nodes and a principal node (hub). In the WSN, the technologies is the Wireless Sensor Network (WSN). It is an architectural version the location of IoT, and new technology is rising to cope with it [2]. One of such communication distance and minimizing the strength intake are an essential task within supported with powerful methods of records alternate. Maximizing the inter-tool requirements IoT solutions may be composed of a massive range of devices that must be IoT based constructing monitoring systems perform well and meet specialties, viable harm or even collapsing dangers. Experiments documented in [2] show that such real-time allowing them to evaluate the modern-day state of a building, predicting application is the building monitoring structures that present facts to professionals in searching a IoT based totally reviews in a working application. Another area of down from 5-3 hours in keeping with day to 3 minutes that can be spent while to the applied IoT solution. The time for evaluating the health of the animals has gone. The German farmer has recognized that cow farming has come to be being easier thanks production, smoothing calving technique and making sure suitable fitness of the cows. from a daily farm in which IoT primarily based monitoring is used for enhancing milk also be used for predictive analysis. Forence Heikel [4] has documented an example buildings [1]. Those sensors offer information that supply actual-time insights and can related sensors may be located on plant life, animals, geologic capabilities and in diagnose and determine the causes of certain sicknesses. Extremely small internet-unbearable. Patients are consuming IoT devices into their personal bodies to help docs themselves. In addition, the internet is expanding into locations that till now have been dramatically. Expanding the way human beings stay, examine, work and entertain

oldest performance of the subject discipline on the subject discipline which may also have an administrative effect on the obfuscation of records, a significant or information level management and exist job time being available. The drawbacks of this approach encompasses retained focus, mean it's the best way to do Data Integration approach if virtually has a good need for separate information store for the consolidated unified facts. However, this method is very actual time view of statistics from the source systems. It gets rid of a exist these days to help this approach. The main advantages of the digital integration A lot of corporations today prefer this approach due to the pressure and technology that apply to the unified view of disparate subject systems, information across whole system, allowing creating a new set of unified perspectives. This offers a way for users to get Data Virtualization allows us to do many facts inside the subject disciplines while

3. Data Virtualization Integration Approach

redistributing the 5 backends to break without delay, together multiple legacy applications, making seamless connectivity across without disciplines allowing them to talk. Middleware integration can act like glue that holds A middleware records integration solution is basically a layer between disparate

5. Middleware Data Integration

immediately. There isn't any unification of facts in fact level from all the relevant data by way of getting access to all the subject disciplines internet based consumer interface or software is created for customers of the machine to Technically speaking, this is still no longer a Data Integration. In this method, an

7. Manual Data Integration

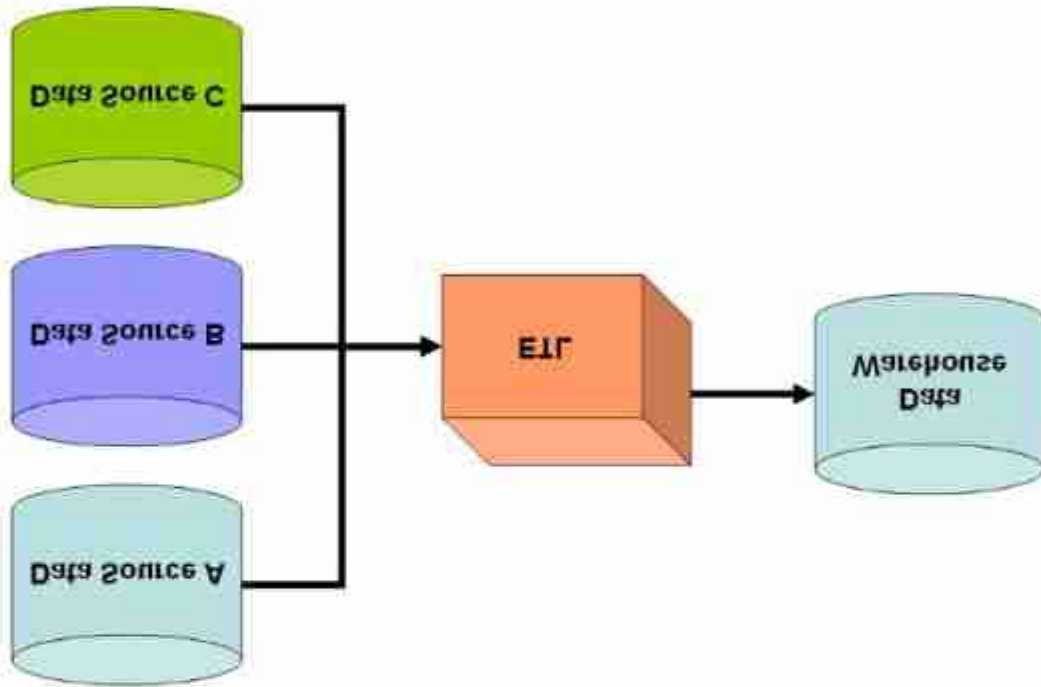
degrees on which the Data Integration may be done, complexly inside the discipline of Data Integration. There are several organizational No more ETL is the best way to attain the goal and that could be a new level of. There are many state-of-the-art methods the unified view of facts can be created today.

DATA INTEGRATION TECHNIQUES

open facts for analysis and enterprise intelligence (BI) designs. facts warehouse for an enterprise which allows a enterprise to have a unified view of

descriptive capabilities. A major aim is to extend the Twitter integration with vicinity; therefore, work on in addition improvement will be related to expansion of simplest at its early degrees and supports information accumulating from a single necessities for future improvements. The cutting-edge information integration answer is student feedback can be accumulated serving as enter for specifying additional planned to be prolonged with help for other social media networks, such as Instagram. function of our IoT records integration solutions is the integration with Twitter, that could be effortlessly prolonged by way of including greater additives. The particular in a numerous vicinity since it uses a single set of boards and sensors; however, this installed via the day of yr 2010. Currently our solution can perform measurements only. The IoT facts integration answer is prepared for deployment and is deliberate to be

5. BELIEF OF FLEXIBILITY AND DELEGATION IN THE SUBJECT



store them in a principal repository of records.[8]
 to combine statistics from very disparate assets (mainframes, databases, flat files) and to

transformation, training, evaluation, testing and parsing. Proper IoT has considerable benefits into all the domain names inclusive of scientific, manufacturing, business, product various technologies and applications. There is immense usefulness of IoT files, which in turn enables to making our existence less difficult and extra comfortable. IoT has been regularly bringing a sea of technological modifications in our each day have mounted a Bluetooth connection with our phones.[10]

demonstrating the in room positioning talents and tracking the movement of users, who visitors are also making plans to but in custom designed Bluetooth phones for visitors are planning to display a file map of the sensor places on the Smart TV or embedded graphs. After building in the variety of sensors and monitored rooms, protection monitors, as an instance, whether or not the records might be sent in plaintext the road wirelessly. In this example, we also have to reflect on consideration on sensors could be primarily based on VLB MCU and sensors may want to ship facts to respective conversation technologies. In next versions of our solution, the connected examples; however, visitors are making plans to experiment with different extra customized motion of such facts. Currently best Wi-Fi is used as a way of verbal protection of natural humans with regard to the processing of binary records and on the binary elements have to be taken into consideration based on EU Regulation on the processing applications that are referred to the cloud. However, in this example the the IoT records integration answer is about computing the usage of cameras and picture frames or labels that have their Bluetooth enabled. Another especially characteristic of excessive analytics, Bluetooth adapters also can be used to accomplish records about cell be displayed on Smart TV elevating the awareness that our gadgets are broadcasting access factors that they have got already been linked to previously. The end result may that cell telephones or labels are broadcasting even as planning to hook up with Wi-Fi tracking mode that will be able to collect all broadcasted SSIDs (Services Set Identifiers) predefined manner. Visitors also are making plans to feature a Wi-Fi adapter inside the a signal from an internet (IP) transmitter in case of temperature going above a situation. For example, the conditioner in one of our labs may be powered by means of supported with sensors becoming diverse moves underneath positive context rooms in such manner gathering facts from a larger place. Our IoT solution can also be

biometrics and challenges emerging inside the new region of telepresence telepresence areas
biometrics' and define an architecture framework for discussing a number of the open
sensing applications' applications' and systems. Authors speak on the emerging sensing
monitoring' and manufacturing in this text they will survey current cellular cellular
financial systems' such as business' research' social networks' environmental
issues with that sensor-based cell telephones will revolutionize many sectors of our
moving into the critical job and conversation tool in human beings' lives. Authors
Eunhyun Minwoo et al. 2010:[10] Mobile telephones or smartphones are rapidly
account

(and high speed) challenges' although many of the primary design options are taken into
consideration clients' and authors' sensing as an educational framework is a complex
related to the industry services. Given the various types of present sensors'
of a framework access infrastructure that allows the definition and tracking of time zone
management skills. The use of the industry has been optimized by way of the provision
implemented for the sensitive education in sensors' records acquisition' and primary
David Lugo et al. 2008:[10] This paper presents an educational industry that has been
services within each is proposed [12].

mining system location. Based on the survey of the mining-edges and a suggested big
demanding situations in facts extracting' information mining applications' and facts
IoT: we additionally speak the brand new ways of huge information and analyze the
strength view. Nowadays' huge statistics is a warm topic for information mining and
business case' and public case. The technical view is discussed with expertise view and
evaluation the overall information mining applications' together with e-trade' industry'
evaluation' time series evaluation' and other evaluation in applications view' authors
applications view. In know-how view' authors overview category' clustering' applications
survey the data mining in 3 one-of-a-kind views: understanding view' method view' and
and making use of applications to the extraction of hidden facts. In this paper' authors
includes discovering novel' mining' and properly beneficial patterns from information
with IoT technology for choice making support and machine optimization. Data mining
both for people and for the matters in IoT' statistics mining technology are integrated

understandings to participate in hands-on projects and research [16] with a "Toolbox" of Wi-Fi networking techniques from the best practices repository traditional job networking has as "Introduction to IoT" and the birth internet of in undergraduate schooling Martin H. Mickie IoT schooling method works. [18]

have deep dialogue on principles and implementation of Block Chain in our in addition domain we recommend to put into effect the idea of Block Chain in IoT. Authors may component to do at implementation level. In order to solve safety problems in IoT be used for this cause. The design is completely depends on internet of Things, so IoT of Absolutely reliable and at ease area of internet of Things. Some worldwide hints ought to standardization of generation, protocols and hardware are required to make for the refinement and development of this area; still there's more things to do, extra community channel or link is likewise a prime issue. Lots of work is to be performed besides. Security of devices all through verbal exchange manner and security of among devices affecting the verbal exchange. Also there may be compatibility issue in internet survey some principal issues are located, like the interlinked connectivity feasible among devices by using implementing specific protocols. After doing the internet of Things depends on internet sensors era which makes the conversation our regular existence very soon. [17]

recognize extra about this rising technology which will become an important part of of learning era is in-line with the surveyed college students, answers who need to continued openness and persistence to study those topics. By positive, the actual voice maximum of the college students who participated to the described survey primary current years. On the opposite hand, it's far absolutely encouraging to hear that education, but small steps for promoting such technologies are recorded within the ED primary technologies are nevertheless in the starting, in the Korean market. It is apparent that the consequences presented in this text show that IoT and early ages, they will have a good sized assist to be competitive within the labour activities. More primary IoT basic competencies to students, starting from to introduce IoT content material in formal and non-formal schooling

4 Expense Manager

Alexa to find the date, month and year.

intent, expense intent, expenditure intent it has a skill in speaker so we can also use connects to Alexa a cloud based choice service to expense manager which gives income Amazon Alexa Echo dot device is a hands-free smart speaker that control using voice it

3. Alexa

related to the internet via network gadgets inclusive of router

greater useful in various packages. IoT is a network, in which all bodily items are internet of things (IoT) is gaining a critical role in various technologies that are

5. IoT

over the tunnel. Whatever request transmitted over a tunnel will reply securely

a random port on NSFOK.com. inspect all http requests/responses that are transmitted on a sub domain of NSFOK expose any TCP service behind a firewall to the internet on for later inspection and reply. Expose any http service behind a fire wall to the internet locally running web services. NSFOK captures and analyzes all traffic over the tunnel

NSFOK is reverse proxy that creates a secure tunnel from a public end point to a

7. NSFOK

Figure 1.4 : Architecture of Data Integration



2. ARCHITECTURE OF DATA INTEGRATION

technologies and then we will design the new algorithm to remove such limitations.

research we will initially perform experiment to understand the limitation of existing Methodology to be used in this research is the design and creation methodology. In this

4. METHODOLOGY TO BE ADOPTED

produced integrated data from the various data sources by using IoT devices.

(b) To apply the newly developed application which is integrates IoT technology and

(c) To implement the developed new steps by using appropriate software platform.

4. Ajax shell build

HLL ether. This will execute the script which is given on server port 2000 for any request. In addition to login description > exchenge-password > give command > liston password and

3. Start the ajax shell

procedure of work

First(liston password with password), In next work(connecting number to work for ether. because backspace like First-shell to create shell using First password), Now our environment is created. An environment contains liston version 3.2 and all

commands available **ajax-shell** env (our env name)

command into -env (this all variables environment created)

give below command to search and create the environment.

Go to windows start menu > type in "Ajaxcmd prompt" > Open the prompt and

5. Starting Ajaxcmd environment

application)

We are instruction number to create mfb(protocol) at port 2000 (default port of our First

number mfb 2000

command to create NSBOK (port forwarding using windows 221)

Go to Router > nrook > nrook.exe > A cmd prompt will open. Give below

1. Starting of NSBOK

connection is a way)

Below are the key steps in configuration of ajax shell : (For all steps internet

5. APPLICATION

application like smart homes smart colleges and wearable computers.

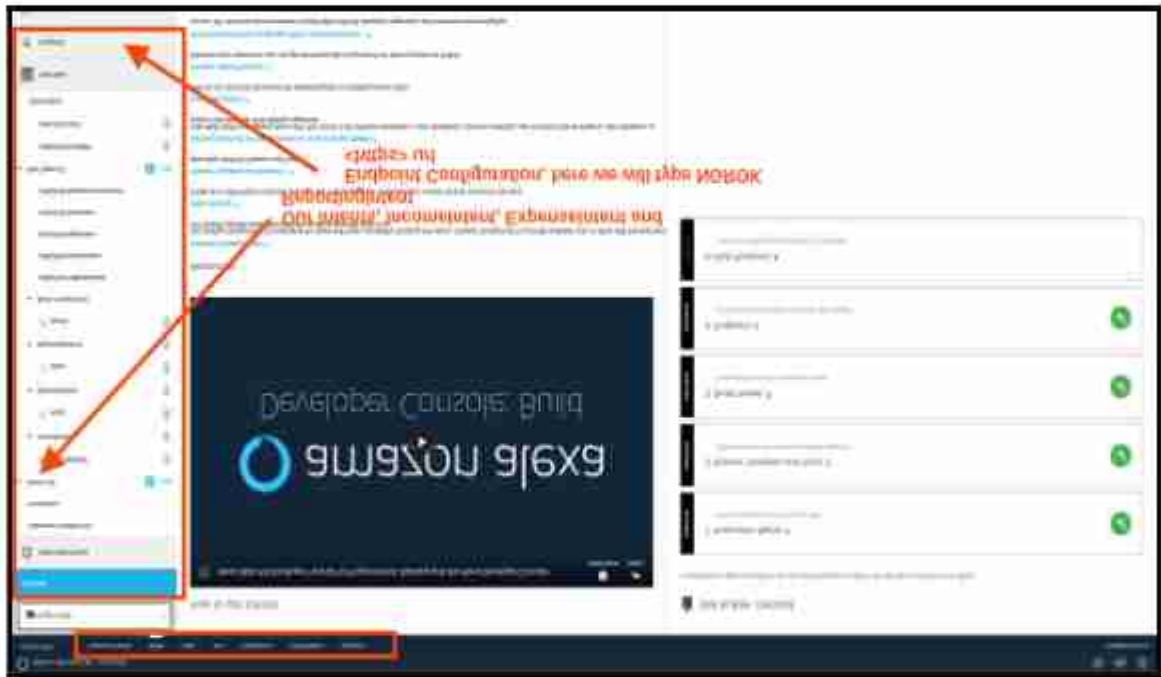
connected devices. This trending and relatively new technology can be useful in many way most beneficial for society because now a days human being is depend on internet importance of my study is focusing on data integration technology using IoT. Which

6. Importance of study society application



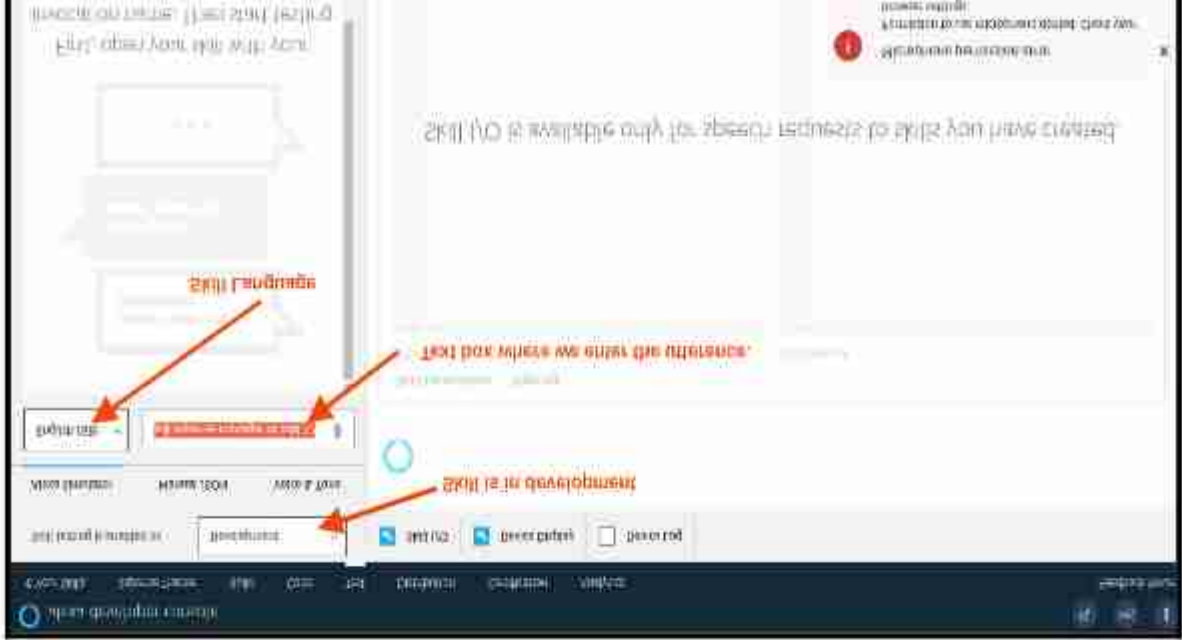
We will now add the IAM role as a user to the group.

We need to build the skill as we need to allow training for the skill which is in

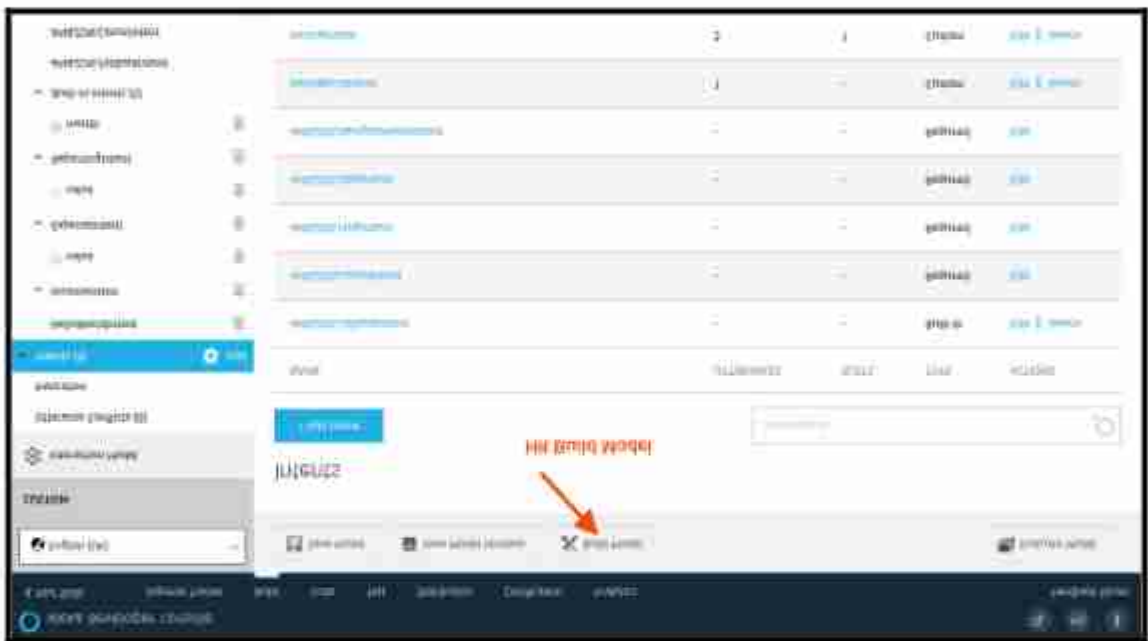


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Testing the skill



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technologies, including data acquisition, big processing, predictive analytics, decision-making, and various of things (IoT). The book covers a wide range of topics related to the integration of these two cutting-edge comprehensive overview of the latest research and developments in the field of Machine Learning and Internet of Things. The book "Application of Machine Learning and Internet of Things" is an edited volume that provides a

ABOUT THE BOOK

Dr. Shrikant Achar Anwar, Ph.D. Kingdom of Tonga, Sri Lanka and Nepal countries like China, India, Malaysia, Thailand, Singapore, Oman, UAE (Dubai, Abu Dhabi), motivational speaker, Result-focused and efficient leader. He has extensively travelled to He also offers advice to upcoming Educational institutions and IT Education sector. He is a As a social entrepreneur, Dr. Shrikant has established and run the organizations from scientific, National and international journals and presented papers in international conferences. Dr. Shrikant has authored several books and published research papers and articles in refereed journals.

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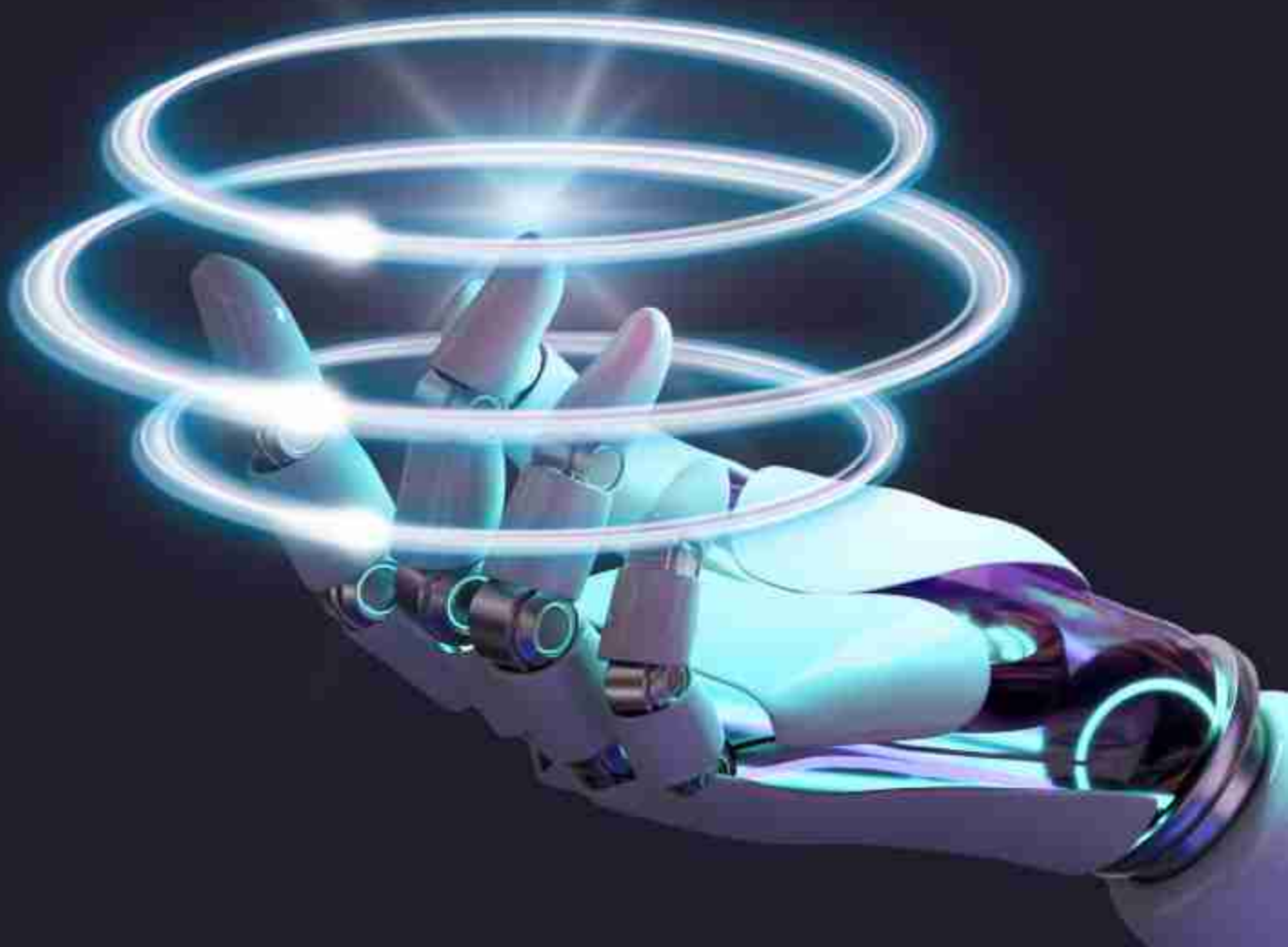
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Application of Machine Learning and Internet of Things

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scenarios. These studies cover various domains, including smart homes, successful implementation of Machine Learning and IoT in real-world. The book also presents case studies and research papers that demonstrate the faced in the respective field and provides practical solutions to overcome them: transportation, and energy management. Each chapter highlights the challenges IoT in different fields, such as healthcare, smart cities, agriculture. The subsequent chapters delve into the applications of Machine Learning and reinforcement learning, and deep learning. for IoT data analysis, including supervised and unsupervised learning. It provides an overview of the different Machine Learning techniques used and the Internet of Things and then proceeds to explore their integration. The book begins with an introduction to the concepts of Machine Learning decision-making, ranging from data acquisition and pre-processing to predictive analytics and their applications, challenges, and future directions. It covers various topics developments in the field of Machine Learning and Internet of Things, including The book aims to provide a comprehensive overview of the latest research and process, and analyze data to make informed decisions. opportunities for the development of intelligent systems that can collect of Machine Learning and Internet of Things has opened up new research papers and case studies from experts across the globe. The integration Learning and Internet of Things," which brings together a comprehensive set of We are thrilled to introduce this edited book on the "Application of Machine

PREFACE

motivation throughout this journey.

Friends, and family, who have been a constant source of inspiration and
Finally, we acknowledge the support and encouragement of our colleagues,

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present work.

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It gives us immense pleasure to express our heartfelt thanks to Hon. Nisar I

we are indebted to them.

dedication, professionalism, and attention to detail have been remarkable, and
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We extend our heartfelt thanks to the editorial and production team who have

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and suggestions to improve the quality of the papers included in this book.

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Learning and Internet of Things.

helped to create a comprehensive resource on the application of Machine
made this edited book possible. Their insights, expertise, and hard work have

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ΔΙΔΑΚΤΙΚΕΣ ΣΕΒΑΣΙΣΕΣ ΣΤΟ ΕΚΠΑΙΔΕΥΤΙΚΟ ΣΕΚΤΟΡΑ	24 - 24
Mr. Euphrosynia Manol and Dr. M. Z. Karaparakhi	
ΤΕΧΝΙΚΕΣ ΠΡΟΣΩΝΟΓΡΑΦΙΑΣ ΓΙΑ ΤΗΝ ΕΚΠΑΙΔΕΥΣΗ	31 - 31
DESIGN AND DEVELOPMENT OF DATA INTERPRETATION	31 - 31
Dr. Khun Mohd Juman	
ΔΕΞΙΑ ΓΡΑΦΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ	31 - 30
Mr. Theodoros Karadas and Ms. Katerina Mavroukaki	
ΟΙ ΕΠΕΝΔΥΣΕΙΣ	
ΑΝΑΠΤΥΞΗ ΕΚΠΑΙΔΕΥΣΗΣ ΚΑΙ ΑΓΟΡΕΣ ΚΑΠΟΤΕΛΕΣ: Η ΠΕΡΙΣΤΑΣΗ	38 - 30
Dr. Prasad M Zuberkar	

ΣΒΙ	
ΕΚΠΑΙΔΕΥΣΗ ΣΤΟ ΕΚΠΑΙΔΕΥΤΙΚΟ ΣΕΚΤΟΡΑ ΜΕΧΡΙ ΤΗΝ ΕΚΠΑΙΔΕΥΣΗ	
Α ΣΤΟΔΑ ΟΥΣ ΑΝΑΠΤΥΞΗ ΕΚΠΑΙΔΕΥΣΗΣ ΚΑΙ ΜΗΧΑΝΕΣ	1 - 1

	Page No.
Table of Content	VI - VII
Acknowledgement	V
Preface	IV

TABLE OF CONTENT

Mr. Konstantinos Koutoulis and Mr. Dimitrios Karakostas

ΥΠΟΨΗΦΙΟΤΗΤΕΣ

**ΟΡΘΟΓΩΝΙΑ ΠΙΣΤΕΥΣΕΩΣ ΚΑΙ ΣΥΝΤΕΛΕΣΤΕΣ ΤΩ ΝΕΥΤΩΝΙΟΝΟΜΕ
ΝΟΜΟΙ ΚΑΙ ΤΟ ΔΕΛΤΑ ΤΩΝ ΓΕΩΜΕΤΡΙΚΩΝ ΣΥΜΒΟΛΩΝ** 82 - 85

Dr. Konstantinos Koutoulis and Mr. Dimitrios Karakostas

ΜΟΔΕΛΙΑ ΜΑΡΚΕΤΙΝΓΚ ΣΤΑΤΙΣΤΙΚΕΣ

ΤΗΝ ΕΠΙΒΛΕΨΗΝ ΤΩΝ ΑΝΤΙΣΤΑΣΤΩΝ ΤΩΝ ΠΡΟΒΛΕΨΕΩΣ 80 - 84

Dr. Konstantinos Koutoulis

ΥΠΟΨΗΦΙΟΤΗΤΕΣ

ΤΑ ΟΡΘΟΓΩΝΙΑ ΤΩΝ ΜΑΘΗΜΑΤΩΝ ΤΩΝ ΓΕΩΜΕΤΡΙΩΝ 84 - 88

technologies, including data acquisition, big processing, predictive analytics, decision-making, and various of things (IoT). The book covers a wide range of topics related to the integration of these two cutting-edge comprehensive overview of the latest research and developments in the field of Machine Learning and Internet of Things. The book "Application of Machine Learning and Internet of Things," is an edited volume that provides a

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Dr. Shrikant Achar Anwar, Ph.D., Kingdom of Tonga, Sri Lanka and Nepal countries like China, India, Malaysia, Thailand, Singapore, Oman, UAE (Dubai, Abu Dhabi), motivational speaker, Result-focused and efficient leader. He has extensively travelled to He also offers advice to upcoming Educational institutions and IT Education sector. He is a As a social entrepreneur, Dr. Shrikant has established and run the organizations from scientific, National and international journals and presented papers in international conferences. Dr. Shrikant has authored several books and published research papers and articles in refereed guidance.

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CONTEMPORARY ISSUES IN DIGITAL MARKETING



Professor Dr. Shaikh Aftab Anwar
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IN DIGITAL MARKETING
CONTEMPORARY ISSUES

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Contemporary Issues in Digital Marketing

First Impression: March 2023

quite with the latest trends and best practices in the field of digital marketing.
Issues in Digital Marketing. It is a valuable resource for anyone who wants to stay up-to-
overall, this edited book provides a comprehensive overview of the contemporary
look for new and innovative ways to engage with their customers in the digital world.
Internet of Things (IoT). These topics are becoming increasingly relevant as businesses
and augmented reality, voice search, and the role of digital marketing in the era of the
The book also covers emerging topics in digital marketing, including the use of virtual
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The book focuses on the challenges that businesses face when implementing digital
marketing strategies:
businesses that want to leverage the latest digital marketing tools to improve their
marketing and search engine optimization (SEO). These topics are essential for
intelligence (AI) and machine learning (ML), social media marketing, influencer
The book covers the latest trends in digital marketing, including the use of artificial
who are interested in understanding the latest trends and best practices in the field.
book is intended to serve as a comprehensive guide for both academics and practitioners
challenges that businesses face when implementing digital marketing strategies. The
insights into the latest developments in digital marketing and to highlight some of the
This edited book on "Contemporary Issues in Digital Marketing" aims to provide
and opportunities arise regularly.
As a result, the field of digital marketing is continuously evolving, and new challenges
quite with the latest trends in digital marketing to remain competitive in today's market.
With the ever-growing popularity of digital technologies, businesses must stay up-to-
Digital marketing has become an indispensable part of the modern business landscape.

PREFACE

Once again, we express our heartfelt thanks to everyone who has contributed to this essential in helping us to complete this book.

Throughout this project, their love, encouragement, and understanding have been invaluable. We would like to thank our families and friends for their unwavering support rendered to me.

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hard work, dedication, and attention to detail have been instrumental in ensuring the publishing company who have worked tirelessly to bring this book to fruition. Their We would like to express our gratitude to the editorial and production teams at the critical insights have been invaluable in shaping the content of this book.

suggestions that have helped to improve the quality of the book. Their expertise and We would also like to thank the reviewers who have provided valuable feedback and to the latest trends and best practices in digital marketing.

expertise to this book. Their contributions have helped to create a comprehensive guide. We would like to thank all the authors who have contributed their valuable insights and dedication, and support of all the contributors, this book would not have been possible.

edited book on „Contemporary Issues in Digital Marketing“. Without the hard work, We would like to express our sincere gratitude to everyone who has contributed to this

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RECENT ISSUES IN DIGITAL MARKETING

43 - 20

Dr. Khan Mohd Imran

BIG DATA AND MARKETING ANALYTICS

35 - 45

Hilal Ahmad Shah, Imtiaz Ull Hassan and Inam Ull Haq

CONTRADICTORY ISSUES AND DIGITAL MARKETING

53 - 31

Inam Ull Haq, Maima and Imtiaz Ull Hassan

BIG DATA AND MARKETING ANALYTICS

14 - 55

Mahmud Majeed

DISPUTE AND CYBERBULLYING IN DIGITAL MARKETING

A STUDY OF TRADEMARK INFRINGEMENT DOMAIN NAMES

1 - 13

Dr. Susheta S. Vaidya

DIGITAL MARKETING AUGMENTING TRADITIONAL MARKETING

1 - e

Title of Chapters

Page No.

Table of Content

VI-VII

Acknowledgement

v

Preface

iv

TABLE OF CONTENT

Dr. Dījēēb Kīshā Z' D'

ΜΑΡΚΕΤΙΝΓ ΚΑΙ ΤΗ ΔΙΣΚΛΥΤ ΟΚΟΝΟΜΙΑ

81 - 101

ΣΑΛΙΑ ΔΑΣΥΛΑΝΗ ΚΑΛΕ

ΓΕΥΒΝΙΣ

ΔΙΣΚΛΥΤ ΓΕΥΒΝΙΣ - ΤΗ ΣΟΛΤΕΜΠΟΚΑΚΥ ΜΟΔΕ ΟΕ ΕΙΝΑΙΣΕΔ

84 - 88

Ms. Kīāncū Māscārcāncū and Mr. Hīcāncū Kārcāncū

ΔΙΣΚΛΥΤ ΓΕΥΒΝΙΣ ΚΑΙ ΣΚΙΤ ΕΙΝΑΙΣΕΜΕΝΤ

83 - 83

Dr. Σαμυγάρτα Νάιτ

ΒΥΣΙΝΕΣΣ

ΤΗ ΚΟΓΕ ΟΕ ΣΥΡΓΥ ΧΑΥΑ ΜΑΝΑΓΕΜΕΝΤ ΙΝ ΣΚΟΜΛΗ ΟΕ V

18 - 85

Dr. Dīpān A. Pūncū

ΙΝΔΙΑ

ΣΤΑΤΥΤΟΚΑ ΠΡΟΔΙΟΡΙΣΜΟΣ ΚΕΓΑΠΙΣ ΤΟ ΔΙΣΚΛΥΤ ΜΑΡΚΕΤΙΝΓ ΙΝ

88 - 12

data analytics' and artificial intelligence' related to the use of digital technologies in marketing' including social media' mobile marketing' e-commerce' brand research and developments in the field of digital marketing. The book covers a wide range of topics. „Contemporary Issues in Digital Marketing“ is an edited book that offers a comprehensive overview of the

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SUGAR INDUSTRY IN INDIA: ISSUES AND CHALLENGES



Prof. (Dr.) Aftab Anwar Shaikh

Dr. Gulnawaz Usmani

Dr. Gulab Pathan

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SUGAR INDUSTRY IN INDIA: ISSUES AND CHALLENGES



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Dr. Gulnawaz Usmani

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CONTENTS

Sr. No.	Title Name	Author	Page No.
1.	A Study On The Export Potential For Indian Sugar	Dr. Rohita Deshpabhu Kamat, Dr. Elizabeth Joey Henriques	1
2.	Growth and Instability of Sugarcane Production in Maharashtra	Dr. Aftab Anwar Shaikh, Dr. Gulnawaz Usmani, Milind Patil	16
3.	Global Sugar Market and Future of Indian Sugar Industry	Dr. Gulab Pathan	24
4.	Evaluating The Use Of Sugarcane Produced Ethanol As A Biofuel	Dr. Elizabeth J. Henriques, Dr. Rohita Deshpabhu Kamat	28
5.	Sugar Industry: Challenges Towards Self-Reliance For Sustainability Post Covid 19	Afreen Shah	34
6.	An Economic analysis of sugar mills in Haryana	Vandana Sheoran, Mamta Rani	41
7.	An overview of issues and challenges of women in Sugarcane industry in Maharashtra: A Sociological Analysis	Dr. Shafiya Shaikh	44
8.	Health issues of Women in the unorganized sugar industry sector in the backdrop of the 12th Five Year Plan.	Meena Vinod Ranpise	51
9.	Indian Sugar Industry – An Overview	Dr. K. Ashokkumar	60
10.	Status of Sugarcane Cultivation in India	Dr. Mahnaz Khan	68
11.	Development of Sugar Industries and Ethanol as Future Fuel of India	Dr. Gazala Pathan	75
12.	Challenges and Opportunities for Sugar Cane Farming: A Study with Special Reference to South Goa	Muktali Cuncoliencar	79
13.	Economic Analysis of Sugarcane Cultivation	Dr. Shaveta Garg Rani Matharoo	85

GROWTH AND INSTABILITY OF SUGARCANE PRODUCTION IN MAHARASHTRA

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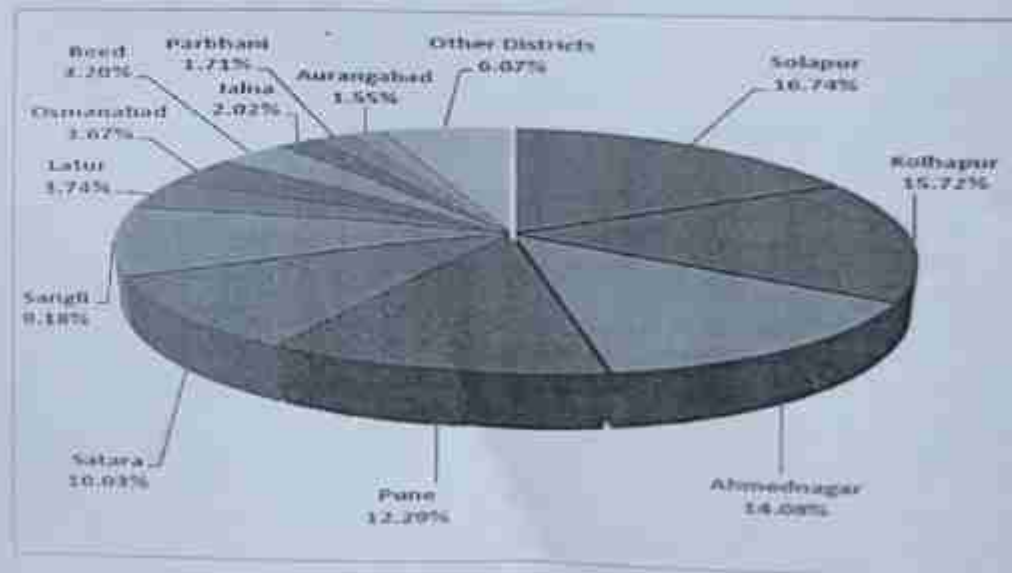
Milind Patil
Research Scholar, Dept. of Economics,
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Abstract

This study analyses the instability in the area, production and productivity of sugarcane in Maharashtra, using the secondary data for the period 1950-51 to 2019-20. The analysis periods have been divided into five sub-periods on the basis of various reforms in sugarcane industry. The growth trend, decomposition analysis and the Cuddy Della Instability Index have been used for the analysis. The trend of sugarcane productivity in Maharashtra was found to be stagnant between 1 to 3 percent. The result of decomposition analysis indicates a relatively more important contribution of area rather than increase in the production. The results of the instability analysis revealed that the level of instability in the area, production and productivity of sugarcane increased drastically in Maharashtra. There is no association found between high instability and low growth rate and vice versa. With these research findings, following paper suggests that the sugarcane yield could to be improved through the use of high yielding varieties of sugarcane, improved cultivation practices and better water and soil management to make it profitable and sustainable.

Introduction

Sugarcane is one of the leading cash crops of Maharashtra. The Sugar industry plays a major role in the socio-economic and educational development in the rural areas of the state. Maharashtra's sugar industry has been growing for the last 68 years without any impediments. During 2017-18, the area under sugarcane is 10.22 lakh ha with the total cane production of 712.45 lakh tons, average productivity is 69.71 t/ha and average sugar recovery is 11.65% and the sugar production is 94.87 lakh ton (DA&FW, 2018).





Dr. Arunkumar K. Walunj

Circuit Simulation and Virtual Instruments.

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This book is in the form of standalone virtual laboratory to perform experiments anywhere anytime for self-learning of basic concepts in electronics. Procedure for performing experiments using PSpice simulation and by using an Analog and Digital Discovery Workstation is also provided. Today in education, electronics concepts taught through lectures are often complemented by laboratory experiments. Laboratories are critical to enable learners to develop required knowledge and skill. The learner does not get sufficient time to observe response of the given circuit for various component values and think critically on obtained response. Limited duration of practical contact session at the study center, lack of up-to-date laboratory infrastructure. One way to avoid these difficulties interactive multimedia simulation is an appropriate way to complement electronic practical. Simulations also offer learner the opportunity to test new knowledge, strategies, skills and techniques in a virtual, risk-free environment. Secondly an Analog and Digital Discovery Workstation is a remote lab that provides a unique opportunity for the students to overcome the limitations of a traditional laboratory experience and perform hands-on experiments while being physically located away from on-campus laboratory devices. Which is portable test and measurement devices, provides various instruments in a single integrated module along with MATLAB interface etc.



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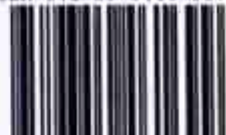
He has been elected as Senior Member in Electronics Division by REST Society for Research International board of Council Society Life. He is Member- IFSE World Teachers' Organization, France. Life Member, Indian Science Congress and Journal of Instrumentation Society of India (JISOI) and Society for Promotion of Excellence in Electronics Discipline (SPEED). Pune. Guided more than 1500 students for their B.Sc., M.Sc., B.E. Projects/Theses. He has supervised projects funded by UGC, WRO, BCUD & ISRO-STP. He was elected member of Management Council & Senate, Savitribai Phule Pune University of Pune, Pune, Member of BCUD, Grievance, QIP & Young Scientist Research Grants, Chairman of Research & Management Institutes & Research Centers recognition & MOU Committee (2010-2015). He was Conferred with Most outstanding and extra-ordinary achievement award by India International Friendship Forum and India's Most Dynamic Achievers Award for the year 2021. Published his biography in Asian Who's-Who Scientific research Journal by Asian Pacific India. He was recipient of North Maharashtra Educationist Award in the field of Education.

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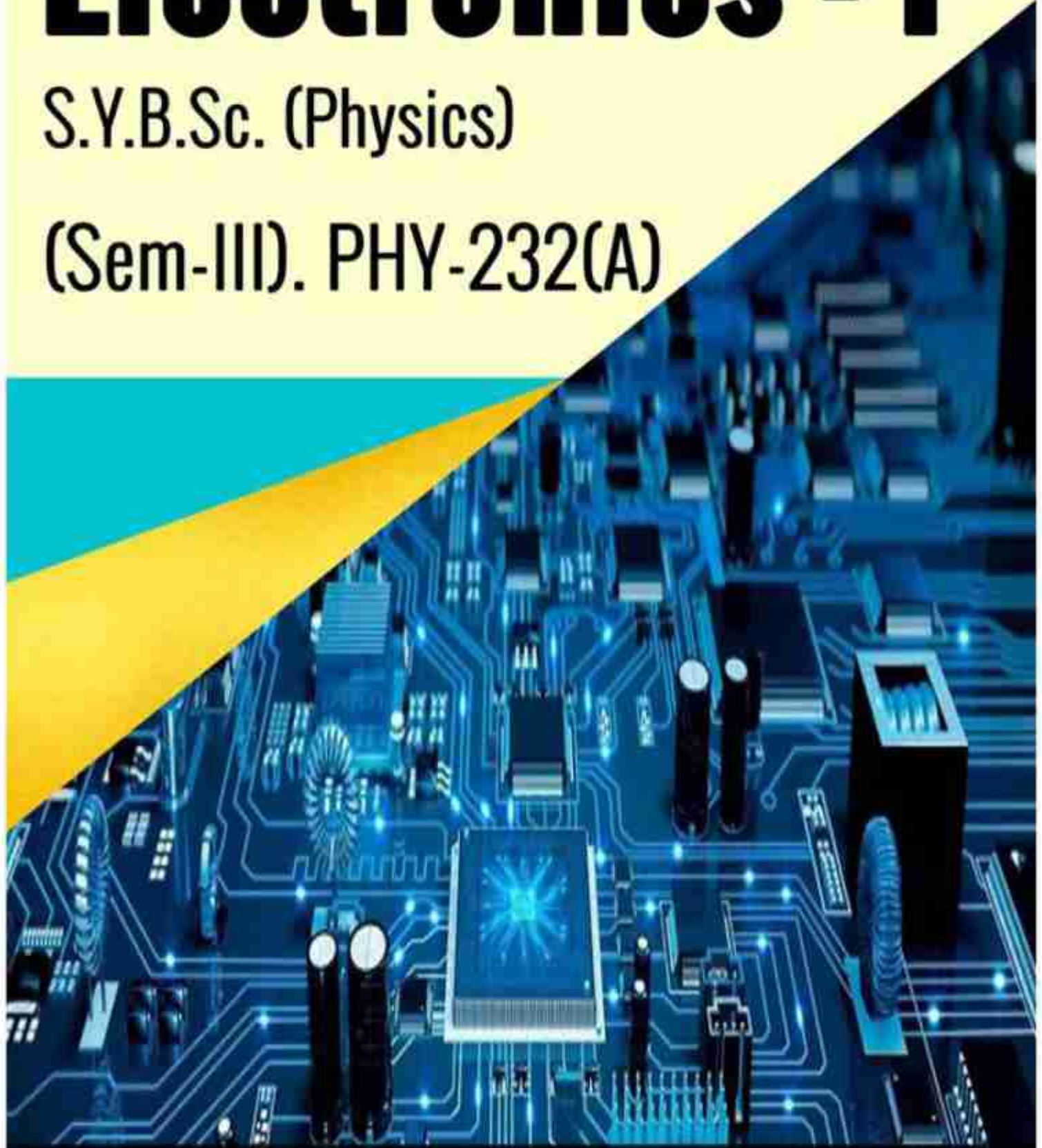


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Electronics - I

S.Y.B.Sc. (Physics)

(Sem-III). PHY-232(A)



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Electronics-I, (Physics) (Semester-III) PHY-232(A) S.Y.B.Sc.

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Index

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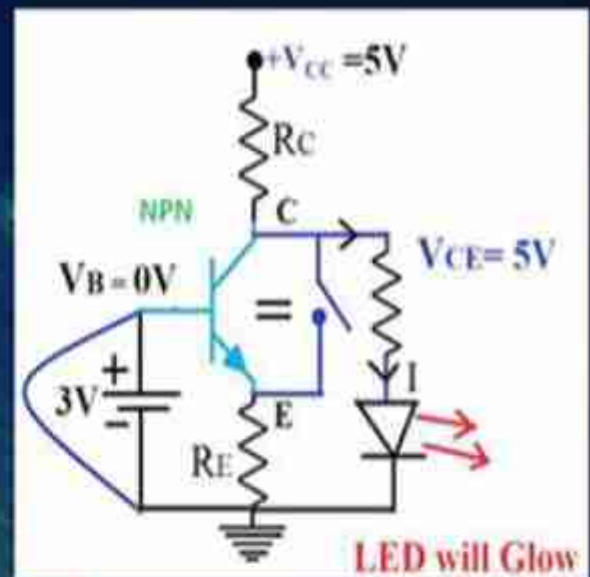
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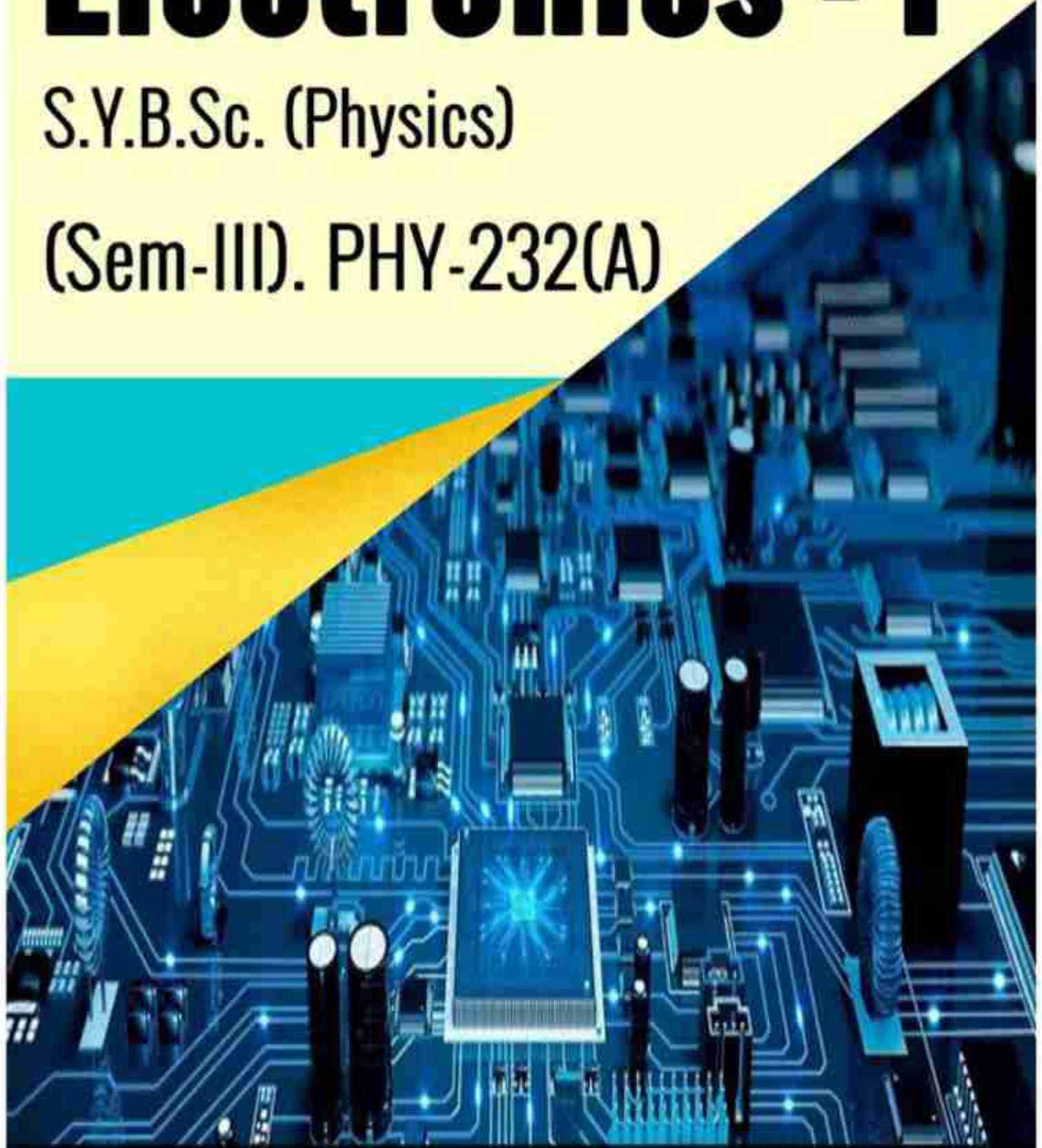


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Electronics - I

S.Y.B.Sc. (Physics)

(Sem-III). PHY-232(A)



Dr. Arif Tamboli
Prof. Dr. V. D. Kulkarni



Dr. D. H. Bobade
Mr. Abul Quais

Electronics-I, (Physics) (Semester-III) PHY-232(A) S.Y.B.Sc.

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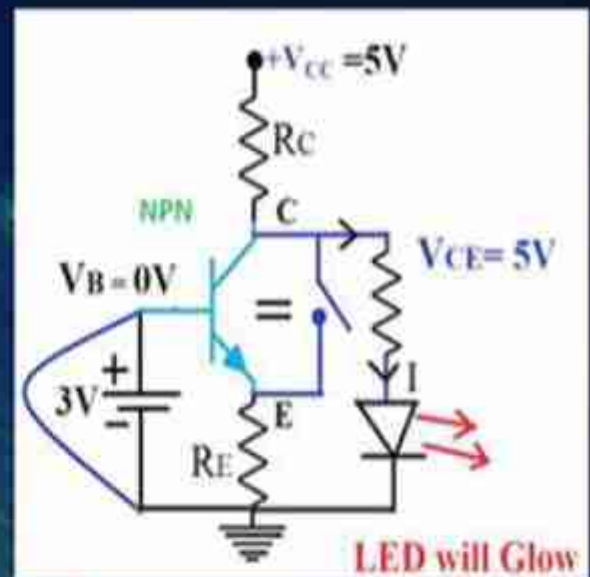
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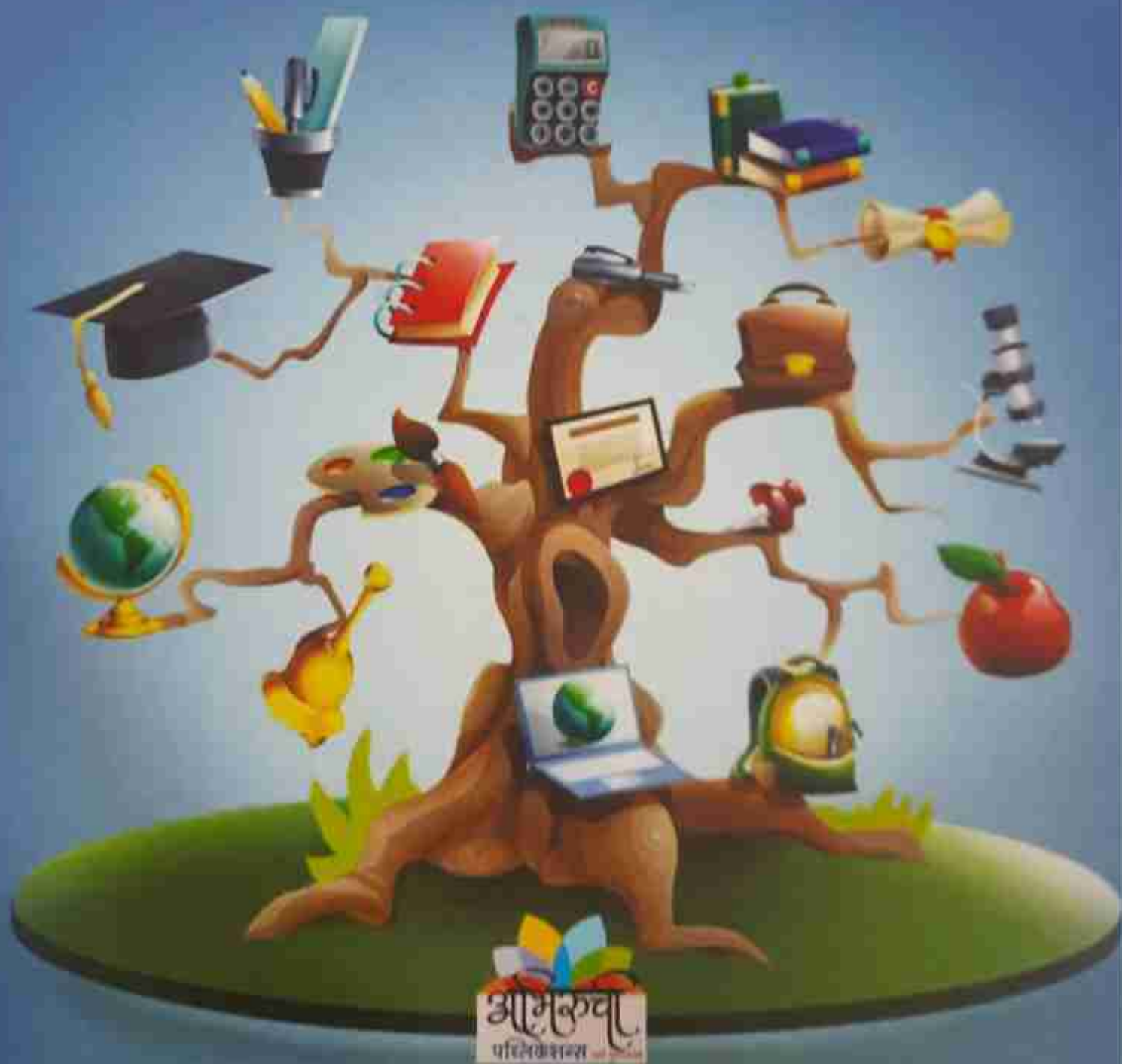


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Aspects of the National Education Policy 2020

Prof. Shankant S. Deshmukh



NEP 2020 – The Master Key to Holistic Education

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Ms. Zeenat B. Merchant
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The NEP 2020 which promises a vibrant public education system at the same time encourages the facilitation of philanthropic and community participation was released on 29th July, 2020. It is a historic and ambitious document which conceives a broad-based multidisciplinary undergraduate education which has a flexible curriculum and is holistic. Other features include creative combinations of subjects, integration of vocational education and multiple entry and exit points with appropriate certification.

In order to successfully implement the policy certain steps at the institutional level need to be taken. Justice J. S Verma Committee Report pointed out in 2012 how a broken teacher education sector was putting over millions of children at risk. Upon inspection scores of private Teacher Education Institutes were found to have only a foundation stone in the name of infrastructure. The report also revealed that on average eighty five percent teachers failed to qualify the Central Teacher Eligibility Test. This could be attributed to exploitative employment conditions, outdated teacher knowledge, lack of commitment and professionalism on the part of the teacher. **Only teachers who have** qualified through aptitude tests conducted by the National Testing Agency (NTA) and completed the four year integrated B.Ed. course should be absorbed in the institution. These courses should be conducted in collaboration with departments such as psychology, philosophy, sociology, neuroscience, languages, arts, music, history, literature, physical education, science, and mathematics. The teacher will thus have multifarious knowledge which will include training in teaching children with disabilities or with special interests and talents, use of educational technology, learner-centered and collaborative learning which be beneficial to meet the standards set by NEP 2020. Minimum fifty hours of Continuing Professional Development opportunities should be given every year to the teachers to attend workshops or on-line teacher development programmes to enhance their knowledge and skills.

11. **A Case Study: Entrepreneurship Experiential Learning Activity** 64
Prof. Manisha Suryawanshi, Prof. Shweta Jawale,
Mr. Omkar Bathe, Mr. Omkar Jejurkar
12. **Impact of National Education Policy on Education** 70
Dr. Renjini Pradeep
13. **NEP 2020 -The Master Key to Holistic Education** 76
Dr. Vinita Basantani and Ms. Zeenat B. Merchant
14. **Impact of National Education policy on Education System** 82
Prof. Manjushree Yewale
15. **Assessing the utility of skill based vocational training
program in Fashion Design to generate livelihood to
align with NEP 2020** 87
Mrs. Manasi Thakur and Prof. Dr. Avadhut Atre
16. **Opinion survey about Academic Bank of Credits** 97
Prof. Madhuri S. Ghanekar
17. **Role of School Library and School Librarian in
improving learning Level of Children as per
Guideline of NEP 2020** 106
Mrs. Sucheta R. Chandanshive
18. **राष्ट्रीय शैक्षणिक धोरण २०२० आणि वाचन कौशल्य** 112
Mr. Amit Suresh Salunke
19. **Impact of National Educational Policy on
Teacher Education** 115
Prof. Dr. Suvarna Dnyandeo Ranpise

NEW HORIZONS: IN LANGUAGE & LITERATURE

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SUB LT. DR. MOHAMMAD SHAKIR SHAIKH
DR. BABA SHAIKH
JAWED AKHTAR
DR. ABRAR AHMAD



THE VCE EDUCATION IN THE
HYBRID COMPLEX AND IMPACT OF E-TECHNICS IN POST COVID 53 - 31

Monika Ashraf Chohan

OF INTELLECTUAL VULNERABILITY INTELLIGENCE
REFLECTIONS FROM PLEKATUBE AT CROSSROADS IN THE VCE 51 - 30

Dr. Ashwini Manik Parude

ANALYZE
IDENTITY CRISIS IN BRITANNIC CHARACTERISTICS ENGLISH 13 - 50

Mr. Sumant Sahni Sahni

INTELLIGENCE-BASED PLEKATUBE TEACHING APPROACH
ETHICS IMAGINATION, IMAGINE ETHICS: AN 13 - 10

Prof. Mani and Nilofar Shah

BRITAIN'S MUSIC EDUCATION
EXPLORING THE DEPTH OF MOSCOW AND BRITANNIC IN 17 - 13

Ms. Sumant B. Merchant

MODE OF TEACHING
ADVANTAGES AND DISADVANTAGES OF HYBRID AND BLENDED 1 - 0

Contents

Page No.

Table of Contents	X - XII
About the Editors	III - IX
Acknowledgement	VI
Foreword	IV - V

Table of Contents

such as self-directed learning materials. The emphasis here is on learner autonomy in the learning etc. In the hybrid or blended class students may also be required to seek out their own resources in a traditional classroom; the teacher provides the necessary resources such as lecture notes, notes of knowledge and guidance.

While there may be some advantages to the hybrid approach of relying on the teacher as the central force to facilitate and manage learning, students may benefit from knowledge in managing the of the subject and involve their critical thinking as well as communication skills. This would be appropriate and effective ways to help with their basic, which can reduce their understanding of the subject. The hybrid and the blended mode may provide opportunities for students to participate in the 'Think - Pair - Share' activities in which students collaborate to answer or solve presentations which may have to be a room for students who are shy and feel speaking in front of a class is uncomfortable. Both online forums, discussion boards, online participation or video learning, involvement and participation of the learner increases

ADVANTAGES OF HYBRID AND BLENDED MODE OF LEARNING

In general, the blended mode brings the traditional and digital learning methods together, advantages, assessment etc. While hybrid mode brings content and in-class students together, involves multiple learning modalities. The learner may attend class supplemented by online learning is incorporated with classroom learning. It is termed as blended mode of learning. It simultaneously attending lecture virtually and attending virtually. When digital learning or e-learning mode of learning involves a model of education in which both methods are used

ADVANTAGES AND DISADVANTAGES OF HYBRID AND BLENDED MODE OF LEARNING

Learning an experience, the best method may not be the hybrid or blended mode of learning and there are still a few stakeholders who are skeptical about the online mode of learning. Without become a common phenomenon. Online courses and online degrees may now become a trend with the increasing technology virtual classrooms which once seemed like something distant may a few years ago, the 'Click and Drag' method was the only method of learning and subject but because of the advantages to learning and diverse teaching methods to make learning effective. Online course interest in learning but also have challenges to the learning community to discuss the emerging methods of learning-learning with innovative pedagogical approaches which not only it we have to keep abreast of the latest technology, we have to be open and ready to the

of Arts, Science and Commerce' Camp, Page-1

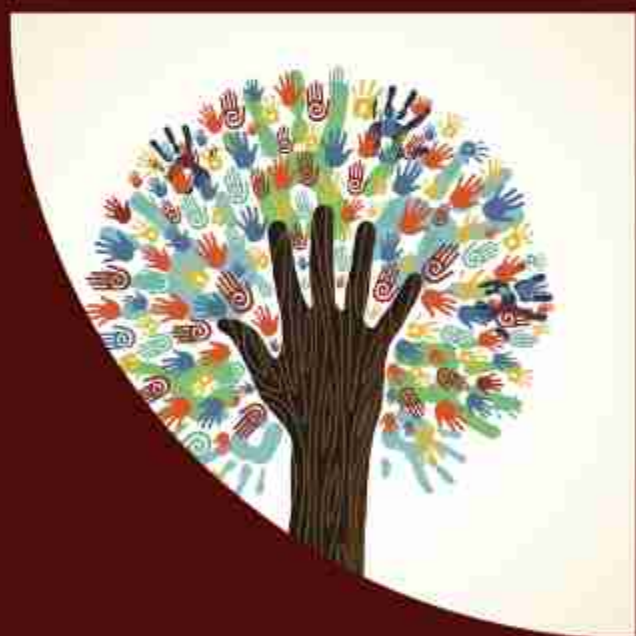
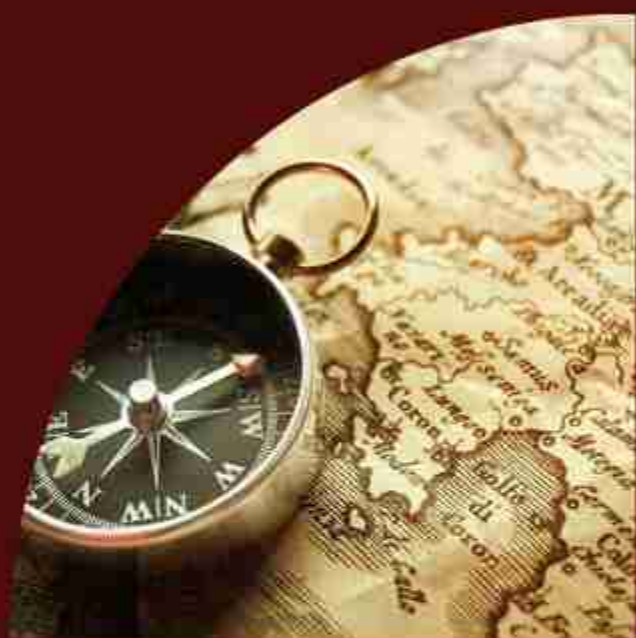
Associate Professor and Head, Department of English and Post Graduate Center, Poonja College

Ms. Sneha B. Merchant

LEARNING

ADVANTAGES AND DISADVANTAGES OF HYBRID AND BLENDED MODE OF

New Horizons: In Social Sciences



Prof. Aftab Anwar Shaikh
Dr. Zoheb Hasan
Dr. Mukhtar Shaikh

SUBSTANCE USE, ABUSE AND ADDICTION: S.O.S**Ms. Zeenat Merchant**

Associate Professor & Head, Department of English, Poona College of Arts Science and Commerce

Substances when used are for beneficial purposes but when misused can have catastrophic effects which may sometimes be irreversible. Let us take for instance Drugs. Drugs are chemical substances which are generally used for medical purposes. Drugs play an integral role in treating individuals and sometimes even saving lives. With the advancement of science new drugs are invented to treat even extraordinary or new diseases. On one hand there is optimum usage of drugs to improve the quality of life and on the other hand there is abuse of drugs which can cause a negative impact on a person's health and also lead to addiction. Drug abuse involves consumption of chemical substances such as marijuana, hashish, cocaine, Heroin, Ketamine, Nicotine, LSD, MDMA also known as ecstasy, over the counter drugs such as Loperamide, Dextromethorphan, etc. A person addicted to drugs takes one or more of these drugs to get a feeling of ecstasy. Other addictions include consumption of alcohol, tobacco and smoking. Certain substances when inhaled produce an intoxicating effect and can also lead to addiction. These include paint thinners, gasoline, correction fluid, marker fluid household aerosol products etc.

SIGNS AND SYMPTOMS OF AN ADDICT

The symptoms of substance abuse especially drug addiction includes:

- Lack of concentration
- Tremor of hands
- Nervousness
- Restlessness
- Sudden bursts of temper
- Listlessness and lack of enthusiasm
- Nausea or vomiting
- excessive sweating
- weight loss
- poor hygiene
- Redness of eyes
- Finding syringes/lighters in the room
- Slurring of speech
- Lack of physical coordination
- Frequent requests for money without a reasonable explanation
- Needle marks

WHAT ARE THE CAUSES OF DRUG ADDICTION?

Experimenting- A person may taste the drug out of curiosity to experience the feeling described to him or her by a person who has already consumed the drug earlier. Excited by the

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Table of Contents

Foreword	IV - V
Acknowledgement	VI
About the Editors	VII - IX
Table of Contents	X - XII
Contents	
	Page. No.
ADVANTAGES AND DISADVANTAGES OF HYBRID AND BLENDED MODE OF TEACHING	1 - 6
<i>Ms. Zeenat B. Merchant</i>	
EXPLORING THE DEPTHS OF MOCKERY AND TRIVIALITY IN DRYDEN'S MAC FLECKNOE	7 - 12
<i>Pearl Mali and Nilofar Shaikh</i>	
ETHICAL IMAGINATION, IMAGINING ETHICS: AN UNDERTAKING-BASED LITERATURE TEACHING APPROACH	13 - 16
<i>Mr. Zameer Salim Sayyed</i>	
IDENTITY CRISIS IN UPAMANYU CHATTERJEE'S ENGLISH AUGUST	17 - 20
<i>Dr. Ashwini Manik Parude</i>	
REFLECTIONS UPON LITERATURE AT CROSSROADS IN THE AGE OF INTERACTIVE ARTIFICIAL INTELLIGENCE	21 - 26
<i>Mohd. Asrarul Chopan</i>	
HABIT COMPLEX AND IMPACT OF E-LEARNING IN POST COVID NEW AGE EDUCATION IN INDIA	27 - 31
<i>Mr. Abir Lal Mukherjee</i>	
JOURNEY FROM REALISM TO SPIRITUALISM: WOMAN AS AN AGENT OF CHANGE	32 - 40
<i>Debbie Lalrouwni</i>	

IDENTITY CRISIS IN UPAMANYU CHATTERJEE'S ENGLISH AUGUST

Dr. Ashwini Manik Purude

Assistant Professor in English, A.K.L.'s Pooma College of Arts, Science and Commerce, Camp, Pune

IDENTITY CRISIS IN UPAMANYU CHATTERJEE'S ENGLISH AUGUST

English, August (1988) is an account of urban India's encounter with the provincial Bharat. The novel describes the experiences, beliefs and attitudes of Agastya Sen, a trainee bureaucrat. The novel opens with an informal conversation between Agastya, who is to leave for Madna for his probationary period as an IAS officer and Dhruvo, Agastya's friend who is back from Yale University after his higher studies. Agastya considers himself as one "with no special attitude for anything"¹ and thinks, "I should have been a photographer or a maker of ad films something like that, shallow and urban."² He considers himself a misfit, anchorless and misplaced and does not seem to enjoy the role of an IAS officer. Used to metro life, he finds happiness in nothing and thinks he is misbegotten in a world which he does not seem to fit in.

He finds it difficult to get used to his job and Madna. His life in Madna consists of idling in his room, watching lizards racing across the room, day – dreaming, thinking of the past, extracting an invitation for meal either from his seniors, friends or subordinates to escape the awful meals prepared by the guesthouse cook, Vasant. He visits various government offices to learn the intricacies of the functioning of bureaucracy. He is not happy in his personal life and he does not enjoy his role of an IAS trainee which he is privileged to. There is no way out of his uneasiness and suffocation. He wants to run away from this situation and even thinks of leaving the present job to join his relative in publishing business in Delhi. "I don't want challenges or responsibility or anything; all I want is to be happy," he observes.³ His uncle is right when he says, "You are interested in nothing and you think that is a virtue."⁴ His father, too, tried to persuade him by pointing endless possibilities of experience and knowledge of the new world. He writes in one of his letters:

"Your job will provide an immense variety and will give you glimpse of other situations and existences which might initially prove startling. Your dissatisfaction now seems to wear me out... But Ogu, remember that Madna is not an alien place. You must give in time. I think you will like your job eventually. But if you don't, think concretely of what you want to do instead and change."⁵

Agastya considers himself to be "a dot in this hinterland"⁶ and the letters do not make any positive impact on his mind, which is clear from the response letter written to his father. It reads:

"I'm sorry but what you read into my last letter was true. I just can't get used to the job and the place. I'm wasting my time here and not enjoying the wasting. This can be a sickening feeling."⁷

Agastya does not relish working in Madna, as Srivastava, Kumar and other bureaucrats do. His uneasiness is increased by his close observation of the Indian bureaucracy and thinks he is incapable of attaining desired goals. He could not bring about any positive change in the bureaucratic culture. He tries to bridge to a considerable extent between the agents of the administration and the tribals of the drought – hit area of Chipanthi village through his visit as a BDO. He could not find any solution to the problems that confront him in spite of many powers conferred on him as a bureaucrat by the Constitution.

Agastya's action and behavior stand in contrast with his mythological counterpart, the sage, Agastya. He is neither of the forest, nor finds a Ram to give him a bow and an arrow. He loves

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Table of Contents

Foreword	IV - V
Acknowledgement	VI
About the Editors	VII - IX
Table of Contents	X - XII
<hr/>	
Contents	Page. No.
ADVANTAGES AND DISADVANTAGES OF HYBRID AND BLENDED MODE OF TEACHING	1 - 6
<i>Ms. Zeenat B. Merchant</i>	
EXPLORING THE DEPTHS OF MOCKERY AND TRIVIALITY IN DRYDEN'S MAC FLECKNOE	7 - 12
<i>Pearl Mali and Nilofar Shaikh</i>	
ETHICAL IMAGINATION, IMAGINING ETHICS: AN UNDERTAKING-BASED LITERATURE TEACHING APPROACH	13 - 16
<i>Mr. Zameer Salim Sayyed</i>	
IDENTITY CRISIS IN UPAMANYU CHHATTERJEE'S ENGLISH AUGUST	17 - 20
<i>Dr. Ashwini Manik Purude</i>	
REFLECTIONS UPON LITERATURE AT CROSSROADS IN THE AGE OF INTERACTIVE ARTIFICIAL INTELLIGENCE	21 - 26
<i>Mohd. Ashraf Chopan</i>	
HABIT COMPLEX AND IMPACT OF E-LEARNING IN POST COVID NEW AGE EDUCATION IN INDIA	27 - 31
<i>Mr. Abirlal Mukherjee</i>	
JOURNEY FROM REALISM TO SPIRITUALISM: WOMAN AS AN AGENT OF CHANGE	32 - 40
<i>Debbie Lalrinawmi</i>	

ETHICAL IMAGINATION, IMAGINING ETHICS: AN UNDERTAKING-BASED LITERATURE TEACHING APPROACH

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INTRODUCTION

The term 'Ethical Criticism' unfortunately does not refer to any school or critical approach but is understood in reference to the upsurge of interest in the relationship between ethics and aesthetics, besides the claims made at innumerable occasions about how ethics and aesthetics are inseparable and how a divorce between the two can destroy both – the experience of literary works and their relevance to the world-realities. In the light of the premise, George's following cautionary observation deserves serious (re)consideration:

If literature is not about life and if texts have no point of reference outside themselves, then discussion about the role of art within a civilized society is just so much nonsense.

Nevertheless, ethical values themselves are seldom spoken about in class and in the context of teaching Literature.

Review of Related Literature:

The classical literary criticism described the double function of Literature: instruct and delight. Horace considered that the poet should combine "sweet and the useful, charming the reader and warning him equally well" (Horace, 1998, p. 75). At some point, critics and Literature teachers started to put emphasis on delight at the centre of learning. Highlighting one function and sidelining other can be considered as less service or disservice to Literature. The confusion whether to read/teach Literature for pleasure or for moral development can ruin the whole idea of what Literature is, if Literature is believed to be a body of writing which deals with universal truths or anguishes. Focussing mechanically on art and design of Literature can prevent great works from penetrating into hearts and minds of students, if getting emotional at reading them is considered a key function of literary experience.

The 'Ethical Criticism' once enjoyed the position as the point of reference in the analysis of literary works, but due to the emergence of other approaches like New Criticism, Post-structuralism, and Deconstruction, ethical criticism became irrelevant, obsolete, and a passing fad to such an extent that it is least considered as a contribution in, and mostly as contrary to, literary criticism. While commenting on the mentality of Literature-teachers regarding inclusion of ethical awakening,

Our temptations as educators in an increasingly pluralistic society is to remain hands-off and assume a non-interference policy when it comes to the topic of moral choices and commitments. We are sometimes inclined to leave older students free to discover for themselves what is best and right and to avoid "indoctrinating" young people with certain moral values. Indoctrination is precisely what many educators fear falling into.

Whether call it 'indoctrination' or 'simply not my job', the "non-interference policy" leaves students vulnerable to many appealing amoral ideas about how to enjoy 'experience'.

Objectives of the Study

The study of Literature without giving due consideration to the ethical content or structure of a work of art will lead one to adopt a hedonistic or nihilistic mindset, developing into an anti-social (a separatist) or apathetic personality (an isolationist). For example, a smiling picture of an abandoned child in a war-affected zone can never be interpreted only as a 'beautiful and

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CONTENTS

<i>Editor's Desk- Dr. Pratik Mungekar</i>	4
1. Akshay Raghunath Kamble	9
2. Mr. Prachetan Suryakant Potdar	15
3. Mrs. Rossy Mathur	23
4. सब लेफ्टनेंट डॉ. मोहम्मद शाकिर शेख,	31
5. Shalini Shekhar	35
6. Khushboo Singh	37
7. Alka Singh	41
8. Mrs. Ashwini Pansare	43
9. Artist Rritu Goel	47
10. Saravjeet Dipesh Kirad	59
11. Shriya Sinha	63
12. Sejal Ray	71
13. Mona More	77
14. Ananya Anurag Anand	83
15. Vasudhaiva Kutumbakam- Nidhi Bhandare	87
16. Bhawana Gupta	91
17. Mrs. Lily Bomi Patel	95
18. Dr. Renu Singh	101
19. Mrs. Shweta Pankaj	103
20. Dr. Bikash Sharma	107
21. Dr. Archana Burman	111
22. Dr. Alka Mahajan	119

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अनेक संस्थाओं द्वारा हिंदी तथा सामाजिक कार्य हेतु पुरस्कारों से सम्मानित.

उजाले की ओर

वर्तमान में मनुष्य जीवन अनेक चुनौतियों से भरा हुआ है। अत्याधिक कार्य के कारण कभी कभी निराशा हमारे मन में अपना घर बना लेती है। परिवार में माता-पिता बच्चों से बड़ी बड़ी उम्मीदें बांध लेते हैं जिसके कारण बच्चों पर पढ़ाई का बोझ लाद दिया जाता है और कभी कभी इसका दुष्परिणाम भी सामने आता है। जीवन में अंधेरा ही अंधेरा दिखाई देने लगता है। हमें इस अंधेरे से उजाले की ओर अपनी यात्रा करनी होगी।

हिंदी के गजल सम्राट दुष्यंत कुमार जी ने क्या खूब लिखा है –

कौन कहता है आसमान में सुराख नहीं होता,

एक पत्थर तो तबीयत से उछालों यारों।

असंभव कार्य को भी संभव बनाने की प्रेरणा दुष्यंत कुमार जी देते हैं।

उर्दू के प्रसिद्ध कवि अल्लामा इक़बाल ने लिखा है –

खुदी को कर बुलंद इतना के हर तकदीर से पहले,

खुदा बंदे से खुद पूछे बता तेरी रज़ा क्या है?

खुद को बुलंदी तक पहुंचाने के लिए हमें उसी प्रकार का रास्ता तय करना होगा। जब तक सोने को आग की भट्टी में नहीं जलाया जाता है तब तक वह 24 कैरेट नहीं बन पाता है। हमें भी खुद को 24 कैरेट बनाने के लिए अग्निपरीक्षा से गुजरना होगा। अपने जीवन को नई दिशा, नया आयाम देना होगा।

सारणी का अनुशासन के साथ पालन करना चाहिए। पढ़ाई के समय की समय सारणी बनाई जाए तो हम किसी भी परीक्षा में सफलता हासिल कर सकते हैं।

**करत करत अभ्यास के जडमति होत सुजान,
रसरी आवत तै सिलपर पडत निसान॥**

अर्थात् कुएं पर बंधी रस्सी बार बार पत्थर पर घिसने से पत्थर पर भी निसान बन जाते हैं। उसी प्रकार बार बार अभ्यास करने से मूर्ख व्यक्ति भी विद्वान बन जाता है।

हमें अपने जीवन में तमाम अच्छाइयों को अपनाकर खुद को बुलंदियों की ऊंचाई तक पहुंचाना चाहिए।

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