



KLE SOCIETY'S S. NIJALINGAPPA COLLEGE

II Block, Rajajinagar, Bengaluru -10, Karnataka, India
Re-accredited by NAAC at A⁺ Grade with 3.53 CGPA
College with UGC STRIDE Component - I



ORGANISED BY
DEPARTMENT OF COMMERCE
UGC STRIDE SPONSORED IQAC INITIATED
NATIONAL LEVEL STUDENT SEMINAR ON
STARTUP INDIA "CELEBRATION OF ENTREPRENEURIAL
SPIRIT OF YOUTH"

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K.L.E SOCIETY'S
S. NIJALINGAPPA COLLEGE
Reaccredited by NAAC at "A+" grade with 3.53 CGPA
College with UGC Stride Component - 1
II Block, Rajajinagar Bangalore - 10

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Author's Name: Dr Arunkumar B. Sonappanavar.

Editorial Committee Details

Sl. No.	Author Details	Designation	Contributor Details
1	Dr. Arunkumar B. Sonappanavar	Principal	Scientific Editor
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Email: klepgcommerce@gmail.com

Website: <http://www.klesnc.org>

Tel: 080-23526055

Publisher's Details: Dr. Arunkumar. B Sonappanavar. Principal, K.L.E Society's S. Nijalingappa College II Block, Rajajinagar Bangalore-10, Karnataka

Email: principal@klesnc.org

Mobile: 9483946362

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S. Nijalingappa College

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College with UGC STRIDE Component-I



PROCEEDINGS

of

UGC – STRIDE Sponsored IQAC Initiated

One Day National Level

**Student Seminar on
Startup India**

“Celebration of Entrepreneurial Spirit of Youth”

Organized by

Department of Commerce

2020-2021

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Inaugural Session

SL. No	Event	By
1	Invocation	Bhavya
2	Welcome Speech	Vaishnavi V.
3	Guest Introduction	Sowmya A.
4	Guest Speech	Lt. Balaji A.
5	Presidential Remarks	Principal
6	Vote of Thanks	Yashaswini K.

Technical Session-I

Technical Session I: 11.00 AM to 1.00PM

Guest Introduction	Sowmya A.
Resource Person	Lt. Balaji A.

Technical Session-II

Technical Session II: 3.00 PM to 4.00PM

Guest Introduction	Sowmya A.
Resource Person	CA Mohan Kumar B. N.

Valedictory Committee

SL. No.	Details	By
1	Welcome Speech	Vaishnavi V.
2	Report Reading	Selvan
3	Delegates Opinion	Lt. Balaji A.
4	Announcement of Award	Gagan
5	Presidential Remarks	Principal
6	Vote of Thanks	Yashaswini K.

About the KLE Society

The K.L.E. Society, the largest Educational Organization in South Asia, established in 1916 by seven dedicated and selfless teachers “Saptharishis”. It has been transformed into a veritable movement in providing quality education over 100 years. The legacy of Society and its core values are being led by our Honorable Chairman Dr. Prabhakar B. Kore, since 1983. The K.L.E. family now encompasses over 16,000 staff serving in 282 Institutions catering to the needs of more than 1.25 lakh students. The K.L.E. Society has one of the rarest distinctions of being conferred with two ‘Deemed Universities Status’, one in Medical Education and the other in Technical Education.

About the College

S. Nijalingappa College is one of the premier higher educational institutions managed by the K.L.E. Society. Since its inception in 1963, the college has carved a niche for its quality education. The College is re-accredited at ‘A+’ Level by NAAC 3rd Cycle with CGPA of 3.53 on 4.0 scale, recognized as “College with Potential for Excellence”– Phase II by UGC and UGC STRIDE Component I. The college sprawls over 4.92 acres in the heart of the city with the State-of-the-Art infrastructure. It offers a wide variety of programs at undergraduate and postgraduate levels with a judicious focus on traditional and professional domains.

About the Department

The department of commerce, set up in 1971, has the legitimate claim and pride of being the premier department with research centre status conferred on it by the affiliating university. In its history spanning over five decades, it has produced doctorates, university ranks, excellent academicians, researchers and entrepreneurs. It offers B.Com, M.Com. & PhD programs affiliated to Bengaluru City University, Bengaluru, along with Value Added & Certificate Courses. It is well equipped with e-Class Rooms, Computer Labs, Business Labs & Department Library with more than 50 National and International Journals.

About the Seminar

India has made a strong name for itself in the global startup community. India ranks amongst the top five countries in the world in terms of number of startups founded. Most of the Indian start ups aim to solve a real and existing challenge through the use of technology which will result into delivery of differentiated consumer experience. Harnessing disruptive digital tech, energy independence particularly clean energy and faster economic reforms could be the game changer. India should provide physical and digital infrastructure, encourage incubators & accelerators, angel investment and crowd sourcing of funds for the effective growth and development of start ups.

Prime Minister Sri Narendra Modi introduced Make in India campaign with dozens of other initiatives like Digital India, Skill India, Start Up and Stand up India, etc, to transform India into a global manufacturing hub. Centre has also developed various policies like Ease of Doing Business, simplified FDI policy, National Manufacturing Policy, Intellectual Property Rights, National Industrial Corridors, development of Renewable Energy etc. for the effective implementation of Make in India Initiative.

About Themes

“Celebration of Entrepreneurial Spirit of Youth”

Sub themes

- Stand-up India
- Make in India
- Digital India
- Skill India
- Vision India 2030
- Atmanirbhar Bharat
- Angel Investment
- Crowd funding
- LLP
- MSME
- IPR

Participants/Beneficiaries:

Academicians, Research scholars, UG and PG students.

Best paper Award

All the papers received for presentation would be considered for the best paper award.

Mentoring and Monitoring Committee of UGC STRIDE Component-I

- Prof. V. Prakash, Former Director, CFTRI, Mysore, UGC STRIDE Nominee
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- Sri.Shivakumar M. Sajjan Member
- Smt.Swapna Member
- Sri.Rajeshwar Prasanna Member
- Dr.Supraja Member
- Sri.Rajeev R. Potadar Member

Schedule of the NATIONAL STUDENT SEMINAR			
10 March 2021			
Time	Session	Topic	Resource person
11.00 AM to 1.00PM	01	Development of Entrepreneurial Spirit among Youth	Lt. Balaji Assistant Professor in Commerce (Department of Collegiate Education)
3.00 PM to 4.00 PM	02	Challenges of Sustainable Startups in India	CA Mohan Kumar B N Member of “The Institute of Chartered Accountants of India” “The Institute of Company Secretaries of India”

VALEDICTORY FUNCTION

Chief Guest

CA Mohan Kumar B. N.

(CA, CS, Economist) Proprietor of M/s BNMK & Associates

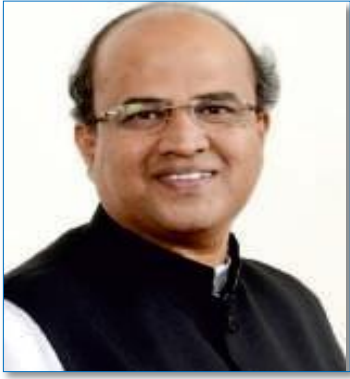
President

Dr. Arunkumar B Sonappanavar

Principal, KLE Society's S Nijalingappa College, Bengaluru

Dr. C V Koppad
HOD of Commerce

Smt. Dr. Mahananda B Chittawadagi
IQAC Coordinator



Message by

**Shri. Mahantesh M.
Kavatagimath Chief
Whip, Government of
Karnataka Member, Board
of Management
KLE Society Belagavi**

Warm Greetings...

Being in the framework of this national seminar, I take immense pleasure to welcome all the attendees of the seminar on “Celebration of Entrepreneurial Spirit of Youth”. This is a timely arranged national level platform organized to offer novel thoughts and research findings of students, academicians. I heartily congratulate the principal and his team for their timely organization of this national level seminar and providing an easy and safe platform.

I wish the seminar a huge hit and thought provoking in formative proceedings that disseminate knowledge to the entire stake holder of this organization.



Message by

**Shri. Shankaranna I.
Munavalli
Member, Board of Management
KLE Society, Belagavi**

Warm Greetings...

This is my privilege and I am so enthusiastic to welcome you all for UGC-STRIDE Sponsored one day national seminar on “Celebration of Entrepreneurial Spirit of Youth”., An Approach to Research on ” 10th March 2020 organized by KLE Society’s S. Nijalingappa College, Bengaluru. It is worth mentioning that the sub-themes of the seminar are related to the national level Research. The seminar will help in understanding the concept of Entrepreneurial Spirit of Youth and latest innovation/technology in the field of Commerce.

I am very sure that this national level seminar including keynote address, special talk and academic/research work presentations will be helpful for the participants.



Message by

**Dr. Arunkumar B.
Sonappanavar
Principal,**

**KLE Society's S Nijalingappa
College Rajajinagar, Bengaluru-
560010**

It gives me immense pleasure to welcome all the eminent speakers and delegates to the IQAC initiated UGC-STRIDE sponsored one-day National seminar on “Celebration of Entrepreneurial Spirit of Youth”. On 10th March 2021 organized by Department of PG studies in Commerce, KLE Society's S Nijalingappa College, Bengaluru.

The Seminar covers a keynote address followed by technical sessions. I hope the one day academic deliberations in the seminar will enlighten the faculty, researchers and students on recent strides in commerce and management for the benefit of trade, business humanity and encourage them to take up further research in these crucial fields of study.

On this occasion, I extend a heartfelt welcome to all the delegates to KLE Society's S. Nijalingappa College, Bengaluru. The college will bring out proceedings of the conference. I congratulate the organizing committee members of seminar on conducting such an event to boost the knowledge of faculty, researches and students.

Dr Arunkumar B. Sonappanavar

PRINCIPAL

Message by

Dr. Mahananda B. Chittawadagi

**Associate Professor and
IQAC coordinator**

KLE Society's S Nijalingappa College
Rajajinagar, Bengaluru-560010

We are grateful to organize one day national student seminar on “Celebration of Entrepreneurial Spirit of Youth” The seminar is sponsored by UGC-STRIDE Component-I organized by Department PG studies in Commerce, KLE Society's S. Nijalingappa College, Bengaluru. The sub-themes of the seminar are Standup India, Make in India, Digital India, Skill India, and Vision India 2030. Atmanirbhar Bharat, Angel, Investment, Crowd funding, LLP, MSME etc. Entrepreneurial Spirit The seminar in particular highlights the need for approach to uncover the progress and various challenges in the field of startups and entrepreneurial spirit.

In this national seminar, technical talks were delivered by Lt. Balaji Assistant Professor in Commerce and CA Mohan Kumar B N Member of “The Institute of Chartered Accountants of India”.

I take this opportunity to thank UGC-STRIDE Component-I for funding this seminar. I thank our honorable chairman Dr. Prabhakar B Kore KLE Society Belagavi, all the board members of management, the secretary, life members and Principal for extending their support and valuable guidance in successfully organizing this academic event. I extend my gratitude to my colleagues who extended their support in making this seminar successful. I also thank the students, research scholars and faculties for submitting their research work in this seminar.

**Message by
Dr. C. V. Koppad**

H.o.D Commerce
KLE Society's S Nijalingappa College
Rajajinagar, Bengaluru-560010

Today's world is in a state of constant flux. From business models to entire industries, change is not only expected, it is inevitable. The primary responsibility from field of Commerce is to equip students with the relevant knowledge, skills, and attributes necessary to navigate an ever-changing future. While we have always adopted a student-centric approach to learning and have laid particular emphasis on industry needs. This seminar is sponsored by UGC-STRIDE Component I and organized by Department of PG in Commerce, KLE Society's S. Nijalingappa College, Bengaluru. This seminar facilitated the students, research scholars, and faculties from various parts of the India. The seminar in particular highlights the need of circumstance to uncover the progress and various challenges in the field of "Entrepreneurial Spirit of youth" In this seminar, we are privileged to listen to various technical talks from eminent persons including Lt. Balaji Assistant Professor in Commerce and CA Mohan Kumar B N Member of "The Institute of Chartered Accountants of India".

"The Institute of Company Secretaries of India" this information about seminar was largely spread to all participants. Numbers of participants registered are 78, out of which, 15 members from out of Karnataka State and 63 members from surrounded Colleges of Bengaluru. The papers submitted in the seminar will be published in seminar proceeding with ISBN after peer-review process.

I thank our honorable chairman Dr. Prabhakar B. Kore KLE Society, Belagavi, all the members of board of management, the secretary, life members and Principal for extending their support and valuable guidance in successfully organizing this academic event. I extend my gratitude to my colleagues who extended their support in making this seminar successful also thank students, research scholars and faculties for submitting their research work.

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**A STUDY ON ATMANIRBHAR BHARAT ABHIYAAN – WITH
REFERENCE TO AGRICULTURE SECTOR**

Author 1:

Name: Kokila D

Class: I M.Com

College: BMSCW

E-mail: kokiladevraj2000@gmail.com

Ph No: 9902629087

Author 2:

Name: Srilakshmi B M

Class: I M.Com

College: BMSCW

E-mail: srilakshmishree98@gmail.com

Ph. No: 8549825346

Co- Author:

Dr. V. Chandrakala

Asst. Prof. M.Com dept,

BMSCW

E-mail: chandrakalavc@gmail.com

Ph.no:9880668840

ABSTRACT:

Atmanirbhar Bharat Abhiyaan or self-reliant India campaign is the vision of new India envisaged by the Hon’ble Prime Minister Shri Narendra Modi, on 12th May 2020. Our PM raised a call to the nation giving a kick start to the Atmanirbhar Bharat Abhiyaan and announced the special economic and comprehensive package of INR 20 lakh crores-equivalent to 10% of India’s GDP- to fight COVID-19 pandemic in India. The aim is to make the country and its citizen independent and self-reliant in all senses.

He further outlined five pillars of Atmanirbhar Bharat Economy, infrastructure, system, vibrant demography and demand. The government took several bold reforms such as supply chain reforms for agriculture, rational tax systems, simple and clear laws, capable human resource and strong financial system.

The paper mainly focuses on study about the roles played in agri-food startups, process of availing the benefits, comparing the agricultural growth before and after, implementation of Atmanirbhar Bharat.

KEY WORDS: *Agri-food starts ups, GDP, Atmanirbhar Bharat, and Envisaged.*

INTRODUCTION:

The country’s agriculture sector, including farmers and villagers, are the pillars of *Atmanirbhar Bharat* or self-reliant India, and the role of agri-food startups will be very important in developing a self-reliant India, Union Education Minister Ramesh Pokhriyal ‘Nishank’ said this words.

The minister on January 25 flagged off the Agri-Food Techathon at the Indian Institute of Technology (IIT) Kharagpur and laid the foundation for the Agri-Business Incubation Centre. Addressing the first Agri-Food Techathon organized by NABARD and IIT Kharagpur, Mr Pokhriyal said: I am happy that Agri-Food Techathon is associated with Shastri's ideal of '*Jai Jawan, Jai Kisan*'. Shastri started the Green Revolution to make India self-reliant. He believed in the powers of farmers to bring a revolution in India's agricultural ecosystem.

He believed in the strong relationship between farmers-food grains and life. The techathon has been organized to promote the participation of the youth of India in innovation and entrepreneurship in various sectors of the agri-food sector. As supply chain disruptions during the COVID-19 pandemic reveal critical gaps in agricultural infrastructure and logistics systems, the third tranche of the measures announced under the *Atmanirbhar Bharat Abhiyan*.

Atmanirbhar Bharat has been called by some as a re-packaged version of the Make in India movement using new taglines such as ‘Vocal for Local’. This self-reliant policy does not aim to be protectionist in nature and as the Finance Minister clarified, “self-reliant India does not mean cutting off from rest of the world”.

Also the calls for India to boycott Chinese products (and promote an *Atmanirbhar Bharat* instead), are practically difficult in the short term for India as India imports \$75 billion worth of goods every year from China, to the extent that parts of Indian industry are dependent on China.

Dwelling upon the use of modern technology in meeting agriculture related challenges, the Prime Minister gave an example of recent locust attack. He said the

Government worked on war footing to control the spread of the attacks and to reduce the damage.

LITERATURE REVIEW:

Insights on Atmanirbhar Bharth Abiyaan : A Scientific Approach, by Harish Kumar Dubey, B. K. Birla College of Arts, Science and Commerce, Kalyan · Physics Ph D and Smita Dubey, Swayam Sidhhi Mirta Sangh's Night Degree College · Business Economics, the five pillars of atmanirbhar bharth abiyaan namely economy, infrastructure, technology, demography and demand are important and complementary to each other. The roles of this insights, explain the importance of this pillar in atmanirbhar bharath abhiyan is evaluated critically with scientific approach.

Atmanirbhar bharat abhiyan: an analytical review, by Harish Kumar Dubey, B. K. Birla College of Arts, Science and Commerce, Kalyan · Physics Ph D and Smita Dubey, Swayam Sidhhi Mirta Sangh's Night Degree College · Business Economics. Due to COVID-19 pandemic India experienced declining international trade which gave an idea to achieve self-reliance in some sectors and to become a global supplier. In 1991 fiscal crisis, BOP crisis, hyperinflation led to launch new policy called LPG i.e. Liberalization, Privatization and Globalization.

SCOPE OF THE STUDY:

- The main benefits or importance of this study is to promote the reforms taken by the government as such the revolutions are given to agriculture as It's time to make agriculture smart and tech enabled and villages smarter. From normal crop production to animal husbandry to dairy to fisheries to innovative agricultural land policies, increased production techniques, to maximizing food processing sector to meet modern day consumers' demand and global supplies.
- The execution of this package for farmers will be key their interests need to be safeguarded with an effective regulation by the district and local level administration, including village panchayats having a say in the local mandis. This a deciding moment and the country need to blend enterprise with some innovative farm techniques on the ground.

- A lot of nations are doing this to encourage farmers to make agriculture the backbone of the economy. The United States, for example, uses a lot of entrepreneurs and has agriculture in college curriculum aligned with business and science courses. The colleges have access to farmer bodies for regular interaction with the students and experts, eventually having a healthy exchange of research ideas, new breakthroughs and also giving them access to private players for funds and grants to produce more and new varieties.

THE OBJECTIVES OF THE STUDY:

- To know the roles played in agricultural sectors
- To study the process for agricultural and allied activities infrastructure
- To compare the agricultural growth before and after
- To know the implementation of Atmanirbhar Bharat

➤ ROLES PLAYED IN AGRICULTURAL SECTORS

To ensure ‘Atma Nirbhartha’ (self-reliance) at the grass-root level, the Government came out with a comprehensive package for agriculture sector including barrier-free inter trade of agriculture produce and taking out six agriculture produce from the ambit of Essential Commodities Act.

Governance Reforms

Nirmala Sitharaman said that a central law has been proposed to facilitate adequate choices to the farmer to sell produce at an attractive price, barrier-free Inter-State Trade and framework for e-trading of agriculture produce. As on date restriction on farmers to sell their produce in local Agriculture Produce Market Committee authorized mandi makes it challenging to get a better price which proposed law intends to remove.

Another major reform is related to an amendment in the Essential Commodities Act 1955 to take out Agriculture foodstuffs including cereals, edible oils, oilseeds, pulses, onions and potato from its ambit.

The third reform is related to preparing a legal framework to enable farmers for engaging with processors, aggregators, large retailers, exporters etc. fairly and transparently for better price realization. Such a structure will also help in risk mitigation for farmers, assured returns and quality standardization.

Startup India “Celebration of Entrepreneurial Spirit of Youth” of Youth

Here are the proposed agri-marketing reforms as part of the stimulus package:

- ❖ Funds worth Rs.1 Lakh crore are to be given to agricultural cooperative societies, farmer producer organizations and start-ups for boosting farm-gate infrastructure.
- ❖ Rs. 10,000 crore has been allotted for formalization of micro-food enterprises and cluster-based framing approach is to be followed.
- ❖ Under PM Matsya Sampadana Yojana Rs.20000 crore has been allocated for fishermen. This is expected to pave way for additional fish production of 70 lakh tones over 5 years.
- ❖ Rs. 4,000 crore has been allotted for promotion of herbal cultivation. The move aims to cover 10 lakh hectares under herbal cultivation in 2 years.
- ❖ Beekeeping initiatives have been assigned Rs.500 crore.
- ❖ The Essential Commodities Act, 1955, is to be amended to de-regulate cereals, edible oils, oilseeds, pulses, onion and potato.
- ❖ Marketing reforms will be undertaken to provide adequate choice for farmers to sell produce at prices of their choice.

PROCESS OF AGRI AND ALLIED ACTIVITIES INFRASTRUCTURE:

NABARD facilitate Rs1 lakh crore funds for funding Agriculture infrastructure projects farm gate, aggregation points another measure talks about Rs 10,000 crore schemes for the formalization of Micro Food Enterprises (MFE). This will help nearly 2 lakh MFEs to achieve technical up-gradation to attain FSSAI food standards, build brands and marketing.

Produce such as Makhana in Bihar, Mango in UP, Kesar in J&K, Bamboo shoots in North-East, Chilli in Andhra Pradesh, Tapioca in Tamil Nadu etc. will get support for the domestic and global market. With a motive to transform the Agriculture into a Sustainable Enterprise, Government of India, Ministry of Agriculture & Farmers’ Welfare has recently taken a host of historical pro-agriculture landmark initiatives towards the development of Atmanirbhar Krishi in India by implementing 03 landmark reforms on 5th of June 2020, for the benefit of farming community, details of which are given below:

A. The Farmers’ Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020.

Allowing liberal trade increased competition amongst buyers, remove barriers in interstate

trade and offering more options to sell and buy. All these activities will culminate into the enhancement of farmers’ income.

B. The Farmers’ (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance 2020.

Facilitates Visibility and Assurance of price to farmers at the time of sowing, cropping decisions based on forward contracts, minimize market risks and solve issues of erratic food pricing and encourage contract farming.

C. The Essential Commodities (Amendment) Ordinance 2020.

Boosting private investments in Agri-supply chains, food processing industries, export infrastructure. These landmark ordinances in its pursuit to agriculture market reforms, provide farmers with greater freedom and regarded as another giant leap towards liberalization and free market regime.

These reforms call for resonance from the states and other stakeholders in terms of gearing up to deliver the purpose of these reforms right up to the farm gate level. The Ordinance will further motivate APMCs to be more effective and efficient in providing cost effective services to farmers for efficient marketing of their produce towards improving their income.

As another move towards Atmanirbharta in Krishi the flagship scheme of Government of India, National Agriculture Market (e-NAM), is an innovative initiative in agricultural marketing which enhance farmers accessibility digitally to multiple number of markets & buyers and bring transparency in price discovery mechanism and price realization based on quality of produce. With the aim to reach the last mile farmer & transform the way they sell their agri. produce, e-NAM had expanded to 1000 mandees of 18 States & 03 UTs.

Aiming towards “One Nation One Market” for agricultural commodities in India, e-NAM has made revolutionary change to the traditional agri-business in the country emerged as a ready solution to farmers & other stakeholders to conduct their business. With its value-added services, e-NAM has emerged as much more advanced and robust platform.

➤ **COMPARE THE AGRICULTURAL GROWTH BEFORE AND AFTER**

BEFORE:

In the past, the work was physical or using handmade equipment, due to which the work took a long time to complete. They could grow only one crop a year however in modern days

farmers are able to grow around two to three crops a year.

The number of farmers has decreased over years, not only in India but also in the other parts of the world as people started moving towards other occupations which promises them more money and security as well as an urban lifestyle. The service sector has boomed in India over the past few decades and has attracted a lot of work. Despite contributing only a relatively small percentage to the economy, the primary sector still employs more than 50% of the workforce, a clear indicator that wages and prices in the primary sector have not kept up with the growth of the economy in India.

AFTER:

As we look at of agriculture in 2020, there is a lot of exciting trends. From soil health, to farm profitability, hemp and broadband internet, many of these trends aren't just creating a buzz in agriculture communities, but throughout America and have even been discussed at presidential debates. However, themes of improving farm profitability and environmental sustainability touches each trend.

Soil Health

In 1937, U.S. President Franklin Roosevelt stated that “the nation that destroys its soil destroys itself.” At the time, soil health was an important weapon against soil erosion caused by the “dust bowl days” of the 1930s. Today, soil health is trending for equally important reasons - the preservation of our soils is directly linked to America's food security and could prove to be a weapon against climate change.

Regenerative Agriculture

Regenerative agriculture describes farming and grazing practices that focus on regenerating topsoil, allowing farmers to maintain crop yields, improve water retention and plant uptake, increase farm profitability, and support bio sequestration, among other benefits.

Water Use

According to the USDA, “approximately 80% of the Nation’s consumptive water use and over 90% in many Western States.” Often a costly and in some state’s limited resources, farmers are looking for ways to use less water in order to maintain farm profitability.

Indoor Vertical Farming

Indoor vertical farms are expanding across the country. Despite the fact that Ag Funder Network Partners estimates that it is “3 to 5 times more costly to grow in a vertical farm compared to conventional farming”, there are a lot of advantages to indoor vertical farming.

Broadband Internet

An increasingly hot topic in the 2021 Presidential Debate, providing a more robust broadband internet connection to rural America will have dramatic effects on rural farmers. According to officials at the FCC, over 24,000,000 Americans lack access to broadband internet.

Small Farm Income Expected To Grow By 9.3%

Small farm operations consist of less than half of all farms in the U.S. but experts are saying small farms will “experience growth and income of about 9.3% compared to the previous year.” The bump in income will help farmers pay their bills and invest in new technology to improve the health of their farms.

Cover Crops

According to the 2017 census cover crop plantings grew by 50% to 15.4 million acres in the U.S. And, in eight states it grew by more than 100% from 2012 to 2017.

❖ IMPLEMENTATION OF ATMANIRBHAR BHARAT

Atmanirbhar Bharat Make agriculture smart: villages smarter.

It is time to think smart and turn farmers into agricultural entrepreneurs to make the sector the core pillar of New India feeding the world. You go to a village and the most common request to you will be for a job. Unfortunately, agriculture today is a legacy bypassed by the lineage, and too many is a liability in the villages. It has never been seen as a profession and the “only” option for income.

Be it rice, dairy, fisheries and a lot of processed food, including fruits and vegetables, India’s

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real “food bowl” potential is yet to ring bells in global markets. Or for that matter, even in our apartment living, high-middle class grocery shopping list.

We prefer multi-national brands as we go shopping. Little do we know about India’s strength in honey production, organic spices and products, processed meat and poultry, exotic fruits from the Northeast and its fast-growing production of beverages “Atmanirbhar” package is in sync with Niti Aayog’s modern thinking and policies suiting the demand of farmers and village industries engaged in agriculture.

We solve the major problems farmers face while ensuring the technology is operationally feasible, which leads to faster adoption and use. What we learn from the US agricultural technology experience is that despite tremendous money invested at unprecedented levels in the past years the tech solutions are still falling short because some companies are ‘pushing’ their products rather than necessarily solving high priority problems for farmers.” This is always a fine balance to remember while re-hauling our agriculture sector.

India can learn from this by ensuring partnerships upfront and throughout to get more bang for their buck on investments. In India in 2018 and again in February 2020 and witnessed the continued shift of entrepreneurs looking to leverage their technology for agriculture.

The challenge, similar to what has hampered US agricultural technology, is that there is a sense of ‘we have a hammer, how do we use this in agriculture’, while many challenges facing farmers are still being overlooked. The ideal balance is by both bringing new tech to agriculture, while identifying the challenges faced by farmers and solving those.

India is in a great position to strengthen their food supply chain and environment issues by thoughtfully bringing these parties together from the beginning of ideation and development, we need to make farmers the core and lead actors of this new economic battle in fields, which we have seldom done as credit in India’s farming sector, including in food processing, has mostly gone to food processors, investors, retailers, e-trailers and entrepreneurs. India’s additional challenge is the broad range of farmers, including many smallholders, thus the immediate revenue back to tech companies may be relatively small for the investment to develop and commercialize products.

Creating more ways for companies to partner with those who can assist like researchers, farmer cooperatives and provide some protection and targeted support so that the investments

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have a stronger benefit would also help. Finally as people “rediscover” food and get closer to the food supply chain, there’s also a broader desire to be connected which can be leveraged. Ultimately, for the technology to reap benefits, farmers need to use it.

CONCLUSION:

Atmanirbhar Bharat Abhiyan promises to provide benefits to everyone from every sector. It aims to be self resilient to face the competition with the global supply chain. The package will support the poor, labourers and migrant workers from both organized as well as unorganised sectors. For AGRI-TECH entrepreneurs, they need to be able to access many farmers quickly and effectively.

Thus, working with other sectors means they can test and showcase their products through field trials, etc and access large farmer networks with those who already know how to work with farmers. But most important is that farmers need to learn technology too and must have access to information linked to micro-farming techniques to easy finance options and also a complete decoded version of PM. Modi current package at the panchayat level so that it is best used by those for whom it is meant.

The Atmanirbhar Bharat Abhiyan is an important mission for the economic revival and progress of the Indian economy under lockdown. The Atmanirbhar Bharat has been praised for reintroducing the idea of Swaraj as a redemptive tool for the post-pandemic Indian economy.

If implemented effectively, it can help achieve the dream of India being economically stable, technologically superior, self reliant in its needs. The integrated approach can help the much-discussed India-Bharat gap and fulfil the aspiration of an equitable society.

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ATMANIRBHAR BHARAT

STEPHEN RAJ I (MCOM 1ST YEAR)

VINUTHA S (MCOM 1ST YEAR)

SESHADRIPURAM FIRST GRADE COLLEGE (SFGC)

POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT

YELAHANKA, BANGALORE - 560064.

ABSTRACT:

The study focuses on how Atmanirbhar Bharat Abhiyaan helping citizen’s of the country to enhance the weaker sections.

By empowering migrated unorganized labourers and socially deprived section of the society who is drastically affected by COVID-19.

In this regard the study summarises the important measures proposed under this scheme of procedure. Prime minister says India should decide to become ‘Atmanirbhar Bharat’. And also to support the world by producing more and to increase exports. He also states to be ‘vocal for local’ by buying and promoting local products and brands.

Because global brands which exist today were also local once but when people start supporting them, they become global.

Keywords: *Atmanirbhar Bharat, COVID–19, pandemic, self-reliant India.*

INTRODUCTION:

‘Atmanirbhar Bharat’ which means ‘self-reliant India’ or ‘self - sufficient India’ is termed by honorable prime minister of India Mr. Narendra modi. Atmanirbhar bharat is a campaign which came in the form of the 'Atmanirbhar Bharat Abhiyan' or

'Self-Reliant India Mission' during the announcement of India's COVID–19 pandemic related economic package of ₹ 20 lakh crore (equivalent to 10% of India's GDP) on 12 May 2020. This was announced by finance minister of India Mrs. Nirmala Sitharaman.

The main aim of Atmanirbhar bharat is to convert the COVID-19 situation into an opportunity to enhance the economy.

Break-up of the Atmanirbhar Bharat Abhiyaan economy package:

The table below shows measure components of the entire special economic package:

Item	Amount (in Rs crore)
Stimulus from earlier measures	1,92,800
Stimulus provided by announcements in Part 1	5,94,550
Stimulus provided by announcements in Part 2	3,10,000
Stimulus provided by announcements in Part 3	1,50,000
Stimulus provided by announcements in Part 4 and Part 5	48,100
Sub Total	1,295,400
RBI Measures (Actual)	8,01,603
Grand Total	20,97,053

Prime minister says India should decide to become ‘Atmanirbhar Bharat’. And also to support the world by producing more and to increase exports. He also states to be ‘vocal for local’ by buying and promoting local products and brands.

Because global brands which exist today were also local once but when people start supporting them, they become global.

Ex: PPE kit, N95 masks, and ventilators which was not produced in India, showed a drastic spike in producing and supplying of low cost ventilators, masks from household sectors etc.



The doctors at All India Institute of Medical Sciences (AIIMS) Rishikesh announced on Tuesday that they successfully conducted the trial of ‘Prana-Vayu’, a low-cost portable ventilator. The ventilator, made in collaboration with IIT Roorkee, can be used for Covid-19 patients. (Times of India, June 23, 2020).

The main objective of ‘Atmanirbhar Bharat’ is to promote make in India, vocal for local, make for globe.

Five pillars of Aatmanirbhar Bharat:

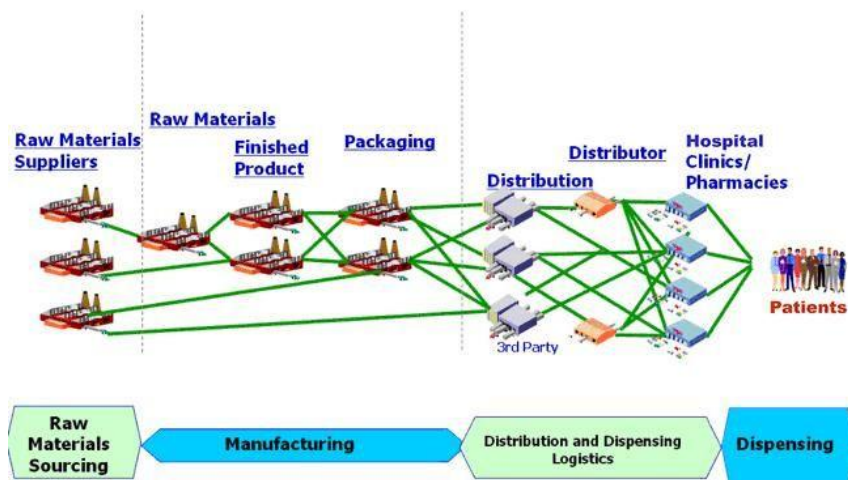
1. **Economy:** should improve economy and GDP at Quantum jump.
2. **Infrastructure:** We need infrastructure that will become the identity of modern India. Infrastructure should be technology drawn.
3. **System:** We need a system that is no longer based on the rules and rituals of the past but one that actualises the dreams of the 21st century. This system needs to be technology-based.
4. **Demography:** we are the world’s biggest demography. Vibrant demography is our strength. It is the source of energy for our efforts to make India self-reliant. With highest youth population India should focus more on youth empowerment.
5. **Demand:** cycle of demand and supply in our economy is an asset, with more than 130crore population.

Measures for businesses (including MSMEs):

The main objective of this campaign for business is to promote vocal for local, to strengthen the supply chain, to encourage small and medium enterprises to compete globally.

Ex: supply chain of Hydroxy chloroquine tablet

Pharmaceutical Supply Chain



Supply chain of this medicine was stable before COVID-19, but during COVID-19 China stopped supply of raw material (Active Pharmaceutical ingredient) which affected world supply chain. India itself started producing API to make internal supply chain stronger and also export of API and finished dosage of medicine showed a huge spike.

In 1980's government permitted Public Sector Undertaking to join with foreign companies and to get advantage of technology know-how and global managerial skills which helps to produce high quality goods at low cost.

Ex: Maruti udiyog limited was established by Government of India on 24th February 1981 which was given license to joint venture with Japanese automobile company Suzuki on October 1982. Before this Maruti produced only 30,500 cars which was not so good in quality after this merger Maruti Suzuki produced its millionth vehicle at low cost and high quality within 10years. Recently Joint venture of Samsung and one plus started producing 85%-90% of television in India.

MSME:

- **Collateral free loans for businesses:**

All businesses (including MSMEs) will be provided with collateral free automatic loans of up to three lakh crore rupees. Borrowers with up to Rs 25 crore outstanding and Rs 100 crore turn over will be eligible for such loans and can avail the scheme till October 31, 2020.

- **Subordinate debt for MSMEs:**

This scheme aims to support to stress MSMEs which have Non-Performing Assets (NPAs). Under the scheme, promoters of MSMEs will be given debt from banks, which will be infused into the MSMEs as equity.

- **Schemes for NBFCs:**

A Special Liquidity Scheme was announced under which Rs 30,000 crore of investment will be made by the government in both primary and secondary market transactions in investment grade debt paper of Non-Banking Financial Companies (NBFCs)/Housing Finance Companies (HFCs)/Micro Finance Institutions (MFIs).

- **Agriculture and Allied sectors:**

Global supply chain of this sector was disturbed because of COVID-19; hence Atmanirbhar Bharat showed importance to these sectors by providing financial and legislative support to farmers. It was easier and cost effective to set. Atmanirbhar Bharat because already India is a net exporter of agricultural products from 1991.2013-14 was golden year for India in agricultural trade. (Times of India)

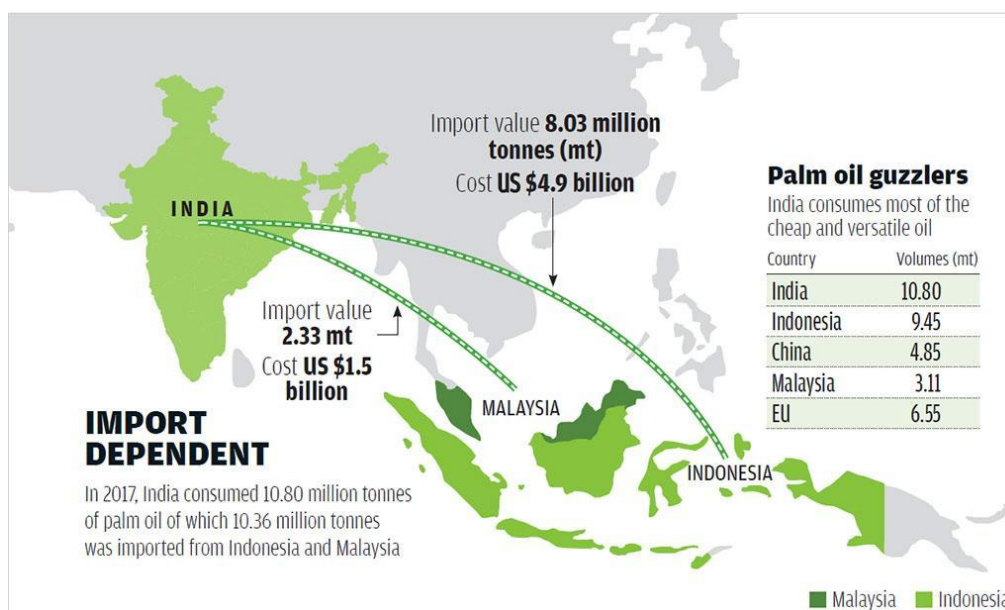
I.e. export of agriculture products was \$43.6 billion and import was \$18.9billion which resulted in net trade surplus of \$24.7 billion. But in 2019-20 there was a decrease in export i.e. \$36 billion which showed increase in net surplus of \$11.2 billion which is decreased. This decreasing rate may affect India’s aim to double net trade surplus in 2022 looks impossible. To overcome this Atmanirbhar Bharat banned imports of edible oils and other allied products, and should provide markets to agricultural products. If we take in to consideration biggest item to import by India every year is edible oils worth \$10billion (more than 15million tone). This should be reduced not by levying higher import duties but by creating competitive advantage.

How to create competitive advantage?

- Should increase recovery rate of oils from oil seeds.



- Government suspended 39 licenses which imports 4.55 lakh tonne of palm oils (economic times 12may, 2020): Atmanirbhar bharat should take palm oil imports seriously because palm oil is extracted from palm fruit. It gives more recovery when compared to mustard, sunflower, groundnuts and cotton seeds. I.e. four tonnes of oil per hector of land. And India is the biggest importer of palm oils. Out of 10.80million tones of palm oil consumed by India 10.36mt are imported from Indonesia and Malaysia. Hence, government of India should produce palm oils within India to become Atmanirbhar Bharat.



India has a competitive advantage in producing palm oil. India has 2million hector of land suitable for palm oil cultivation which gives 8mt of palm oil.



- Branding of agricultural products: Indian farmers should brand their products to create global market which increases exports. Branded products potentials to increase India’s post COVID global exports share beyond 2%.
- Agri-business banks to provide easy loans to allied activities such as dairy, animal husbandry, bee farming, etc. Should be focused by government.
- Marketing channels which was disturbed by lockdown should be strengthen
- Infrastructure facilities should be improved to get Minor forest products from tribal community such non-timber forest produce of plant origin and includes bamboo, canes, fodder, leaves, gums, waxes, dyes, resins and many forms of food including nuts, wild fruits, honey, etc.
- To establish agricultural development council on lives of the GST council.
- Enhance land leasing, private investment in this sector, to establish more R&D, ‘ONE INDIA, ONE AGRICULTURE MARKET’.

HIGHLIGHTS OF ATMANIRBHAR SCHEMES:

- Concessional Credit Boost to farmers: Farmers will be provided institutional credit facilities at concessional rates through Kisan Credit Cards. This scheme will cover 2.5 crore farmers with concessional credit worth two lakh crore rupees.
- Agri Infrastructure Fund: A fund of one lakh crore rupees will be created for development of agriculture infrastructure projects at farm-gate and aggregation points (such as cooperative societies and Farmer Producer Organizations). Farm gate refers to the market where buyers can buy products directly from the farmers.
- Support to fishermen: The Pradhan Mantri Matsya Sampada Yojana (PMMSY) will be launched for integrated, sustainable, and inclusive development of marine and inland fisheries. Under this scheme, Rs 11,000 crore will be spent on activities in

- Marine, Inland fisheries and Aquaculture and Rs 9,000 crore will be spent for developing infrastructure.
- Animal Husbandry infrastructure development: An Animal Husbandry Infrastructure Development Fund of Rs 15,000 crore will be set up, with the aim of supporting private investment in dairy processing, value addition, and cattle feed infrastructure.

Migrant workers: This community of people suffered a lot during COVID-19 lockdown for which Atmanirbhar Bharat brought the following schemes.

Migrant Workers:

Policy Highlights

- One Nation One Card: Migrant workers will be able to access the Public Distribution System (Ration) from any Fair Price Shop in India by March 2021 under the scheme of One Nation One Card. The scheme will introduce the inter-state portability of access to ration for migrant laborers. By August 2020 the scheme is estimated to cover 67 crore beneficiaries in 23 states (83% of PDS population). All states/union territories are required to complete full automation of fair price shops by March 2021 for achieving 100% national portability.
- Free food grain Supply to migrants: Migrant workers who are not beneficiaries under the National Food Security Act ration card or state card will be provided 5 kg of grains per person and 1 kg of chana per family per month for two months. Rs 3,500 crore will be spent on this scheme, and eight crore migrants are estimated to benefit under it.
- Affordable Rental Housing Complexes (ARHC) for Migrant Workers / Urban Poor: The migrant labor/urban poor will be provided living facilities at affordable rent under Pradhan Mantri Awas Yojana (PMAY). This will be achieved by: (I) converting government funded housing in the cities into ARHCs through PPPs, and (ii) incentivizing manufacturing units, industries, institutions, associations to develop ARHCs on their private land and operate them.

Defense sector: To make defence sector Atmanirbhar Government of India banned import of 101 defence products and created competitive advantage to produce within

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India. But sub systems and parts which need high cost to establish manufacturing units were still been imported.

Ex: HAL Tejus light combat aircrafts which was invested with huge amount of resources over four decades to produce within nation but 70% of sub systems such as IN20 turbofan engine, radar are imported from Israel.



Is India really became Atmanirbhar in defiance sector? Results of which can be seen in next 10-15 years.

Policy Highlights

- FDI limit in defense manufacturing under automatic route will be increased from 49% to 74%.
- Make in India initiative will be promoted in the defense sector aiming to make the country independent in terms of production. A list of weapons/platforms will be released which will be banned for import based on a year wise timeline. Further, the government has planned to improve the autonomy, accountability and efficiency in Ordnance Supplies by corporatization of Ordnance Factory Board.

Housing and Social sector:

- Credit Linked Subsidy Scheme for Middle Income Group (MIG): The Credit Linked Subsidy Scheme for Middle Income Group (annual income between Rs 6 lakh and Rs 18 lakh) will be extended by one year up to March 2021. The government has estimated that this will lead to an investment of over Rs 70,000 crore in the housing sector.

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- Support to real estate sector: COVID 19 will be treated as an event of “Force Majeure” under Real Estate Regulatory Authority (RERA) by states/union territories and their Regulatory Authorities. An extension of six months will be given on registration and completion dates of all registered projects expiring on or after March 25, 2020 without individual applications, which can be further increased by three more months at the discretion of the Regulatory Authorities. Partial bank guarantees will also be released by government agencies to ease cash flows.
- Public health: The investment in public health will be increased along with investment in grass root health institutions of urban and rural areas. The lab networks are being strengthened in districts and block levels for efficient management of the pandemic. The National Digital Health Blueprint will be implemented, which aims at creating an ecosystem to support universal health coverage in an efficient, inclusive, safe and timely manner using digital technology.

CONCLUSION:

Atmanirbhar Bharat scheme is totally focused to ease the difficulties of migrant labourers, firms, MSME’s, farmers, household and social sectors who suffered financially from COVID-19 and to rebuild the Countries economy by increasing GDP.

To support middle class who pay their taxes on time and help the growth of home industries, cottage industries, MSME’s.

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**CROWD FUNDING PRACTICES IN INDIA
WITH REFERENCE TO HEALTHCARE SECTOR**

Author 1: Amulya K R
I M Com
BMS COLLEGE FOR WOMEN
BANGALORE-560004
Email Id: amulyarajendra20@gmail.com
Mobile number: 7090830262

Author 2: Priyanka R
I M Com
BMS COLLEGE FOR WOMEN
BANGALORE- 560004
Email Id: priyankar1899@gmail.com
Mobile number: 9632279510

Co-Author: Dr. Soviya
Assistant professor
M. com Department
BMS COLLEGE FOR WOMEN
BANGALORE-560004
Email Id: oviyasadhak@yahoo.co.in
Mobile number: 973173349

ABSTRACT:

Crowd funding is a technique which support in raising funds from multiple investors. It enables to procure funds from different sectors.

- Business
- Projects Startups
- Education sector Social
- Pharmacy and Medical.

Crowd funding specially emphasizing on to cover cost of health care which is increasing quite alarmingly in India, medical crowd funding is an alternative method of raising funds. It is system using online platform to raise funds from donors to pay for medical care facilities and associated cost.

This paper attempts to understand the perception of crowd funding and to study the models and process of Crowd funding. In recent days crowd funding is connected with internet and the use of social media for fund raising. It also helps in studying the most important online platforms of crowd funding in health care sector further an attempt made to analyze the intensification of crowd funding in Indian context.

Key Words: *Crowd Funding, Medical Crowd Funding, online platform, Social media*

INTRODUCTION:

Crowd funding phenomenon extends the traditional idea of fundraising into a contemporary internet platform -based funding vehicle. In this exploratory study, we applied visual analytics to study medical crowd funding, in which individuals raise funds for their medical treatment or for research projects via digital platforms such as Go Fund Me, KETTO Crowd Rise etc. The objectives for raising such funds could be projects such as education, social causes, and business ventures. It is an ancient practice in India, mostly for funding cultural and religious causes. We called it “Chanda” back then. The modern-day crowd funding originated from the West and is one of the accurate financing methods for any cause, especially if it has a mass appeal.

Apart from equity-based crowd funding, other types are completely legal. Crowd funding in India is governed by SEBI. SEBI was established in the year 1988 as a non-statutory body. SEBI act was passed in 1992 by the parliament, which granted statutory power. There are certain set off guidelines laid down by SEBI to govern crowd funding. In India Equity crowd funding is illegal. In India equity shares is issued according to the provisions of the companies act of 2013. Under the Income Tax regulations, non-profit organizations that raise money using crowd funding platforms are completely free from taxation.

There are various methods of crowd funding they are donation crowd funding, reward crowd funding, peer to peer lending and equity crowd funding. The root of funding for Start-ups includes private equity, angel investor from financial institution. Only after the product or business becomes commercially viable the offering of public equity takes place. Equity based crowd funding funds can be requested in earlier stage, for example, pilot development. Thus the company gives access to funds beyond the traditional sources. It is important to plan balanced crowd funding regulations in India that the lower cost of capital and increases liquidity while ensuring a sufficient investors protection and minimizing the investment risk.

Crowd funding has been used to fund a large range for-profit, entrepreneurial activities such as creative projects, medical expenses and community oriented social entrepreneurship projects. Even though crowd funding has been suggested to the ability to be maintained at a certain rate or level, empirical validation has encouraged playing only a fractional role in crowd funding. Its use has also been criticized for funding fraudulent activities, especially costly and fraudulent cancer treatments.

Medical crowd funding is another method of raising funds via websites for medical expenses, with the patient or his/her friends or family primarily relying on social media to mobilize donors to finance the related medical expenses. After running multiple campaigns to raise funds for medical bills, we understand that raising money is the toughest task in a medical emergency. For example: 500 donors contributing Rs 15000 each can mobilize Rs 75 lakh for a cancer surgery organ transplant in less than 24 hours. Medical crowd funding is primarily used in India to finance treatments that involve more than Rs.10 lakh of expenditure in less than 1 months of time. MILAAP, KETTO and Impact guru are leading online platforms in India. These online platforms raise funds for various sectors where medical crowd funding is mainly focused area.

LITERATURE REVIEW:

- SAI VARUN S (July 28, 2020) – Crowd funding – A study on online platforms for medical donations – Applying the crowd funding concept to medical sector a survey was conducted to understand their perception of a financial donor that influence them to donate.

According to this survey it was duly noted that individuals are willingly donating respectable amounts of money for the medical treatments of an individual’s they have never met or seen, but they want the cause to be genuine and their money to help the beneficiary, if it is so they are willingly making the difference in others life.

- PIUSH VASWANI, KIRAN KUR, LAKSHITA V, MITHUN KUMAR S (2019) - An explanatory study on crowd funding in India – The paper studies the select Indian online crowd funding platforms their functioning and their focus area, CFP’s not only support business activities but also support social causes. Example: Milaap supports personal and social causes through the platform. The CFP’s were selected to represent a diverse set off crowd funding areas and the availability of data.
- NORA J KENWORTHY (Nov 2018) – Crowd funding and global health disparities: An exploratory conceptual and empirical analysis – This study offers an exploiter conceptual and empirical analysis of medical crowd funding platforms and practices around the world. Data are drawn from mixed methods analysis of medical crowd funding campaigns, as well as ongoing ethnographic study of crowd funding platforms and people who use them.

STATEMENT OF THE PROBLEM:

Medical crowd funding is growing rapidly across the countries. Nowadays raising funds through online is alternative method. This paper helps us to know the models and procedures of crowd funding. As crowd funding is the interesting concepts, hence this study helps to know more about medical crowd funding.

SCOPE OF THE STUDY:

Crowd funding has achieved great success across the countries. There are good number of people who are usually interested in funding medical sector such as costly medical treatments- open heart surgery, NICU care, bone marrow transplant, cancer treatment and other diseases.

However, the growth of medical crowd funding is increasing day by day via online platforms. More number of needy people is getting benefits.

In future the scope of crowd funding in India is bright but only when people actively participate. With the arrival of crowd funding and online fund raising, we finally have the opportunity to help our fellow humans to do our part for the betterment of the society.

OBJECTIVES:

- To understand the concept of crowd funding.
- To study the models and process of crowd funding.
- To know the leading online platforms of crowd funding.
- To analyze the growth of crowd funding in India and global level.

RESEARCH METHODOLOGY:

The study itself is in descriptive in nature as the data has been collected by analyzing multiple research papers. Source of data: Secondary data have been collected from several research papers, websites and journals.

CONCEPT OF CROWDFUNDING:

In the earlier days traditional fundraising is the process of collecting money for a cause. Mostly volunteers standup for this work impressed by the cause of raising funds, it is a form of offline donations. Here, fundraisers engage with the donors by explaining the reasons for fundraising. Traditional fund raising is organized for long term goals. Since many people take part in this process, it is difficult to maintain contact with everyone.

Hence, In recent years funds can be raised via internet i.e., basically it is a method of

collecting money for a project work or education, ventures, medical expenses etc., by an individual. This is done through the websites available on the internet. This type of crowd funding requires less time as it is done through online and here the fund is raised for short term goals.

MODELS OF CROWDFUNDING:

There are four main categories of crowd funding on the basis of the person contributing the money can expect to receive in return. The four models of Crowd funding are:

- 1) Donation based crowd funding
- 2) Rewards based crowd funding
- 3) Debt based crowd funding
- 4) Equity based crowd funding

1. Donation Based Crowd funding:

Donation based crowd funding is a type of funding where the person or company running the campaign is not expected to give anything in return to the contributing persons.

In a donation based crowd funding campaign the contributing persons give money or other resources to the person\ entity running the campaign simply because they want to encourage the idea or cause. These methods of crowd funding campaigns work well for fostering social causes, community projects, charities etc.

2. Rewards Based Crowd funding:

Reward based crowd funding describes a funding campaign where the individuals donating money can expect to receive varying levels of “rewards” that correspond to the amount of money they contribute.

Today the rewards based crowd funding is one of the most popular types of crowd funding and has been brought into the spot light by the popularity of sites such as Kickstarter and Indiegogo. In this type of crowd funding they tend to work particularly well for consumer goods and other tangible products

3. Debt Based Crowd funding:

In a debt-based crowd funding campaign, the person or company running the campaign is essentially looking to borrow money from multiple people. In return the individual's and company are binding commitment to repay the amount at set time intervals at set interest rate.

4. Equity Based Crowd funding:

In equity based campaign individual funding money can expect to receive some ownership in the company which is raising the funds. Equity based crowd funding campaigns are being more and more used by entrepreneurs and start-ups seeking an alternative to traditional venture capital and angel investors when looking for a capital infusion to take their business the next level.

Medical Crowd Funding

Medical crowd funding is a method to generate funds from large number of people which helps an individual to clear his/her own bills.

➤ Effects on Medical Crowd Funding in India:

Crowd funding has impacted or influenced on the lives of thousands of sick people, especially in developing countries. According to 2018 study published in the British Medical Journal in India by the Public Health Foundation of India where healthcare expenses drove 38 million Indians into poverty in 2011-2012.

Countless innocent lives that could otherwise be saved are lost because people can't afford their treatments. At the same time, Medical crowd funding has emerged as an alternative method of financing healthcare. MILAAP one of India's popular crowd funding platforms availed over Rs 160 crore for healthcare related campaigns in 2020.

Medicals Crowd funding in India has helped fund thousands of liver transplants, heart surgeries, cancer treatments, kidney transplants and NICU treatments and in many ways, medical crowd funding has acted as a bandage to patch the gaps that make healthcare in India inaccessible or unaffordable for a lot of people. Since 2008 the Indian healthcare sector has grown 16.5% CAGR and was expected to reach \$280 billion by 2020 FICCI-KPMG. Even after this rapid growth, the public healthcare systems remain neglected. Among BRICS countries, India spends the small amount on healthcare- just a mere 1.15% of its GDP.

Additionally in India out of pocket health expenditure amounts to be whopping 62% of total health expenditure both private and public players are compete to treat patients belonging to one of the most populous countries in the world. The intense disparity in costs between both public and private players could mean life or death situations to be facing medical emergencies due to financial unaffordable.

PROCESS TO RAISE FUNDS IN MEDICAL SECTOR:

✓ **Make the right choice. Choose an experienced medical crowd funding platform:**

Pick a crowd funding platform that is well versed with nuances of medical crowd funding, or specializes in the disease that you are raising funds for. For example, Impactguru.com helps you raise funds for major illness like cancer, organ failure, liver damage, and kidney failure, rare diseases requiring prolonged treatment or surgeries, medical emergencies like acid attack, near- fatal accidents, medical emergencies like acid attack, near-fatal accidents, medical conditions intensive care, like premature childbirth etc.

✓ **Provide a reasonable proof of the illness:**

Once you have made the decision, get started with your own fundraiser in less than few minutes. The next aspect to consider: it’s essential for crowd funding platforms to provide valid proof of the illness to their existing and potential donors as it helps maintain the credibility and integrity of the website. It helps the donors to trust the case and take an informed decision accordingly.

✓ **Set a goal amount:**

The amount you need to raise in crowd funding depends entirely upon the disease and the treatment that is required. Hospitals usually provide you with this statement which helps in setting the goal amount on the fundraiser. Setting a target that’s too high or low can deter people from donating towards your campaign.

✓ **Create a campaign page:**

Creating a campaign page is one of the most important steps of your fundraising journey. Here’s where you get the opportunity to tell your story to the world, and appeal for help. Multiple elements are considered in this factor such as headline, campaign story, photos and videos, Fund utilization plan, an appeal, A tax benefit remainder etc.

✓ **Share your campaign extensively:**

The more you share your campaign, the more likely you are to get help from different sources. Crowd funding can help you mobilize funds not just from known circles consisting of family, friends and well-wishers but also from complete strangers worldwide.

✓ **Post updates on your fundraiser, thank your supporters for their timely help:**

It is an essential to keep your donors and supporters informed of the developments on your fundraiser. Updates can include how much more money you would require, how is the patient doing, how long is the patient doing, how long is the patient expected to continue etc.

ONLINE PLATFORMS:

Crowd funding is a method of financing mechanism in which a project or business raises small money from large group of individuals, typically via internet. These platforms allow the persons to raise funds for their causes by charging a nominal fee for service offered.

LEADING ONLINE PLATFORMS IN INDIA

a. **Impact Guru:**

Impact Guru is a donation based crowd funding platform that offers global crowd funding solutions for NGOs, enterprises, startups and individuals. It was launched by Maneka Gandhi, Union Cabinet minister for women and child development, Government of India in September 2015. It was founded in 2014 headquarters located at Mumbai. Founded by Piyush Jain, Khushboo Jain. It is a privately held company which raises huge funds, especially for medical sector.

b. **KETTO:**

KETTO is an Indian online crowd funding platform, where anyone across the country can raise funds for causes ranging from medical healthcare to disaster relief. The founders of this organization are Varun Sheth, Kunal Kapoor. Head quarters situated at Mumbai and it is launched in 12 December 2012. Ketto allows users to create their own online fundraising campaign page for charity, personal projects and medical costs.

c. **MILAAP:**

MILAAP is an online platform that enables anyone across India to funds for medical care, education, Sports, disaster, relief and other personal causes with great ease.

Founded in 2010 by team of young and passionate entrepreneurs, Milaap has pioneered development of person to person giving India. It has raised nearly INR 700 crore support 100,000 causes impacting millions of lives across the country.

d. Give India:

Give India is a nonprofit organization in India. It is an online donation platform and aims to channel and provide resources to credible non-governmental organizations across India.

It was founded in 1999 by Venkat Krishnan located in Bengaluru. This organization raises huge funds without expecting any monetary benefits.

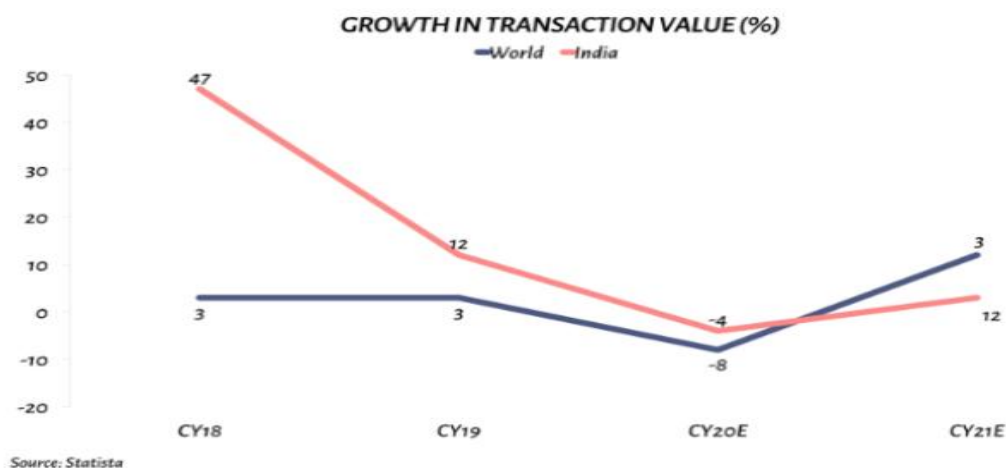
e. Fuel A Dream:

It is a platform that believes in “Quality more than Quantity”, as stated on its websites. It is a crowd funding platform that is committed to radically changing the lives of 2.2 Billion people in India and Africa.

These platforms operate in the donation and reward space and are building a market place ideas and social causes.

ANALYSIS CROWD FUNDING OF INDIA AND AT GLOBAL LEVEL:

The market size of crowd funding worldwide is expected to grow with a CAGR OF 15.9% during 2018 to 2025. While the market value of the same in India is estimated to grow at 0.81% CAGR during 2020 to 2024.



Indian crowd funding segment witnessed enormous growth in its transaction value due to imperative reasons: Increase in the internet usage especially on mobile: Crowd funding typically that takes place via the internet.

- Social media users: The continuous like and share on social media platforms helps one raise funds by reaching beyond one’s own network.

- However, due to low regulatory stance and trust on online fundraising, India crowd funding segment witnessed a decline in their growth.
- Moreover, in the light of helping MSME’s to raise financial assistance, Amazon has come up with fundraising program: Amazon wings in collaboration with Ketto, a crowd funding platform.

MERITS AND DEMERITS OF CROWDFUNDING:

MERITS:

- It can be a fast way to raise finance with no upfront fees.
- Pitching a project or business through the online platform can be a valuable form of marketing and result in media attention.
- Sharing idea can often get feedback and expert guidance on how to improve it.
- It is a good way to test public’s reaction to the idea or a product – if people are keenly interested it is a good sign that the idea could work well in the market.
- It is another finance option instead of struggling to get bank loans or traditional funding.

DEMERITS:

- Not all the projects that applied to crowd funding platforms get on to them.
- Lot of work in building up interest before the project launches significant resources like money or time may be required.
- Failed projects risk damage to the goodwill of the business and people who pledge money.
- If business idea is not protected with a patent or a copyright, the concept might be hacked.
- Getting the rewards or returns wrong can mean giving away too much of the business to investors.

CONCLUSIONS:

Crowd funding is an application of crowd sourcing. It is rapidly moving seriously in an upward direction of raising funds for start-up of new business. The foreign countries have already started implementing crowd funding regulatory framework. In India this concept must be nurtured more so that infant industry grows fast.

It will act as a medium in bringing the industry into reality. Medical crowd funding is means to an end, its introduction, models, process, and online platforms has been phenomenal.

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It has found applicability in our society day by day from being a financial boon to becoming a financial aid for the needy it has been serving the purposes of many individual, companies and entrepreneurs.

In India where medical facilities are much needed and a bit stressed, medical crowd funding has been doing a word of good those in need of treatment for life threatening disease without pushing them into depths of poverty. Rs.271.85 Crores was raised in India in past year through medical crowd funding which is equivalent to 1500 liver transplants.

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DIGITAL INDIA

Name of Author: Bichu Sarah Naveed

Mail id: babysarah1446@gmail.com

Name of co-author: Gujrati Fatima Zahra Javeed

Mail id: javeedsikandergujrati@gmail.com

Class: FY B Com

GM Momin Women’s College, Rais High School compound

Thana Road, Bhiwandi-421 302

Abstract:

It is a well-known fact that digital India is the outcome of many innovations and technological advancement. These transform the lives of people in many ways and will empower the society in a better manner. The '**Digital India**' programme, an initiative of honorable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavors for **GENEXT**.

The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to **remodel** India into a **knowledgeable** economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments.

Today, every nation wants to be fully digitalized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

Keywords: *Digital India, Digital Technology, e-Revolution, e-Governance*

INTRODUCTION:

In this world of today, we human beings are like working machine, from 'morning to night' we use to keep running towards our 'goal'. The world of today is running at a very faster pace. So as to keep running with time we need to speed up and for getting speed we need to go Digital. In recent years India has started a unique path to digitalization. Digital India programme is a most important programme of Government of India with the intention of transforming India into a digitally empowered society and knowledge economy. In order to implement this programme effectively and efficiently, government has introduced many schemes and taken many steps.

At present the internet and telecommunication services in India have substantially increased and this gives a ray of hope to the citizens of India to fight with the long persisting problems of poverty, corruption, unemployment and regional disparity. In this paper I am trying to explain the various issues and challenges relating to Digital India initiatives. By being digital means seeing the things with the help of modern technology. And if technology uses to do our work ultimately lesser time would be required and by much easier method by using digital ways we are getting advantages in many different ways. And in order to grasp this opportunities for India ‘Digital India initiative’ was launched.

Aims and objectives:

- To know about Digital India Initiative
- To find out advantages of Digital India
- To know about various pillars of Digital India (e-governance, e-kranti, broadband highway, electronic manufacturing etc

Presentation:

Digital India was launched by the Prime Minister of India Narendra Modi on 1 July 2015, with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities. It is centred on three key areas - digital infrastructure as a utility to every citizen, governance and services on demand, and digital empowerment of citizens.

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Digital India is a campaign launched by the Government of India in order to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy. Launched on 1 July 2015, by Indian Prime Minister Narendra Modi, it is both enabler and beneficiary of other key Government of India schemes, such as Bharat Net, Make in India, Start-up India and Stand-up India, industrial corridors, Bharatmala Sagarmala.

As of 31 December 2018, India had a population of 130 crore people (1.3 billion), 123 crore (1.23 billion) Aadhaar digital biometric identity cards, 121 crore (1.21 billion) mobile phones, 44.6 crore (446 million) smartphones, 56 crore (560 million) internet users up from 481 million people (35% of the country's total population) in December 2017, and 51 per cent growth in e-commerce.

Digital India was launched by the Prime Minister of India Narendra Modi on 1 July 2015, with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy.

The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities. It is centred on three key areas - digital infrastructure as a utility to every citizen, governance and services on demand, and digital empowerment of citizens.

DIGITAL INDIA INITIATIVE:

The Government of India's entity Bharat Broadband Network Limited (BBNL) which executes the Bharat Net project is the custodian of Digital India project.

New digital services some of the facilities which will be provided through this initiative are Bharat net, digital locker, e-education, e-health, e-sign, e-shopping and national scholarship portal. As part of Digital India, Indian Government planned to launch Botnet cleaning centers.

National e-Governance Plan aimed at bringing all the front-end government services online.

- ✓ My Gov. in is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach.

- **UMANG:**

Unified Mobile Application for New-age Governance is a Government of India all-in-one single unified secure multi-channel, multi-platform, multi lingual, multi-service freeware mobile app for accessing over 1,200 central and state government services in multiple Indian languages over Android, iOS, Windows and USSD (feature phone) devices, including services such as AADHAAR, DigiLocker, Bharat Bill Payment System, PAN, EPFO services, PMKVY services, AICTE, CBSE, tax and fee or utilities bills payments, education, job search, tax, business, health, agriculture, travel, Indian railway tickets bookings, birth certificates, e-District, e-Panchayat, police clearance, passport, other utility services from private companies and much more.

- **E Sign** framework allows citizens to digitally sign a document online using Aadhaar authentication.
- **Swachh Bharat Mission (SBM)** Mobile app is being used by people and Government organisations for achieving the goals of Swachh Bharat Mission.
- **E Hospital** application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online.

1. Facilities to digitally empower citizens

- Digital Locker facility will help citizens to digitally store their important documents like PAN card, Passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government-issued documents. It uses authenticity services provided by Aadhaar.

It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of Digi Locker are Citizen, Issuer and requester.

BPO and job growth: The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the state.

ADVANTAGES OF DIGITAL INDIA:

- Transactions get digitized
- Monitoring the sales and taxes becomes much more convenient, as the transactions are recorded, customers will now get a bill for every purchase that they make and merchants can now no longer escape from paying tax to the government
- Results in increases of revenue of the government thus resulting in growth of the overall financial status of the country.
- Gives an empowerment to the citizens. When the payments move digital, each and every individual is bound to have a bank account, a mobile phone, etc. This way, the government can easily transfer the subsidies directly to Aadhaar linked bank accounts of people. In short, people no longer have to wait to receive the incentives and subsidies that they are bound to receive from the government. This feature is already in place in most cities. One example of this feature is LPG subsidy that government gives to the common people. This subsidy payment is now done via bank transfers these days.

Thus, Digital India aims to provide the much needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, E - Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for all. **Government of India accords highest priority to the flagship Digital India programme, being an umbrella programme for transforming India into a digitally empowered society and knowledge economy.** The pillars 4 and 5 of the Digital India programme, namely ‘**e-Governance: Reforming Government through Technology**’ and ‘**e-Kranti - Electronic Delivery of Services**’

E- Kranti is an important pillar of the Digital India Programme and the programme has been envisaged by the Department of Electronics and Information Technology vision of E -Kranti is "**Transforming e-Governance for Transforming Governance**".

The Mission of e-Kranti is to ensure a Government wide transformation by delivering all Government services electronically to citizens through integrated and interoperable systems via multiple modes, while ensuring efficiency, transparency and reliability of such services at affordable costs. The implementation of e- Kranti is vital for Digital India and for the delivery of e-governance, easy governance and good governance in the country Transformation and not Translation.

- Integrated Services and not Individual Services
- GPR to be mandatory in every MMP
- Infrastructure on Demand
- Cloud by Default
- E-Mobile First
- Fast Tracking Approvals
- Mandating Standards and Protocols
- Language Localization
- National GIS
- Security and Electronic Data Preservation

E-Governance: New information and communication technologies can make a significant contribution to the achievement of good governance goals. This e-governance’ can make governance more efficient and more effective, and bring other benefits too. The three main contributions of e-governance: improving government processes (e-administration); connecting citizens (e-citizens and e-services); and building external interactions (e-society).

Electronic governance or **e-governance** is the application of IT for delivering government services, exchange of information, communication transactions, and integration of various stand-alone systems between government to citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees (G2E) as well as back-office processes and interactions within the entire government framework.

Through e-governance, government services are made available to citizens in a convenient, efficient, and transparent manner.

The three main target groups that can be distinguished in governance concepts are government, citizens, and businesses/interest groups. In e-governance, there are no distinct boundaries finance and support.

PUBLIC INTERNET ACCESS PROGRAM:

Public Access program is one of the most important pillars of digital India. The two sub components of Public Internet Access Programme are Common Services Centers (CSCs) and Post Offices as multi-service centers. CSCs would be strengthened and its number would be

increased to 250,000 i.e. one CSC in each Gram Panchayat. CSC would be made viable and multi-functional end-points for delivery of government and business services. Deit-Y would be the nodal department to implement the scheme. Post office service should be strengthened. A total of 150,000 Post Offices are proposed to be converted into multi service centers.

BROADBAND HIGHWAY:

This covers three sub components, namely Broadband for All – Rural, Broadband for All – Urban and National Information Infrastructure (NII).

- Broadband for All – Rural

250000 village administrations would be covered under the National Optical Fibre Network (NOFN) by December 2016. Department of Telecommunications (DOT) is the nodal Department for this project.

- Broadband for All – Urban

Virtual Network Operators would be leveraged for service delivery and communication infrastructure in new urban development’s and buildings would be mandated.

- National Information Infrastructure (NII). NII would integrate the network and cloud infrastructure in the country to provide high speed connectivity and cloud platform to various government departments up to the panchayat level. These infrastructure components include networks such as State Wide Area Network (SWAN), National Knowledge Network (NKN), National Optical Fibre Network (NOFN), Government User Network (GUN) and the MeghRaj Cloud. NII aims at integrating all ICT infrastructure components such as SWANs, NKN, NOFN, GUN and GI Cloud. It will have provision for horizontal connectivity to 100, 50, 20 and 5 government offices/ service outlets at state, district, block and Panchayat levels respectively. Deit Y will be the nodal Department for this project.

Universal Access to mobile connectivity: This initiative focuses on network penetration and filling the gaps in connectivity in the country. There are around 55,619 villages in the country that do not have mobile coverage. As part of the comprehensive development plan for North East, providing mobile coverage to uncovered villages has been initiated. Mobile coverage to remaining uncovered villages would be provided in a phased manner. The Department of Telecommunications will be the nodal department and project cost will be around 16,000 Cr during 2014-18.

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Electronic Manufacturing: This pillar focuses on promoting electronics manufacturing in the country with the target of NET ZERO Imports by 2020 as a striking demonstration of intent. This ambitious goal requires coordinated action on many fronts, such as: Taxation, incentives and economies of scale, eliminating cost. Government of India would provide a digital private space, i.e. Digital Locker, to every citizen. The ‘Digital Locker’ would enable citizens to securely store all their important documents and credential. The electronic documents can be shared with public agencies or others without the need to physically submit them. India is poised to change itself and enhance the lifestyles of its citizens at an unparalleled rate. With appropriate preparation and implementation, India could function as an illustration for much of the developing world. Many nations with emerging markets are looking for inspiration and a democratic model for such accelerated growth. The coming century will end up India as leading nation.

CONCLUSION:

All the online transaction can be monitored easily and every payment made by any customer to any merchant will be recorded, this way there won't be any illegal transactions and it'll be impossible for people to hide their money. By restricting the cash-based transactions and using only digital payments, the government can efficiently expel the black economy. To improve the rate of adoption and development of electronic services, the Government should encourage involvement from the private industry. This will ultimately leads towards a goal of digital India Smart India.

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ENTREPRENEURSHIP: WOMEN ENTREPRENEURSHIP

Thejas J

KLE's.S.Nijalinagappa College
II Block, Rajajinagar ,Bangalore-10.

Mob No: 8553436440

Email: mail010thejasgowda@gmail.com

ABSTRACT:

This conceptual paper indicates and emphasizes the women entrepreneurs are the potentially emerging human resource in the 21st century. The women entrepreneurship has witnessed a rapid growth over the past 30 years.

The objective of this paper is to find out the status of women entrepreneurs in world and also studies the success story of **Indra Nooyi** the most successful women entrepreneurs of **CEO of Pepsi co.**

Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative of the overall population possessing the capacity to transform economics into thriving enterprises.

Further, studies are mostly restricted within national boundaries primarily being conducted in developed economics. There is a need to build transnational networks and faster professional communities to enable to growth of the field.

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year.

Keywords: *Women Entrepreneurship, Female Entrepreneurship,*

INTRODUCTION:

Entrepreneurship refers to the art of setting up a new business or reviving an existing business so as to take advantages from new opportunities. An entrepreneur is a person who starts an enterprise. He searches for change and responds to it. A number of definitions have been given of an entrepreneur. The economists view him as a fourth factor of production along with land labor and capital. The male centered business model was considered as the natural model of doing business. However, our search on women entrepreneurs reveals that entrepreneurship is a gendered phenomenon and entrepreneurship activities can be rooted in families.

Entrepreneurship has been a male-dominated phenomenon from the very early age but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage growing every year. If the prevailing trends continue, it is likely that in another five years, women will comprise 20% of the entrepreneurial force. The Tenth five-year plan aims at empowering women through translating the recently adopted National policy for Empowerment of women (2001) into action and ensuring Survival, Protection and Development of women and children through rights based approach.

Women entrepreneurship: chronological history of the field

The literature on mainstream entrepreneurship primarily focusing on the male entrepreneur emerged in the 1930s. The late 1970s witnessed the emergence of an explicit sub-domain of women entrepreneurship. The section outlines the chronological history of development of the literature on women/female entrepreneurship.

In 1976, Schwarzl published the first academic paper on female entrepreneurship in the journal of contemporary business and the first policy report in this area titled “The bottom line: unequal enterprise in America” was released in 1979 in Washington DC. Hisrich and O'Brien (1981) made the first academic conference presentation on women entrepreneurs at the Bad son College conference on Entrepreneurship in 1981. The first academic book on female entrepreneur in Washington DC was published in 1985. Initial research on entrepreneurship assumed that male and female entrepreneurs were generally the same and there was no specific need for a separate investigation. As a result, the sub-domain of women entrepreneurship did not develop as a significant area until the late 1990, to early 2000s with

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the launch of two dedicated conferences. First, a policy oriented organization for Economic cooperation and development (ECD) conference on women entrepreneur in small and medium sized enterprises was held in 1998. Second an academic conference Diana International was held in 2003. Global Entrepreneurship Monitor (GEM) also published a special report on women and entrepreneurship development institute published the Female Entrepreneurship Index report, the top ten countries for female entrepreneurs in 2015 were – United States, Australia, United kingdom-Denmark, Netherlands, France, Iceland, Sweden, Finland and Norway.

REVIEW OF LITERATURE:

- According to definition given by government of India “A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and at least 51% employment generated to women.”
- According to J. Schumpeter’ “Women who innovate, initiate or adopt business activity are called women entrepreneurs”.

OBJECTIVES OF THE STUDY:

- To exhibit the encouraging and discouraging factors in an enterprise.
- Identification and analysis of all the shortcomings encountered by women in setting and establishing an industrial enterprise.
- To provide solutions to the various problems faced by the women entrepreneur group.

WOMEN ENTREPRENEURSHIP IN INDIA:

STATES	NO. OF UNITS REGISTERED	NO. OF WOMEN ENTREPRENEURS	PERCENTAGE
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57452	18848	32.82

Sources: *Secondary data.*

WOMEN WORK PARTICIPATION:

COUNTRY	PERCENTAGE
India (1970-1971)	14.2
India (1980-1981)	19.7
India (1990-1991)	22.3
India (2000-2001)	31.6
USA	45
UK	43
Indonesia	40
Sri Lanka	35
Brazil	35

Sources: *Secondary data.*

WOMEN ENTREPRENEURSHIP IN INDIA:

Women entrepreneurship in India is still emerging. The representation of women as entrepreneurs is quite limited. In this section representation of women entrepreneurs in India is analyzed through data available in key government publications. The ranking of India on parameter of women entrepreneurship according to the Global reports is also very dismal.

According to the “Female Entrepreneurship Index Report”, 2015 compiled by Global Entrepreneurship Development Institute, India ranked 70 with a low score of 25.3 among 77 countries studied.

India lags behind even African countries, (Terjesen & Lloyd, 2015). According to the Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2016-17, India needs a lot of improvement as far as women entrepreneurial activity is concerned. Entrepreneurial activity in women is summarized in table 1. Total early stage entrepreneurial activity in India females is only 7.6 percent while percentage of women having established business activity is only 3.4 percent.

Table 2: WOMEN’S ENTREPRENEURIAL ACTIVITY IN INDIA

PARAMETER	VALUE
Female total early stage entrepreneurial activity (TEA)	07.6
Ratio of female/male TEA	00.6
Percentage of necessity driven women entrepreneurs	33.1
Percentage of opportunity driven women entrepreneurs	61.6
Percentage of Indian women having entrepreneurial intentions	16.7
Percentage of women established business activity	03.4

Source: *Global Entrepreneurship Monitor Report on Women’s Entrepreneurship 2016-17*

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Economic Census according to most recent data pertaining to Women entrepreneurship in India is detailed as under.

TABLE 2: OVERVIEW OF WOMEN ENTREPRENEURS IN INDIA

Total number of establishments owned by women entrepreneurs	8,050,819 in Percent
Rural establishments owned by women entrepreneurs	5,243,044(65.12)
Urban establishments owned by women entrepreneurs	2,807,775(34.88)
Women owned establishments without hired workers	6,697,354(83.19)
Women owned establishments with hired workers	1,353,465(16.31)
Women owned agricultural establishments	2.76 Million (34.3)
Women owned non agricultural establishments	5.29 Million (65.7)

Source: All India report of Sixth economic census 2016.

According to the Sixth Economic Census, 8.0 million women owned establishments constitute around 13.76 percent of the total number of 58.5 million establishments engage 13.48 million persons which is 10.24 percent of the total workers engaged in variety of economic activities in India. State wise profile women entrepreneurs are exhibited in Table 3.

TABLE 3: STATE WISE WOMEN ENTREPRENEURS IN INDIA

STATE/UT	TOTAL WOMEN ESTABLISHMENTS	PERCENTAGE OF TOTAL ESTABLISHMENTS
Andhra Pradesh	84912	10.56
Arunachal Pradesh	6413	0.08
Assam	154158	1.91
Bihar	153610	1.91
Chhattisgarh	77976	0.97
Goa	16656	0.21
Gujarat	528623	6.57

Source: All India report of Sixth economic census 2016.

Challenges and Solutions 7 Female Entrepreneurs Share Their Biggest Challenges Business News Daily Contributing Writer Updated Feb 05, 2019.

Being an entrepreneur isn't easy. From cash flow problems to marketing woes, business owners have to overcome a lot of obstacles to become successful. This is especially true for female entrepreneurs.

Women have made great strides in the business world, but they still face problems their male counterparts don't. Business News Daily talked to female entrepreneurs about challenges they encounter and how they overcome them.

1. Percent Making authoritative first impressions

“One of the biggest challenges women entrepreneurs face is creating an authoritative first impression. We are often stereotyped by our looks and not immediately recognized as a serious entrepreneur.” The solution: “To overcome this challenge, I’ve started to introduce myself, first and last name, and my business as I shake hands. ‘Hi there. Sarah Pendley, Sarah Theresa Communications.’ This establishes authority and immediately clears up any confusion as to my role. I’ve found that conversations go further and I’m taken more seriously as an entrepreneur.”

Sarah Pendley, CEO of Sarah Theresa Communications

2. Achieving work-life balance

“As a mom of two and owner of three businesses, my greatest challenge as a female entrepreneur is finding balance. It can feel like your heart and your time are being tugged a million different directions at once.”

The solution: “However, one thing that has helped me achieve the balance I’ve been craving is by creating schedules and systems.” McKinzie Bean, founder of Moms Make Cents

1. Finding a support system

“As a mother, most of our personal friends have kids, and a large percentage stay at home – or, if they do work, they don’t have the same business risks and demands as an entrepreneur has. It is easy to feel like nobody feels like you do or has your struggles.”

The solution: “In this day and age, it is helpful to listen to podcasts, read books, and connect outside the geographic confines that may make you feel isolated. There are stories out there that can inspire you, and we all have days we need inspiration.” Tara Youngblood, co-founder and chief scientist at Kryo Inc.

2. Getting unsolicited advice

“Everyone and their cat want to give you advice on what to do, especially men and people who are not even remotely in the pit with you. I have been talked down to, not taken seriously, and even ridiculed.” The solution: “The kindest way I have learnt to tackle this is to be graceful and repeat a silent mantra in my head: ‘I am not here to prove anything to anyone.

I release this thought from sticking to me or having the need to react to the comment. The people meant for you will understand and find you.’ And I smile and get on with my work,

because my energy is limited and I need to show up every day.” NeelamTewar, CEO at NeelamTewar

3. Being lonely

“The big thing I didn’t realize was that going from an office of 30, and a position where it was my job to build community, to being a solo entrepreneur would result in feeling really lonely in my professional world. Even though I was meeting with clients and hosting one-on-one meetings, I couldn’t unload my concerns, questions, fears and doubts on existing or potential clients.” The solution: “I started by reaching out to those I had met in the community through the local Chamber of Commerce Women in Business group, then went online to start scouring for other women in business-focused events, meetings, conferences, book clubs, etc.” Christine Flynn, MSW, founder and owner of Fastricomhar

4. Battling unrealistic expectations

“My crazy expectations were mostly from myself. I expected to be Super Mom, wife of the year, and build a successful business all in the same year. Even though I was (and am) doing great in all the key areas of life, I often felt inadequate, which is exhausting.”The solution: “I overcame this by starting a ‘what got done’ list and gauging my success by that, rather than looking at the items still on my to-do list. This one little shift has made a huge difference, and I let the guilt of not getting every single thing done go.” Brie Sodano, personal financial strategist at From Sheep to Shark

5. Overcoming self-doubt

“I believe the biggest challenge female entrepreneur’s face is their own self-doubt stemming from a past negative experience or relationship insecurity can get the best of some and lead to a less-than-supportive community of women. It is only when women support each other can we squash our self-doubt, take a risk and breathe 100 percent confidence into our new endeavor.”

The solution: “The first step to overcoming this challenge is to dig deep and identify the source of any insecurity. Why do you doubt yourself? These are the barriers to our success and cannot be overcome unless they are recognized, validated and released.” Marissa S. Costonis, H.C., certified health coach and author of Change Bites: 5 Change Management Strategies to Transform Your Health

RECOMMENDATIONS:

The elimination of obstacles for women entrepreneurship requires a major change in traditional attitudes and mindsets of people in society rather than being limited to only creation of opportunities for women. Hence, it is imperative to design programs that will address to attitudinal changes, training, supportive services. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country.

The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved by carefully designing the curriculum that will impact the basic knowledge along with its practical implication regarding management (financial, legal etc.) of an enterprise.

Here are some suggestions to increase the role of women entrepreneurs:

- Infrastructure – Infrastructure set up plays a vital role for any enterprise. Government can set some priorities for women entrepreneurs for allocation of industrial plots, sheds and other amenities. However, precautionary measures should be undertaken to avoid the misuse of such facility by the men in the name of the women.
- Personality Development – Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improve their over-all personality standards.
- Self help groups of women entrepreneurs – Self help groups of women entrepreneurs can mobilize resources and pool capital funds to help the women in the field of industry, trade and commerce.
- Business Development Training Programs – It includes basic day-to-day management training like how to keep track of accounts, handle taxes and understand compliance rules and regulations. They can also focus on strategy and the long-range success of a business from writing a business plan to targeting specific markets, along with product innovation within business clusters and incubators.

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- Access to Finance Programs – Efforts to facilitate access to finance for women entrepreneurs typically encompasses initiatives that reform restrictive bank and regulatory policies.
- Such reforms accept less traditional forms of collateral, look at a lender’s willingness to repay and simplify business registry. They also help financial institutions develop innovative loan and savings products for female entrepreneurs.
- To establish all India forums to discuss the problems, grievances, issues, and filing complaints against constraints or shortcomings towards the economic progress path of women entrepreneurs and giving suitable decisions.

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INDIA'S PURSUITS FOR MAKE IN INDIA IN DEFENSE SECTOR

Chandan V, M.com

KLE's.S.Nijalinagappa College

II Block, Rajajinagar ,Bangalore-10.

Mob No: 9686795033

Email: Chandanvs39735033@gmail.com

Sumithra MM, M.com.

KLE's.S.Nijalinagappa College.

II Block, Rajajinagar, Bangalore-10

Mob. No : 9113974806

Email: Sumasumithra9998@gmail.com

Sowmya A M.com

KLE's.S.Nijalinagappa College

II Block, Rajajinagar, Bangalore-10

Mob N: 7337628149

Email: Sowmyar0206@gmail.com

ABSTRACT:

"Make in India" is a worldwide marketing techniques and it is implemented by our present PM of India on 25th September 2014 with an aim to promote the Country into global manufacturing hub and helps to enhance Country's development in economy and to create the employment opportunities. This paper contains the study of make in India pursuits in Defense sector. As we know India is top 5th country which has spent more currency towards military in 2019. The value of Defense exports in 2020 - 2021 is INR 5711 Crores and to promote make in India products. As per Union budget 2020 - 2021 rupees 4.78 lakh Crores allocated for Defense sector compared to 2020 Union budget 18% have been increased to promote and made more make in India products. The main aim of the make in India program is to export more products of USD 5 Billion worth of military hardware to export in upcoming next five years to achieve the goal.

To boost up in Defense sector our country is going in positive way and our DPP is one among the department of Defense sector, focusing on institutionalizing, streamlining procurement procedure give a boost on "Make in India" program. And to develop the infrastructural development and modernize the armed forces with adopting latest technologies in the defence and to provide better environment and eco friendly equipment's to the soldiers.

Key words: *Defense, Export and Import, Employability.*

INTRODUCTION:

Make in India program is the initiative taken by our present Honorable Prime Minister Shri Narendra Modi present government had formally declared the policy pertaining Make in India on 25th September 2014 to promote and boost up the manufacturing products of our country. At present in Make in India there are 25 sectors are operating. Under that defense sector is also one of the important sectors. Defense was formed in the year 1776 as a military department; later on 15/August/1947 it had been renamed as Ministry of Defense.

In Defense sector there are 3 important forces that is Army Force, Navy Force & Air Force. The objective of Make in India in Defense sector is to increase the employment opportunities and to manufacture the more defense equipments. And our Defense Acquisition procedure (DAP) focusing on analyzing deliberations, interactions and focused formulations and aims to be a self reliance without depending on other Countries.

Indian Air Force (IAF) is striving for self sufficiency by promoting “Make In India” through focused, sustained and involved by indigenous programs and DPP in 2016 has given significant trust in “Make In India” and already in defense sector 55 projects are undergoing operations to achieve best results with using optimum utilization of resources without affecting the nature and defense ministry plans to put 101 defense items under the impact embargo to offer potential military hardware of manufacturing opportunities to be in Indian defense Industry.

This year in Union Budget FDI in defense sector 79% has been increased to boost up defense. The domestic suppliers of defense sector are 11 companies are working to manufacture the defense equipment's. The defense sector main vision is to ensure National security and National unity and to maintain peace and security with in borders

THE LOGO OF MAKE IN INDIA IN DEFENCE SECTOR:

The “Make in India “logo is derived from India's national emblem. And the Lion is the symbol of logo its shows the prowl, made entirely of cogs, symbolizing and manufacturing, strength of national pride. The lion denotes the attainment of enlightenment, besides representing power, courage, pride and confidence.



OBJECTIVES OF THE STUDY:

1. To find out the extent the awareness among public how make in India in defense sector initiatives.
2. To suggest the measures and to improve make in India in defense sector.

SCOPE AND LIMITATIONS OF THE STUDY:

1. The paper contains about the widespread of defense sector in “Make in India”
2. The survey was conducted through questionnaire to the public only for 40 people.

RESEARCH AND METHODOLOGY:

The study is conducted based on primary data and secondary data sources. Primary data is a source which we collected data through survey, questionnaires, interviews etc.

Questionnaire technique through Google forms which were used for collecting the required data from public.

Secondary data is a source which we collected data from websites, research papers, newspapers etc. Sample size 40 respondents sampling method convenience sampling.

DATA ANALYSIS AND INTERPRETATION:

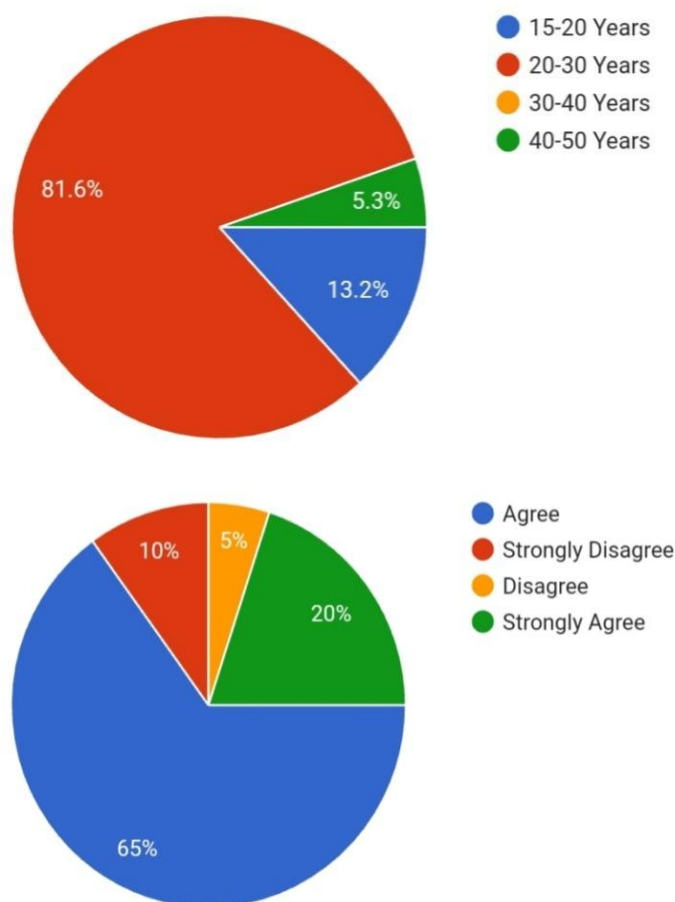
The data was collected from public through questionnaire. The questions have been sent to 40 people out of whom 37 have responded.

The above pie chart represents the age of peoples responded to the questionnaires .At the age belongs to 15 to 20 years age group are 13.2%. And the age belongs 20 to 30 years of age

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group are 81.6% and the age belongs to 30 to 40years age group is nil. Then the ages 40 to 50 years age group are 5.3% respondents.

Table 1: Shows the classification respondents agree and strong disagree, disagree and strongly



From the above diagram 65% of respondents agreed that make in India plays an important role in defense sector and 20% of respondents says that they strongly agree and 5% of respondents disagree and 10% of respondents strongly disagree that make in India doesn't play a important role in defiance sector.

About the defiance equipment manufacture and its market size sector composition key trends government initiatives advantage of make in India in the recent trends of the society.

That value of production in defense sector how it's raising in year by year. Then all about the production and projects allocation in defense sector

FINDINGS:

From the above data analysis and interpretation we find out that some of the people are not aware of make in India project in the defense sector so the Government of India should take the initiative and do more awareness about make in India.

Government of India in Union cabinet they passed that on 29 July 2020 lines about vision of India's new Educational policy (NEP) in that government wants to make mandatory syllabus about the defense sector of our country everyone should be knowing about the defense sector as it results towards patriotism and towards the country by upcoming students young generation of youths then individuals of the society a Central Government wants to make more programs of make in India to know the programs principles and latest information about make in India in defense sector

SUGGESTIONS:

India is very rich in resources as well as manpower, skills, ability etc. But we are lagging behind in employment opportunities. So the government has to give more importance programs for the people as it ensures that every individual's skills and abilities their mind set towards development of defense sector inclusive of both physically and mentally.

And improve the quality of education is more important to become successful leaders. So it's more important to everyone for this Government want to give more importance and make more awareness towards society. Then launch one channel of the defense in all regional languages in this we can know the latest news about defense and we gain knowledge also.

CONCLUSION:

Make in India in the defense sector is impacted on a country economy in a positive way as it creates employment opportunities there is no necessity for a country to depend upon other countries for the manufacturing of defense equipments make in India was mainly imported on the defense sector because as it creates employment opportunities and products and there are less chances of importing which will increase the country's economy.

We export more goods and import fewer goods this leads to growth of country economy as well as good relationship of other countries. Ease of doing is given more importance towards society because we are self- reliance. We are in position we expect the goods what asked by other countries. Only not in defense sector among all sectors make in India is really playing

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very important role to develop country economy. But Government of India wants to give more importance to know the make in India program importance and make more programs aware to public for every individual towards society.

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MICRO SMALL AND MEDIUM ENTERPRISES

*SHREE LAKSHMI RAO. R

**VARUN.S

SHESHADRIPURAM FIRST GRADE COLLEGE
POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT
YELAHANKA, BANGALORE - 560064.

ABSTRACT:

With the advent of planned Economy from 1951 and the Subsequent Industrial Policy followed by Government of India, both the government and the planners earmarked a special scale for the small scale and medium scale industries.

Micro Small and Medium enterprises classification is revised on 1st JULY 2020.

As per the Micro Small and Medium Enterprise Act 2006, Micro Small and Medium Scale Industry was classified into 2 categories:

- *Manufacturing*
- *Services*

On the basis of investment and turnover .The classification made on 1st JULY 2020 is also based on same basis and classification.

Key words: MSME, Manufacturing. Services

INTRODUCTION:

In terms of values the sector accounts for about 45% of the manufacturing output and 40% of The total exports of the country is estimated to employ about 60million people in the world over 26 million throughout the country. There are over 6000 products ranging from traditional to high-tech items which have been manufactured by 35 MSME’s in India.

MSME CLASSIFICATION as on 1st JULY 2020.

CRITERIA: Investment and annual turnover. Classification was given by GJPEC (Gem and jeweler Export Council).

CLASSIFIC ATION	MICRO	SMALL	MEDIUM
MANUFACTURING AND SERVICES	INVESTMENT<RS 1cr AND TURNOVER <RS 5cr	INVESTMENT <RS10CR AND TURNOVER <RS50CR	INVESTMENT<RS50CR AND TURNOVER <RS 250CR

According World Bank “A business classified as MSME when it meets two out of three criteria:

- Employee strength.
- Size of assets or Annual assets.

MEDIUM	< 300	< \$ 15MILLION INR 750 MILLION	< \$ 15 MILLION INR 750 MILLION
SMALL	< 50	<\$ 3 MILLION INR 150 MILLION	<\$ 3 MILLION INR 150 MILLION
MICRO	< 10	< \$ 10,000 INR 5,00,000	< \$ 10,000 INR 5, 00,000.

SCHEMES OF MSME-MINISTRY OF MICRO SMALL AND MEDIUM ENTERPRISES SME DIVISION SCHEMES INTERNATIONAL CORPORATION:

Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/up gradation, facilitating joint ventures, improving markets for MSMEs products, foreign collaborations etc.

Assistance to Training Institutions (ATI): The assistance shall be provided to training institutions in the form of capital grant for creation/strengthening of infrastructure and support for conducting entrepreneurship development and skill development training programs.

Marketing Assistance: Under marketing assistance the assistance is provided for following activities: a) Organizing exhibitions abroad and participation in international exhibitions/trade fairs b) Co-sponsoring of exhibitions organized by other organizations/industry associations/ agencies c) Organizing buyer-seller meets, intensive campaigns and marketing promotion events.

Development Commissioner (DC-MSME) Schemes Credit Guarantee:

Ministry of Micro, Small and Medium Enterprises, Small Industries Development Bank of India (SIDBI), established a Trust named Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) to implement Credit Guarantee Fund Scheme for Micro and Small Enterprises. The corpus of CGTMSE is being contributed by GOI and SIDBI.

Credit Linked Capital Subsidy (CLCS) for Technology up gradation:

Technology up gradation would ordinarily mean induction of state-of-the-art or near state-of-the-art technology. In the varying mosaic of technology covering more than 7,500 products in Indian small scale sector, technology up gradation would mean a significant step up from the present.

Development Commissioner (DC-MSME) Schemes Related scheme Credit Guarantee Related scheme Credit Linked Capital Subsidy (CLCS) for Technology Up gradation 5 technology level to a substantially higher one involving improved productivity, and/or improvement in quality of products and/or improved environmental conditions including work environment for the unit.

It includes installation of improved packaging techniques as well as anti-pollution measures and energy conservation machinery.

Further, units in need of introducing facilities for in-house testing and online quality control would qualify for assistance, as the same are a case of technology up-gradation. Replacement of existing equipment/technology with same equipment/technology will not qualify for subsidy under this scheme, nor would the scheme be applicable to units upgrading with used machinery.

ISO 9000/ISO 14001 Certification Reimbursements:

SME has emerged as dynamic and vibrant sector and is contributing significantly to industrial production, export and employment generation - The process of economic liberalization and market reforms has opened up Indian SMEs to global competition.

In order to enhance the competitive strength of SMEs, the Government has introduced an incentive scheme for their technological up gradation/quality improvement and environment management. The scheme provides incentives to those SMEs/ancillary Related scheme ISO 9000/ISO 14001 Certification Reimbursement 7 undertakings who have acquired ISO 9000/ISO 14001/HACCP certification. The scheme is enlarged so as to include reimbursement of expenses for acquiring ISO 14001 certification.

Micro & Small Enterprises Cluster Development Program (MSE-CDP):

The Ministry of MSME has adopted cluster development approach as a key strategy for enhancing productivity and competitiveness as well as capacity building of MSEs and their collectives in the country.

Clustering of units also enables the providers of various services to them, including banks and credit agencies, to provide their services more economically, thus reducing the costs and improving the availability of services for these enterprises.

Micro Finance Program:

The Union Government has launched a scheme of micro finance and tied up with the existing program of SIDBI by way of contributing towards security deposits required from the MFIs/NGOs to get loan from SIDBI. The scheme is being operated in the under-served States and under-served pockets/districts of other States.

MSME Market Development Assistance (MDA): As part of a comprehensive policy package for MSMEs, MSME-MDA scheme has been announced with a view to increasing the participation of representatives of participating units. The provision of MSME-MDA scheme has been modified recently.

MDA is offered in three forms as mentioned below: 1) Participation in the international exhibitions/ fairs - for registered small & micro manufacturing enterprises with DI/DIC. 2) Financial assistance for using Global Standards (GS1) in bar coding 3) Recognized importance of bar coding and avail financial assistance through Office of the Development Commissioner Micro, Small and Medium Enterprises (DC - MSME). Purchase and Price Preference Policy - This is administered through Single Point Registration Scheme of NSIC.

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Under this, 358 items are reserved for exclusive purchase from MSME by the Central Government. Other facilities include tender documents free of cost, exemption from earnest money and security deposit and 15% price preference in Central Government purchases - for individual MSME.

National Awards (Individual MSEs):

MSMEs have registered tremendous growth and progress in terms of quality of production, exports, innovation, product development and import substitution, very much beyond the expected objectives of the setting up of MSMEs. Entrepreneurial efforts have made it possible to produce a number of items, which were hitherto imported. In quite a few cases new variants so produced are having additional attributes over their original versions and are capable of solving a multitude of user problems. All this has become possible owing to the ambitions and visionary spirit of entrepreneurs of MSMEs. The MSME with a view to recognizing the efforts and contribution of MSMEs gives National Awards annually to selected entrepreneurs and enterprises under the scheme of National Awards.

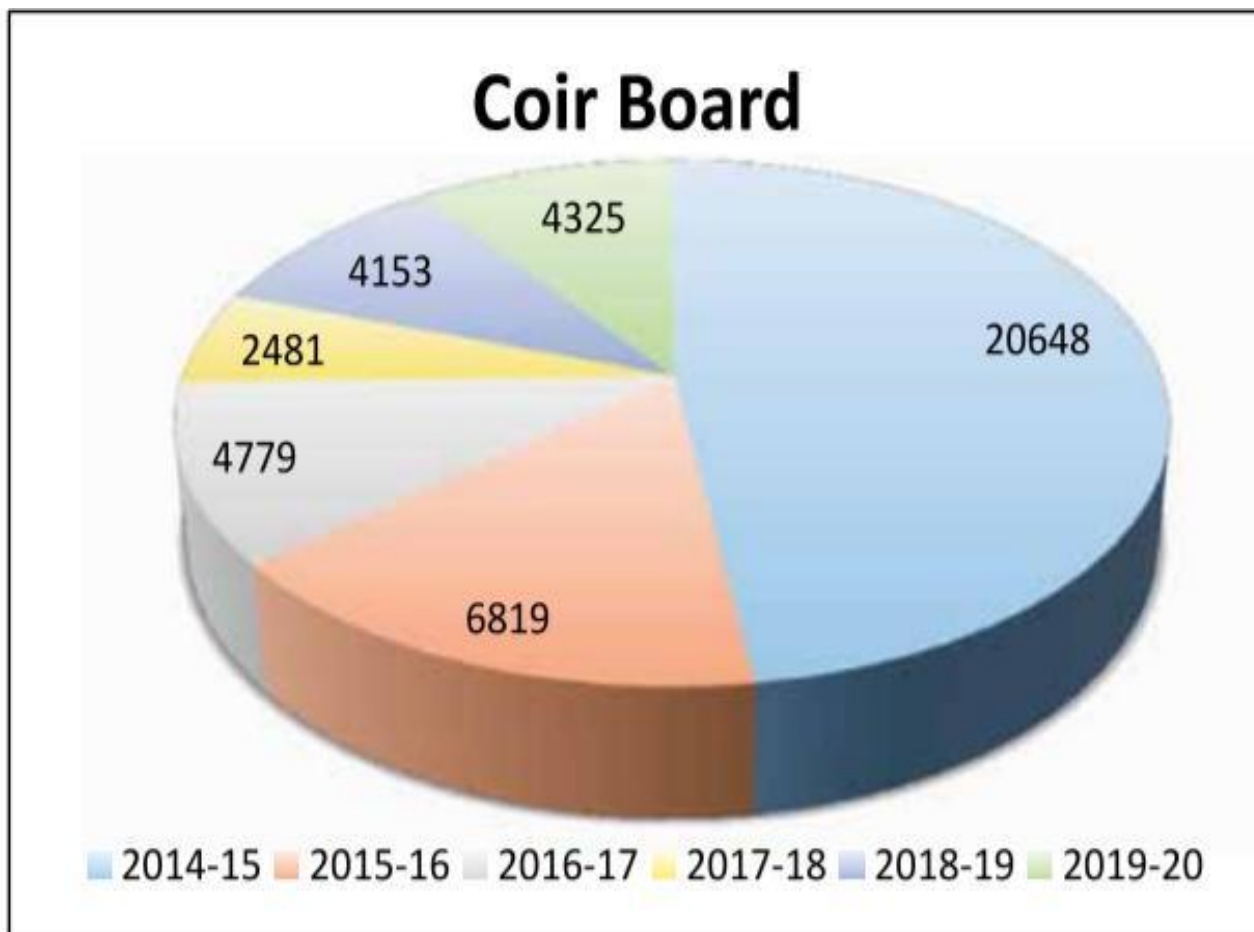
National Manufacturing Competitiveness: The National Manufacturing Competitiveness Council (NMCC) has finalized a five-year national manufacturing program. Ten schemes have been drawn up including schemes for promotion of ICT, mini tool room, design clinics and marketing support for SMEs. Implementation will be in PPP mode, and financing will be tied up. The National Manufacturing Competitiveness Council (NMCC) has finalized a five-year national manufacturing program. Ten schemes have been drawn up including schemes for promotion of ICT, mini tool room, design clinics and marketing support for SMEs. Implementation will be in PPP mode, and financing will be tied up.

Up skilling programs are seeing a rising demand among small business owners in a post-pandemic:

Progress of Skill Development Programs Organizations under the ministry is providing skill training to the youths for wage employment and self-employment. They also provide skill up-gradation trainings to existing entrepreneurs and working force to enhance their performances.

These training are provided under various schemes such as MSME-TCs, Assistance to Training Institutions (ATI), National SC/ST Hub, Capacity Building, Coir Vikas Yojana-Skill Up gradation & Mahila Coir Yojna, etc. Furthermore, customized demand-driven training courses as per industry requirements are also conducted by organizations under the

Ministry. The progress of skill development programs conducted by the M/o MSME since 2014 to 15 to 2019-20 is given in.



Total number of 127380 persons has been trained up to 31.12. 2020 in the year 2020-2021.

Recent Developments in MSMEs Sector:

Prescribed for Equity holding by industrial

Focus on 12th 5 year plan.

- **INFRASTRUCTURE:** Developing clusters of excellence and setting up of tool room and PDC's.
- **MARKETING:** Procurement Policy for goods /services from MSE's by the government.
 1. DEPARTMENT OF CENTRAL PSU's.
 2. B2B INTERNATIONAL PORTAL.
 3. ENABLING GLOBAL FOOT PRINTS OF MSME's.
 4. LEVERAGING DEFENSE AOSSET POLICIES IN FAVOUR OF MSM's.

- **SKILL DEVELOPMENT:** Revamped Skill Development of capacity building program.
 1. Encouraging young/first generation entrepreneur by up scaling.
 2. PMEGP and other programs.
- **INSTITUTIONAL SECTOR:**
 1. Strengthening of institutional - MSME's, Dis, EDI's, and KVI Institutions.
 2. Applications of ETOOL in promotional and regulatory matters for facilitating easy entry.
 3. Real time statistical and policy Analysis through strengthening of database.

Recent Developments in MSME Sector:

- The latest MSME Credit Health Index indicates that credit growth has accelerated, as the overall growth index inched up to 114 points, which is a three-point increase from 111 in June. The overall Strength Index also improved to 89 from 83 over the same period, the index prepared by the credit information company and the state-run financier said.. Index is prepared in association with the Ministry of Statistics and Program Implementation (MoSPI), since November 2020 and is built using credit data submitted by lending institutions to Tran's union Civil. Private Banks and public sector banks (PSB) have seen a surge in growth in the June and September quarters while non-bank financial companies (NBFCs) show a muted grow.

Tamil Nadu, Maharashtra and Gujarat have shown higher growth momentum during the quarter while Uttar Pradesh has also sustained its growth in the last two quarters. Among the top 10 states with respect to exposure, the southern states have shown more growth than the northern states cumulatively with respect to microloans, it said.

- The MSME department has invested proposals from investors to set up operations in newly proposed from clusters from which 5 of them are dedicated to furniture toys, confectionaries, pharmaceuticals and food processing are coming up in Indore region.
- NITIN GADKARI said that government aim is to increase the sectors contribution to the GDP (GROSS DOMESTIC PRODUCT) to 50% from existing 30%.
- Currently village industries such as handlooms, handicrafts, khadi gram udyoag are generating RS80 thousand crore revenue which has to be taken up to RS 5 LAKHS crore in the next 5 years.

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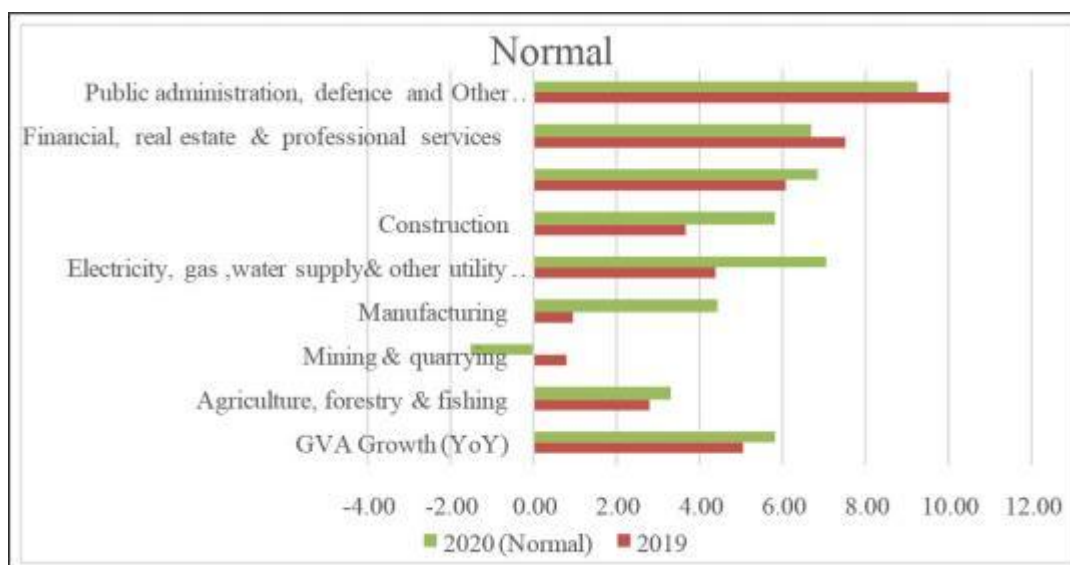
- The luck now micro, Small and Medium enterprise department is all set to receive an award for excellence in digital governance and services by Elects, which has choose up for awards in different categories out of which 2 have to smart cities.
- RS 15,700CR provided for MSME sector in UNION BUDGET.
- YES BANK has rolled out YES MSME, a proposition with the aim to strengthen the Micro Small and Medium enterprises with speedy and easy access to funds.
- UGRO capital launches UGRO micro for micro enterprises which aims to support 50,000 Small businesses by financial year 2022.
- Vayana network connects corporate and their trade ecosystem to provide digital, convenient and affordable access to credit for their payable and receivable.
- Flipkart.

Impact of MSMEs:

Survey reports have shown that disruptions caused by the Covid-19 pandemic have impacted MSMEs earnings by 20-50%, micro and small enterprises faced the maximum heat, mainly due to liquidity crunch.

MSMEs present in remote areas also faced lots of difficulties due to interrupted supply chain systems and intrastate lockdown provisions.

World Trade Organization (WTO) which has projected that global trade in goods is set to decline steeply between 13 per cent and 32 per cent in 2020 as countries across the world are battling with the Covid-19 pandemic.



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The impact on trade, hotels and restaurant are inevitable amid overall slowdown of economic activities, massive plummet of global trade and the social distancing.

The quarterly growth rate of India’s exports and imports became negative in 2019 from positive growth of 10 per cent and 15 per cent, respectively, in year 2018 as India has initiated trade restrictive measures.

SUGGESTIONS:

- Enterprises innovated their ways by shifting focus from non-essential commodities towards essential commodities; like production of hand sanitizer and toiletries, PPE kits, reusable masks, etc. and are able to survive in tough times.
- Ministry of MSME is taking steps towards making these enterprises global and improves the overall business environment, by making it more conducive and transparent for all stakeholders.
- MSME Facilitation, DIs instructed for efforts apart from their general facilitation. Practical demonstrations sanitizer manufacturing, sharing of Mask, PPE manufacturing, formulations, Raw Material Suppliers, Quality Standards, Testing labs etc.

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ELEMENT OF ECONOMICS ON MSME (MSME) IN INDIA

Salman A.

salmanrazack007@gmail.com

Bhuvana H.R.

bhuvanahr91@gmail.com

MBA 1ST SEM

Bangalore Institute of Management Studies Bangalore

ABSTRACT:

The Micro Small and Medium Enterprises (MSME's) sector plays a crucial role in economic development of the nation. Development will not be inclusive unless and until the benefits of growth reach the bottom of the pyramid. In a developing country like India, where wealth and income distribution is highly unequal, a sustained rise in per capita income does not immediately translate into an increase in standard of living.

To alleviate the curses of poverty, inequity, unemployment, and underemployment, adequate employment opportunities for the poor masses should be established, allowing them to meet their subsistence consumption demand. MSMEs will fulfill their obligation of adequate job development if the government gives the sector a big boost through policy initiatives.

The objective of the proposed research paper is to analyze the current status of MSMEs in India, to determine the extent of funding the sector receives from different sources, to identify various risks and challenges that the sector is facing across the nation and to develop the strategies for the MSMEs .

The paper will concentrate on an alternative economic model in which small-scale enterprises are given adequate support rather than large corporate actors being given undue leverage. In the field of distributive justice, the paper will introduce a new dimension.

Keywords: *Economics, MSME, India, Corporate sector.*

INTRODUCTION:

Micro, Small and Medium Enterprises (MSME) has emerged as a crucial sector of the Indian economy over the last five decades. As per the revised methodology suggested by Central Statistics Office (CSO), Ministry of Statistics and Programme Implementation (MOSPI), the estimated contribution of manufacturing sector Micro, Small and Medium Enterprises (MSME) to GDP, 2018__The sector's contribution to the national GDP is eight percent. It contributes about 6.11 percent of the manufacturing GDP, 24.63 percent of the services, and 33.4 percent of India's manufacturing output. It's contribution to exports stand at 40 percent. The budgetary allocation to MSME for the year 2018-19 was Rs.30168.57 2019-With around 63.4 million units throughout the geographical expanse of the country, MSMEs contribute around 6.11% of the manufacturing GDP and 24.63% of the GDP from service activities as well as 33.4% of India's manufacturing output. 2020 MSME sector contributes 30% to GDP, 48% to exports: Nitin Gadkari

Product offered by MSME Sector Khadi is a proud legacy of India's national freedom movement. India's Khadi and Village Industries (KVI) are two national treasures. Coir industry is a traditional ago-based industry that began in Kerala and has spread to other coconut-producing states such as Tamil Nadu, Karnataka, Andhra Pradesh, Odisha, West Bengal, Maharashtra, Assam, Tripura, and others.

It is an export-oriented industry with more potential for value addition through technical interventions and diversified goods such as Coir Geo textiles and other similar products.

By fostering MSME growth and development, the Ministry of Micro, Small and Medium Enterprises (M/o MSME) envisions a vibrant MSME market., including Khadi, Village and Coir Industries , in cooperation with concerned Ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

Food and allied industry products, timber and wood products, chemicals and chemical products, glass and ceramics, and mechanical engineering (excluding transportation equipment) are all manufactured by the Micro and Small Enterprise Sector. Information on the same can be found in.

EXHIBIT-1

SL. No.	SL. No. (Gazette Notification)	Product Code	Name of the Product
1	3	202501	Pickles & chutneys
2	7	205101	Bread
3	11	21100102	Mustard Oil (except solvent extracted)
4	13	21100104	Ground nut oil
5	47	276001	Wooden furniture and fixtures
6		28	Paper Products Other Chemicals.
7	253	305301	Wax candles
8	308	314201	Laundry soap
9	313	317001	Safety matches
10	314	318401	Fire works
11	319	319902	Agarbatties
			Glass and Ceramics
12	335	321701	Glass bangles
		33-35	Mechanical Excluding Transport Equipment
13	364	340101	Steel almirah
14	394	341004	Rolling shutters
15	402	34200602	Steel chairs-All types
16	404	34200702	Steel tables-All other types
17	409	342099	Steel furniture-All other types
18	428	343302	Padlocks
19	447A	345207	Stainless steel utensils
20	474	345202	Domestic utensils-Aluminium

THE PERFORMANCE OF MSME SECTOR IN INDIA:

The performance of MSME sector can be measured in terms of various variables such as total working enterprises, employment and market value of fixed assets. In this section, we will look at the number of MSME manufacturing units by state/UT, the jobs generated by the MSME sector in all states/UTs, and the market value of MSME manufacturing fixed assets in all states. Most significantly, we'll look at how different states and UTs compare in terms of total number of MSMEs manufacturing units, MSME jobs, and fixed asset market value.

According to the fourth MSME census, the country had 214.4 lakh MSME units distributed across all states and union territories. Uttar Pradesh tops the list with 2422 thousand MSME units, accounting for 11.3 percent of the country's total MSME units. The states of West Bengal (9.9%), Tamil Nadu (9.6%), Andhra Pradesh (7.2%), and Gujarati (7.2%) are all close behind Uttar Pradesh (11.3%).

PRESENT (MSME):

The Narendra Modi government unveiled the ‘Atmanirbhar’ stimulus package two months ago, with the aim of reviving India's micro, small, and medium enterprises (MSMEs) market, which was recently reclassified based on turnover and investment.

According to the current July 1,2020 redefinition, a micro enterprise is defined as one in which the plant and machinery investment does not exceed one crore rupees and the turnover does not exceed five crore, a small enterprise is defined as one in which the investment does not exceed ten crore and the turnover does not exceed fifty crore, and a medium enterprise is defined as one in which the investment does not exceed Rs 50 crore and 250 crore.

Nirmala Sitharaman, the Union Finance Minister, announced the new classification on May 13 as part of the ‘Atmanirbhar Bharat Abhiyaan’ Economic Package, which aims to alleviate India's economic woes in the wake of the pandemic. The government has agreed to provide Rs 3 lakh crores in collateral-free automatic loans to MSMEs under this ‘abhiyan’ (scheme) in order to provide additional working capital to existing customers of banks and NBFCs.

MERITS OF MSME:

Fewer interest rates and availability and access to greater credit: In the absence of collateral security (any property/cash given as a security against a loan), many business owners may find it extremely hard to secure a loan for starting in their industry. However, with an MSME Registration, all banks are specifically instructed to offer loans at interest rates lower than the usual and one may be able to avail this benefit from several banking institutions for their financing needs.

Income Tax Exemption: There are many MSME registration incentives that will save you thousands of dollars in taxes if you don't have this stamp. Enterprises may benefit from a presumptive taxation basis, which relieves them of the burden of keeping comprehensive books of records and undergoing audit procedures.

Priority Lending: Priority lending is our first MSME profit. If you own a cutting-edge technology company or a masala packing company that employs rural women, your business would eventually need credit and loans for long- and short-term financing.

By virtue of Reserve Bank of India directives, banks have certain earmarked funds that must be provided to MSME businesses on a mandatory basis. Producing an MSME certificate allows you to apply for this loan more quickly and with less hassle.

Reimbursement for ISO Certification: All registered micro and small industries may claim an exemption from all expenses incurred for obtaining ISO 9000, ISO 14001, and HACCP certifications in order to promote the standards and certifications obtained by MSMEs in order to improve their performance across sectors.

PROBLEMS FACED BY MSMES:

Lack of adequate credit from banks MSMEs face greater difficulties in obtaining credit from banks the bank loan process is extremely lengthy, requiring a great deal of paperwork and a high processing fee .Banks are not lending to small businesses in sufficient amounts. MNC rivalry- MSME's are up against a lot of competition from multinational corporations. Since multinational corporations have high-quality products at a low cost.

Lack of marketing channel delivery- MSME's are not embracing new ideas for product distribution and advertising. Due to inadequate advertising and weak distribution platforms, sales are extremely low. Resources are in short supply due to a lack of raw materials, labour, and other inputs on the market. As a result, producing the goods at a reasonable cost is extremely difficult.

FUTURE OF MSME:

All over the world, the Micro, Small, and Medium Enterprises (MSME) sector has been recognized as a growth driver. A SME Development Agency has been developed in many countries around the world as the nodal agency to coordinate and oversee all government interventions in this sector's development. In India, the term "medium establishment" has been established for the first time in a separate Act regulating the promotion and growth of Micro, Small and Medium Enterprises (MSME), namely the Micro, Small and Medium Enterprises (MSME) Development Act, 2006. (Which has come into force from 02nd Oct, 2006) the Planning Commissioner's Office functions as the Nodal Development Agency under the Ministry of Micro, Small and Medium Enterprises.

As income rises, the informal sector's share of the economy declines and the formal SME sector's rises. In Bangladesh, SMEs account for over 90% of all industrial units, accounting for between 80% and 85% of all industrial jobs and 23% of total civilian employment. The true significance of SMEs, on the other hand, can be seen in China, where they account for over 68 percent of all e-commerce transactions.

As of today, the sector, which consists of 36 million units, employs over 80 million people. With over 6,000 goods, the sector contributes about 8% of GDP, as well as 45 percent of total manufacturing production and 40 percent of the country's exports.

The SME sector has the ability to spread industrial growth across the country and can play a significant role in the inclusive growth process.

SMEs also contribute significantly to the growth of the country through their high contribution to domestic production, significant export earnings, low investment requirements, operational flexibility, location-based mobility, and low-intensity imports.

CONCLUSION:

There is no denying that MSMEs are an important contributor to long-term development. They will create jobs for a large number of people, thus eliminating unemployment and alleviating poverty. The MSME sector has the potential to generate significant Forex reserves for the nation.

The Indian government has taken a number of steps to make this sector more vibrant and important to the country's economic growth. At a time when the country is issuing a clarion call for growing the manufacturing sector's share of GDP and job opportunities through various policy initiatives. Both the state and federal governments should devote sufficient attention to the country's MSME manufacturing sector. In the industrial and allied industries, Indian SMEs are always willing to embrace and acquire new technology, new business concepts, and automation.

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**A STUDY ON E-SUPPLY CHAIN MANAGEMENT WITH REFERENCE
TO DUNZO DIGITAL PRIVATE LIMITED**

SANDHYA.R

M.Com

Department of PG Studies in Commerce & Research Centre
KLE Society’s S Nijalingappa College

ABSTRACT:

E- Commerce is important for every business to embrace the latest methods and trends to conduct their businesses. With the advanced technology particularly the internet, the world has discovered a new path of opportunities. In a border less world 24 hours a day 7 days a week e- commerce transactions it is a Win-Win situation for the parties both buyers and sellers participating in it.

Switching from the transactions of traditional business models into a better model far superior in terms of following aspects such as:

- Efficiency
- Productivity
- Profitability and
- Competitiveness

E-Commerce itself is categorized into several sections. Among the sections are Business-To-Business (B2B), Business-To-Consumer (B2C), and Business-To-Government (B2G).

This paper focusing on significance of e-supply chain management system by taking in to considering Dunzo private limited.

Key Words: *E-Commerce, Technology, Dunzo Pvt, ltd, B2B, B2C, B2G.*

INTRODUCTION:

In this progressively competitive global marketplace, it is important for every business to embrace the latest methods and trends to conduct their businesses. With the advanced technology, particularly the internet, the world has discovered a new path of opportunities, switching the transactions of traditional business models into a better model far superior in terms of efficiency, productivity, profitability and competitiveness.

This is where E-Commerce comes into the picture in which is short form for “Electronic Commerce”. E-Commerce is generally the things today which idea covers the global information economy which includes electronic trading of goods and services, electronic fund transfer, online procurement, direct marketing, electronic billing, etc, through the internet via the computer.

E-Commerce does not change the centre of businesses, which is to generate profitability from transactions, but it is to change the mindset of how to go about generating profits through an efficient way. This simply means obtaining information at our fingertips, without wasting time, money and effort, and also to conduct real time transactions.

Supply Chain is a series of business processes in which products or services are produced and delivered to customers through value adding activities implemented by involved parties. In a manufacturing supply chain, the value adding activities mainly include product development, product design, raw materials supply, manufacturing the product, product packaging, delivery to customers, and post-sale services.

In commerce, supply-chain management, the management of the flow of goods and services involves the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption. Interconnected or interlinked networks, channels and node businesses combine in the provision of products and services required by end customers in a supply chain.

STATEMENT OF THE PROBLEM:

The main intention is to analyze the problems faced by the people in rural part of the country and their difficulties in either getting their packages, cargo's shipped from their place or delivered to their place and to study the role of online logistics service leading to the development of Indian economy.

E-Supply chain management in a manufacturing context is a series of Internet enabled value adding activities to guarantee products created by a manufacturing process can eventually meet customer requirements and realize returns on investment.

Supply chains have advanced in the last two decades with improved efficiency, agility and accuracy in this regard the present topic is taken in to consideration.

OBJECTIVES OF THE STUDY:

- To understand the significance of ecommerce present era.
- To assess need e-supply chain management.
- To analyze efficiency in terms productivity, profitability, and competency.
- To offer suggestions based on findings of the study.

RESEARCH METHODOLOGY:

The present study both primary and secondary data collected further basically emphasizing on need and requirement of supply chain management for this purpose a sample size of 178 respondents chosen for the study. Data collected so for analyzed with statistical tools diagrams and graphs.

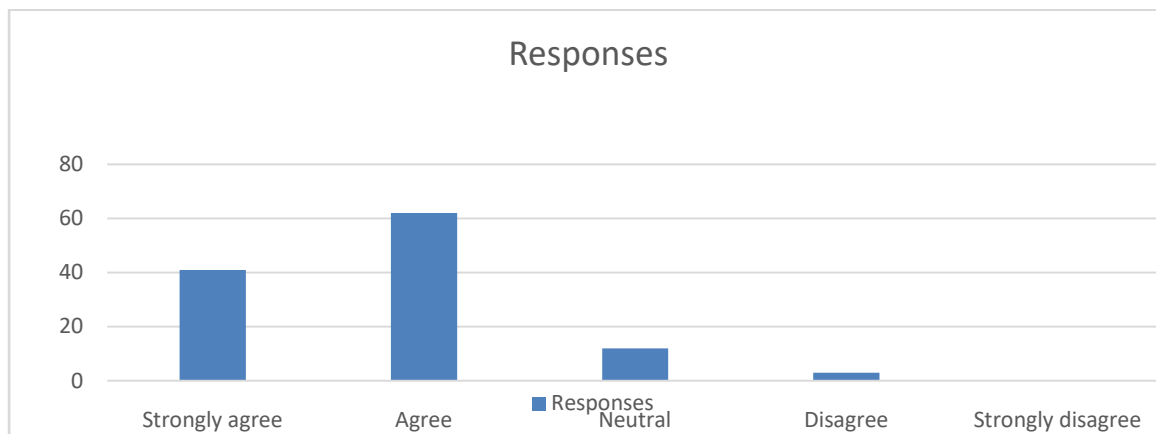
ANALYSIS & INTERPRETATION:

TABLE 1: E-supply chain management reason for growth of online market

Particular	No. of Responses	Percentage
Strongly agree	41	34.47
Agree	62	52.54
Neutral	12	10.16
Disagree	3	2.83
Strongly disagree	Nil	-
Total	118	100

Source: *Primary data.*

GRAPH 1: E-supply management reason for growth of online market



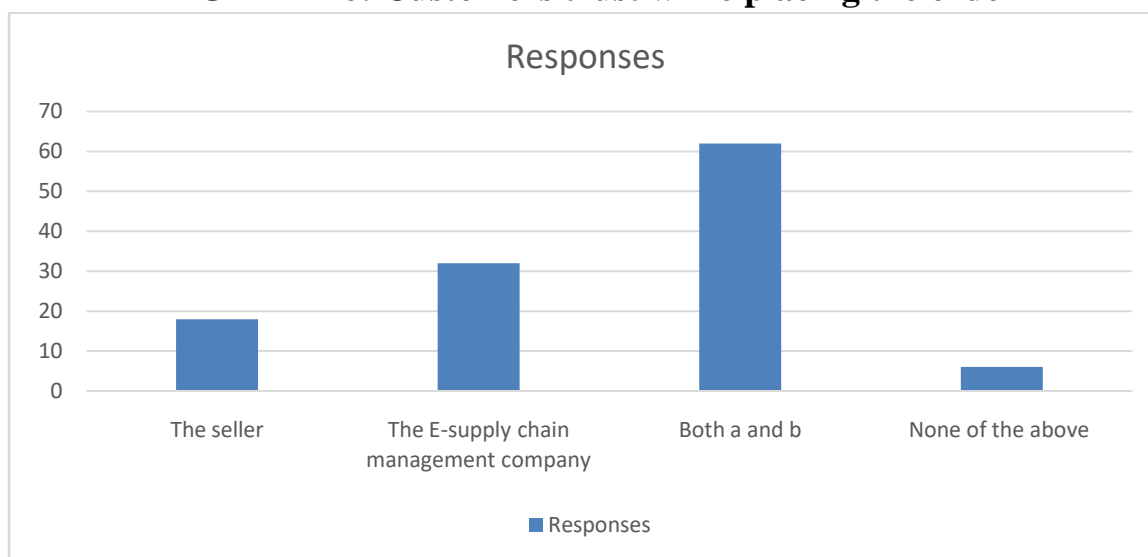
Out of 118 respondents in the survey questionnaire customers were asked about the reason for the growth of online market, 52.54% of the respondents agree, 34.475 of the respondents strongly agree and 10.16% of the respondents are neutral, 2.83% of the respondents disagree. According to the respondent’s reaction in the above graph we can interpret that majority of them have agreed that E-supply chain management is the main reason for the growth of online market, out of 118 respondents 3 respondents have disagreed and no respondents have strongly disagreed.

TABLE 2: Customers trust while placing the order

Particulars	No. Of Respondents	Percentage
The seller	18	15.25
The e-supply chain management company	32	27.11
Both a and b	62	52.54
None of the above	6	5.10
TOTAL	118	100

Source: Primary data.

GRAPH 6: Customers trust while placing the order



When the customers were asked whom will they trust while placing the order, out of 118 respondents 15.25% of the respondents choose option the seller, 27.11% choose e-supply chain management 52.54% choose both a & b and 5.10% choose none of the above.

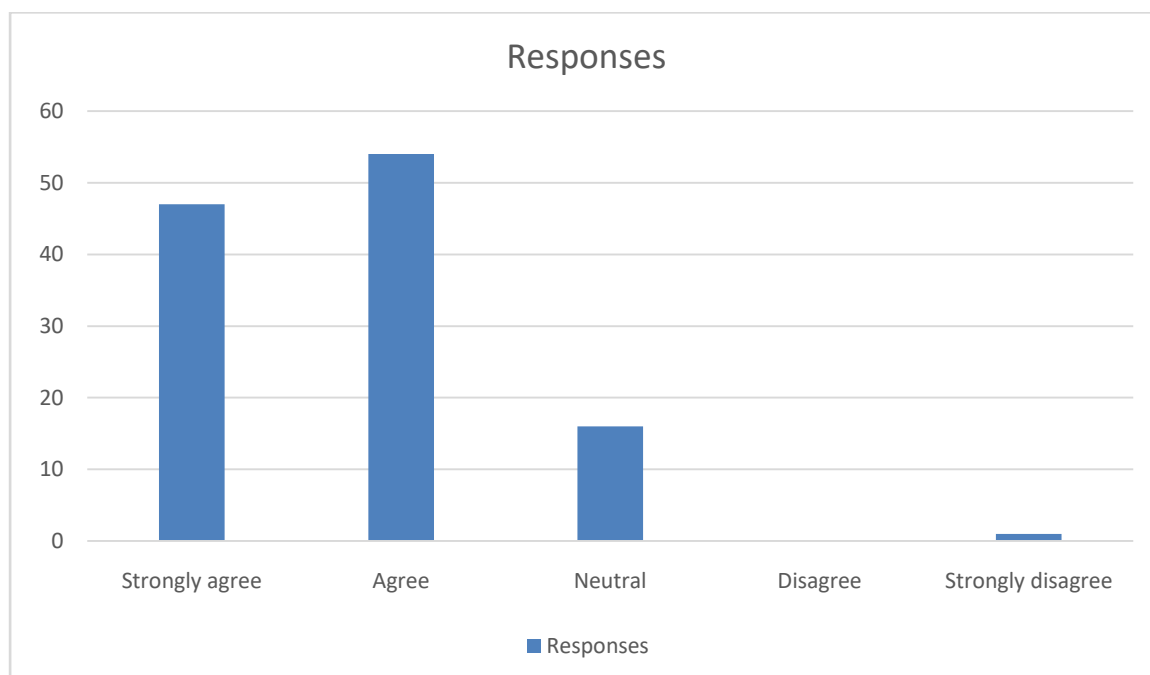
From the above graph we can interpret that majority of the respondents that is 62 of them trust both the supplier and the e-supply chain management, 32 of the respondents trust the e-supply chain management, 18 respondents trust the seller and only 6 respondents trust none of the above.

TABLE 3: E-supply chain management is helpful to buyers by providing 24/7 accessibility to place the order

Particulars	No. of Respondents	Percentage
Strongly agree	47	39.83
Agree	54	45.76
Neutral	16	13.55
Disagree	Nil	-
Strongly disagree	1	0.86
Total	118	100

Sources: Primary data.

GRAPH 3: E-supply chain management is helpful to buyers by providing 24/7 accessibility to place the order



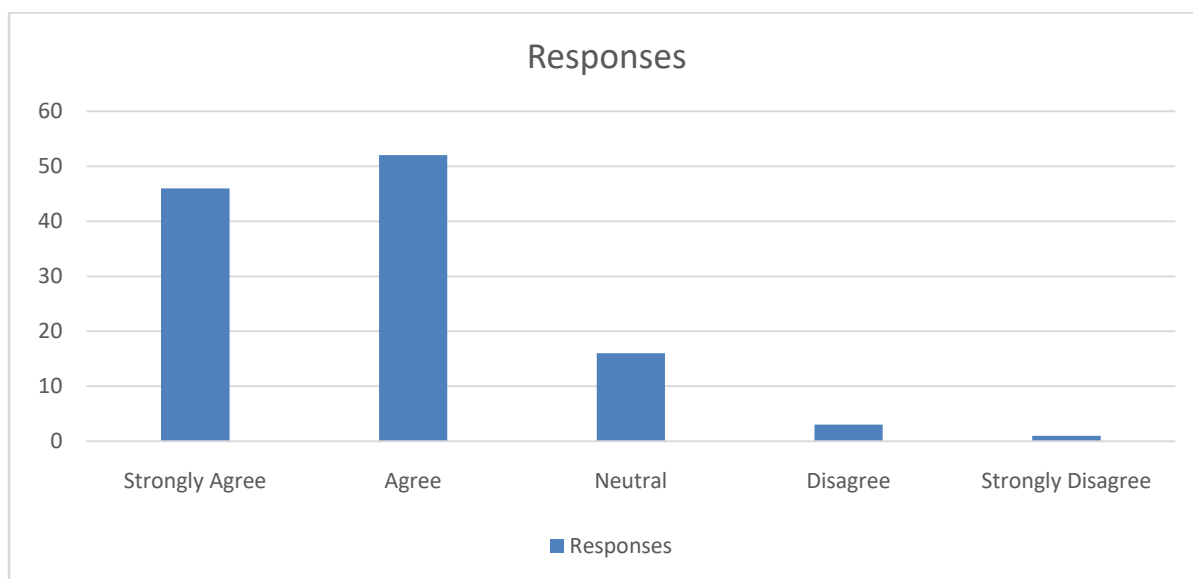
From above table it shows that out of 118 respondents, 54 of them agreed that the E- supply chain management is helpful to the buyers by providing 24/7 accessibility to place the order, and 1 of them strongly disagree. From the above graph we can interpret that 39.83% of the respondents strongly agreed that E-supply chain management is helpful to buyers by providing 24/7 accessibility to place order, 45.76% of the respondents agreed, 13.55% of the respondents are neutral, and 0.86% of them strongly disagreed.

TABLE 4: E-supply chain management also entered into food delivery and hospitality services

Particular	No. of responses	Percentage
Strongly agree	46	38.98
Agree	52	44.06
Neutral	16	13.55
Disagree	3	2.54
Strongly disagree	1	0.87
Total	118	100

Sources: Primary data.

GRAPH 4: E-supply chain management also entered into food delivery and Hospitality services



From above table it shows that out of 118 respondents, 52 of them agreed that the E- supply chain management has also entered into food delivery and hospitality services, 3 of them disagree and 1 of them strongly disagree.

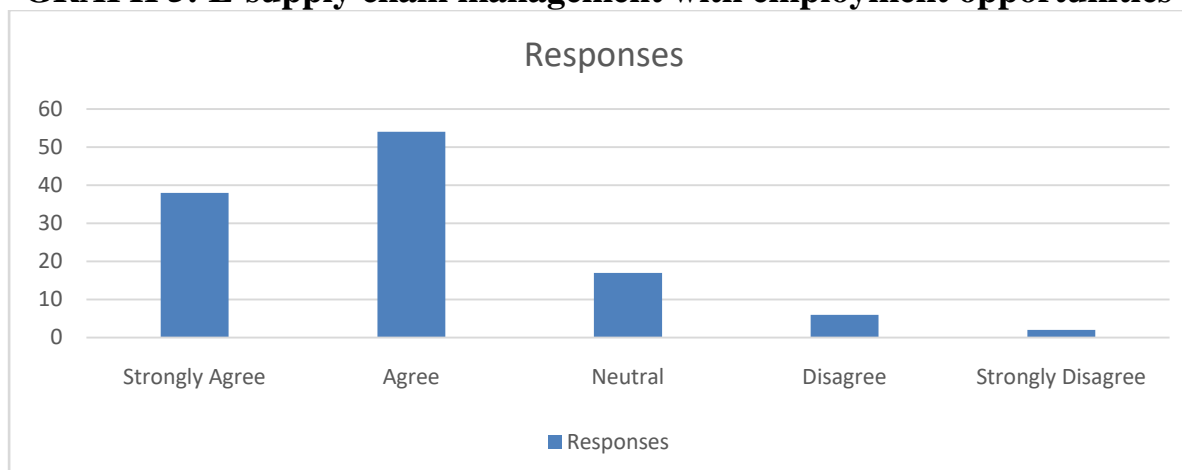
And above graph we can interpret that 38.98% of the respondents strongly agreed that E-supply chain management has also entered into food delivery services, 44.06% of the respondents agreed, 13.55% of the respondents are neutral, 2.54% of them disagreed and 0.87% of them strongly disagreed.

TABLE 5: E-supply chain management with employment opportunities

Particulars	No. of respondents	Percentage
Strongly agree	38	32.20
Agree	54	45.76
Neutral	17	14.40
Disagree	6	5.08
Strongly disagree	2	2.56
Total	118	100

Sources: Primary data.

GRAPH 5: E-supply chain management with employment opportunities



From above table and graph it shows that out of 118 respondents, 54 of them agreed that the E- supply chain management has provided lots of employment opportunities to the youth, 6 of them disagree and 2 of them strongly disagree.

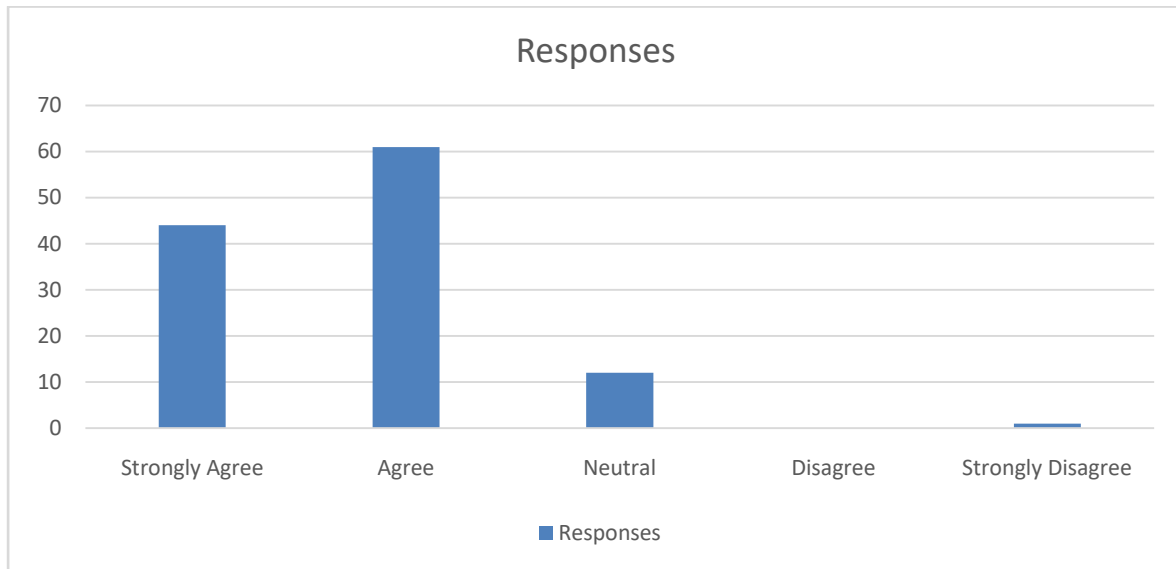
From the above graph it can interpret that 32.20% of the respondents strongly agreed that E-supply chain management has provided lots of employment opportunities to the youth, 45.76% of the respondents agreed, 14.40% of the respondents are neutral, 5.08% of them disagreed and 2.56% of them strongly disagreed.

TABLE 6: E-commerce is one of the fastest growing industries in India

Particulars	No. of respondents	Percentage
Strongly agree	44	37.28
Agree	61	51.69
Neutral	12	10.16
Disagree	Nil	-
Strongly disagree	1	0.87
Total	118	100

Sources: *Primary data.*

GRAPH 6: E-commerce is one of the fastest growing industries in India



From above table and graph it shows that out of 118 respondents, 61 of them agreed that E-Commerce is one of the fastest growing industries in India and 1 of them strongly disagrees.

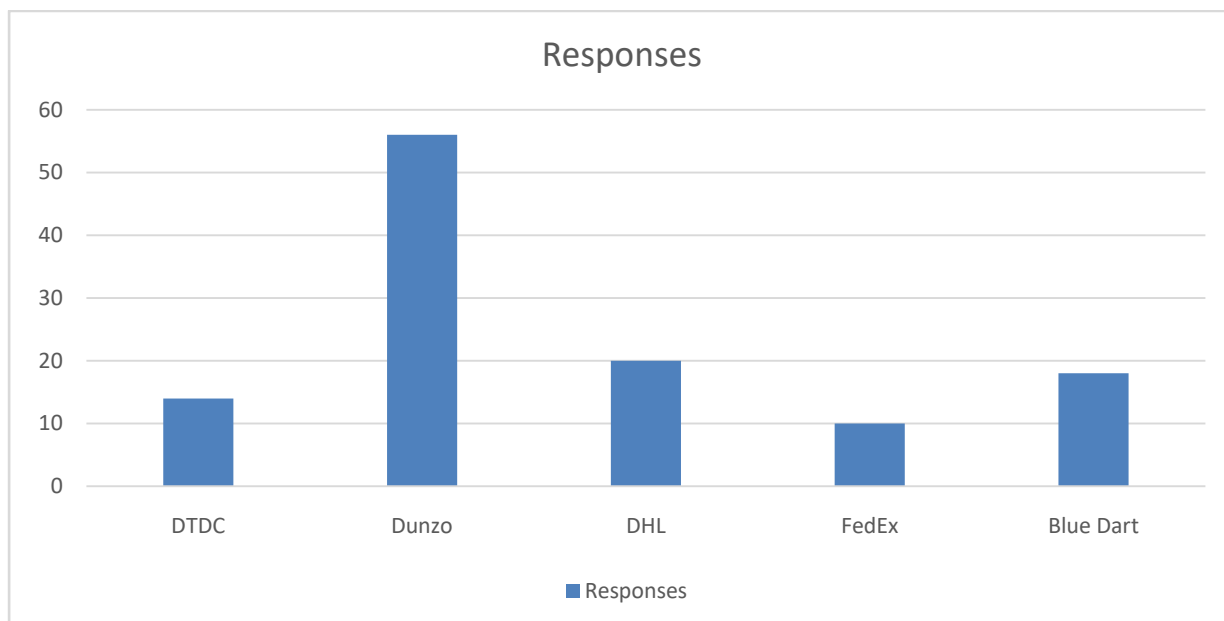
It can interpret that 37.28% of the respondents strongly agreed that E-commerce is one of the fastest growing industries in India, 51.69% of the respondents agreed, 10.16% of the respondents are neutral and 0.87% of them strongly disagreed.

TABLE 7: Choose the site you prefer to transport small logistics

Particulars	No. of respondents	Percentage
DTDC	14	11.86
DUNZO	56	47.45
DHL	20	16.94
FedEx	10	8.47
Blue Dart	18	15.28
Total	118	100%

Sources: *Primary data.*

GRAPH 7: Choose the site you prefer to transport small logistics



From above table it shows that out of 118 respondents, 56 of them prefer DUNZO to transport small logistics, 20 of them prefers DHL, followed by Blue Dart, DTDC and FedEx. With Graph it can interpret that every one of them are frequent visitors of E- commerce website.

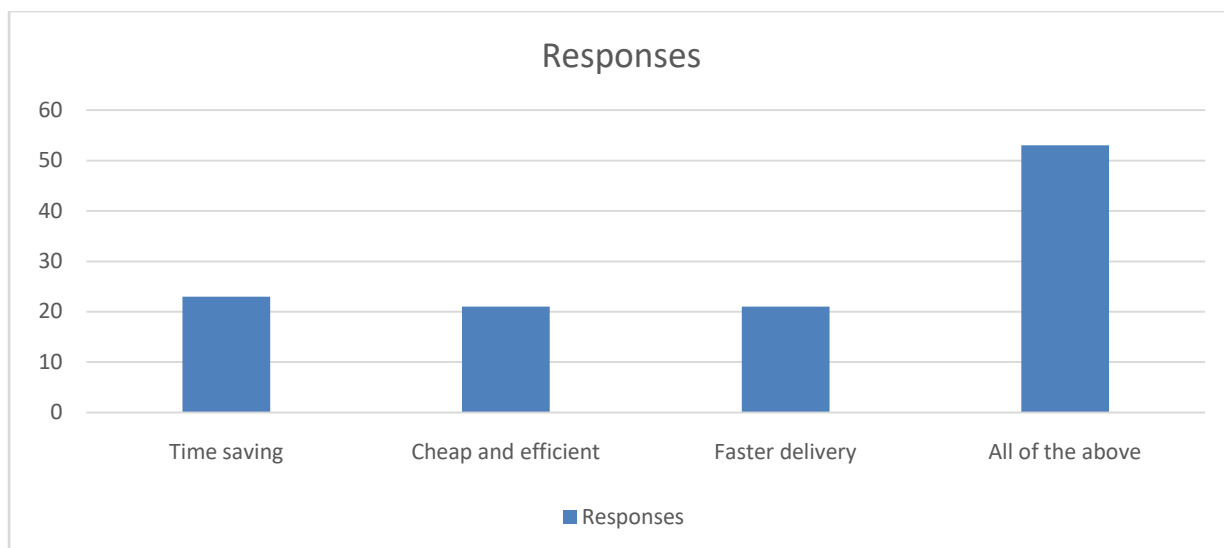
Majority of the respondents that is 47.45% of them prefer DUNZO the most popular website followed by DHL, followed by Blue Dart, DTDC and FedEx.

TABLE 9: Reason might be for the growth of logistic business

Particulars	No. of respondents	Percentage
Time saving	23	19.49
Cheap and efficient	21	17.79
Faster delivery	21	17.79
All of the above	53	44.93
Total	118	100

Sources: *Primary data.*

GRAPH 9: Reason might be for the growth of logistic business



From above table it shows that out of 118 respondents, 53 of them choose all of the above option might be reasons for the growth of logistic business, 23 of them select Time saving option, a 21 of them choose cheap and efficient and remaining 21 of them goes with faster delivery option as the reason for the growth of logistic business.

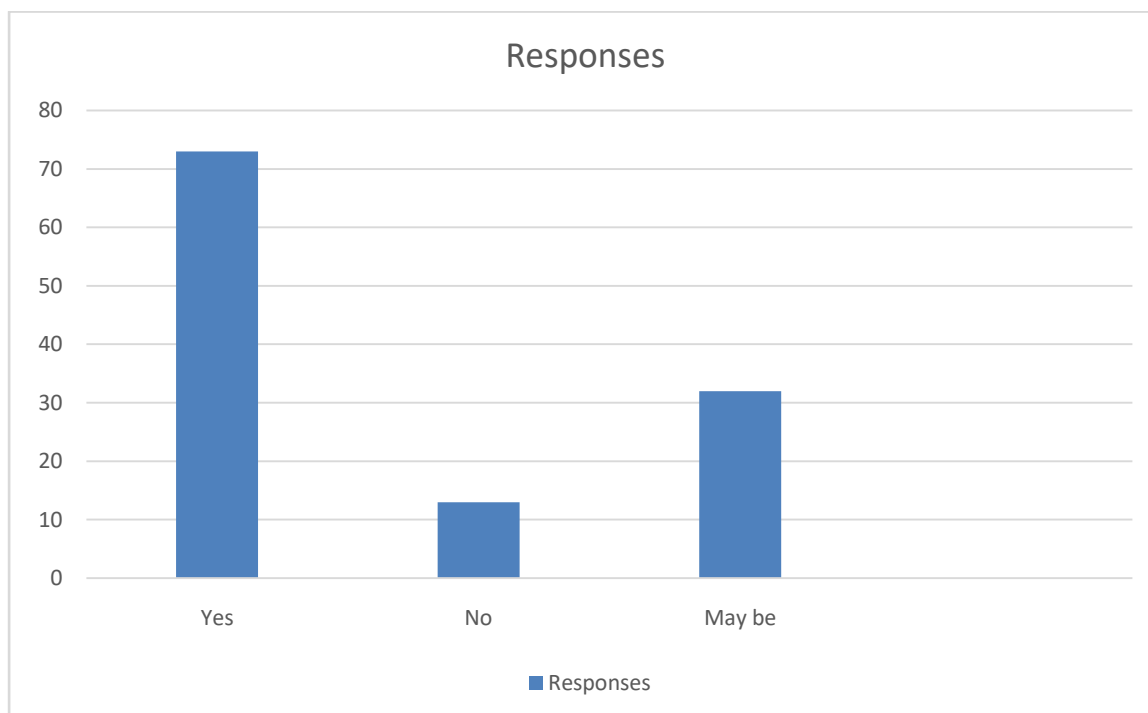
From the above graph we can interpret that 44.93% of respondents think all of the above many be the reason for the growth of logistic business, 19.49% of respondents feel it's because of time saving, and remaining respondent's selects cheap and efficient and faster delivery can help in growth of the logistic business.

TABLE 10: COVID-19 affects the delivery business

Particulars	No. of respondents	Percentage
Yes	73	61.86
No	13	11.01
May be	32	27.13
Total	118	100

Sources: *Primary data.*

GRAPH 10: COVID-19 affects the delivery business



From above table it shows that out of 118 respondents, 73 of them choose yes this COVID-19 pandemic situation has affected delivery business, 32 of them opt No and remaining opt might be option.

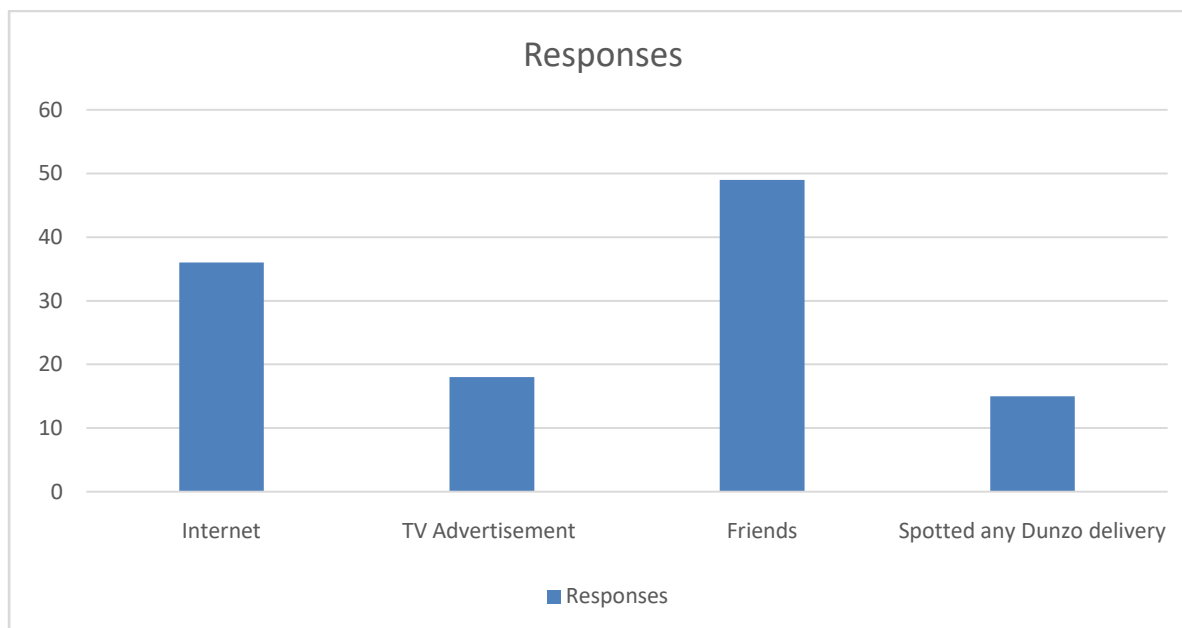
Further from graph we can interpret that 61.86% of them choose yes this COVID-19 pandemic situation has affected delivery business, 11.01% of them opt No and remaining opt might be option.

TABLE 11: Information about DUNZO

Particulars	No. of respondents	Percentage
Internet	36	30.50
TV Advertisement	18	15.25
Friends	49	41.52
Spotted any Dunzo delivery	15	12.73
Total	118	100

Sources: *Primary data.*

GRAPH 11: Information Know about DUNZO



From above table and graph it shows that out of 118 respondents, 49 of them got to know about DUNZO by their friends, 36 of them through, 18 of them through TV Advertisement and remaining by spotting delivery in DUNZO.

It can interpret that 41.52% of them got to know about DUNZO by their friends, 30.50% by browsing in internet, 15.25% by TV advertisements made by DUNZO and remaining of them got to know by spotting delivery in DUNZO.

TABLE 12: Rate performance of below logistic companies on scale of 1-5

Particulars	No. of respondents	Percentage
DTDC	14	11.86
DUNZO	58	49.15
DHL	12	10.16
FedEx	8	6.77
BLUE DART	26	22.03
Total	118	100

Sources: Primary data.

From the above table it shows that out of 118 respondents, 14 of them rate DTC, 58 of them rate DUNZO, 12 of them rate DHL, 8 of them rate FedEx and remaining of them rate Blue Dart considering the pandemic situation going around the globe.

It can interpret that 49.15% of the respondents have rated Dunzo for extending its performance even in pandemic situation around the globe and followed by 22.03% towards Blue dart, 11.86% towards DTDC, 10.16% towards DHL and remaining 6.77% towards FedEx.

TABLE 13: Opinion according to effective supply chains

Particulars	No. of respondents	Percentage
Customer service	21	17.79
Improved quality and reliability	11	9.32
Reduced cost of operations	9	7.62
Higher speed of delivery	6	5.08
Quick response to market changes	7	5.93
All the above	64	54.56
Total	118	100

From above table shows that out of 118 respondents, 21 of them believe that customer service can identify the value attributes of effective supply chain and 64 of the respondents believe that all the above can identify and the least that is 6 respondents for Higher speed of delivery. It can interpret that 17.79% of the respondents believe that customer service can identify the value attributes of effective supply chain, 9.325% towards improved quality and reliability of products, 7.62% towards reduced cost of operations, 5.93% towards quick response to market changes, 5.08% towards higher speed of delivery and 54.56% of the respondents believe that all the above.

FINDINGS:

- Majority of the people agree that E-supply chain management is the reason for the growth of online markets. While placing the order the customer's trust is on both seller and the E-supply chain management.
- Majority of people agree that E-supply chain management is helpful to buyers by providing 24/7 accessibility to place order.
- Majority of them have agreed that E-supply chain management has also entered food delivery and hospitality services. Most of the respondents agree that E-supply chain

management is providing lots of employment opportunities to youth. Many believe that E-commerce is one of the fastest growing industries in India.

- Majority of the customers prefer Dunzo to transport small logistics. Dunzo is the most and then followed by DHL, Blue Dart, DTDC and FedEx. Majority of the customers thinks that time saving, cheap and efficient, faster deliveries are the reasons for the growth of logistic business.
- Majority of customers believes that the COVID-19 has affected the delivery business.
- Many got to know about Dunzo by their friends and followed by browsing internet, TV Advertisement and by spotting delivery. Majority of the customers rated Dunzo for extending its service in delivering the logistics even in pandemic situation.
- Most of respondents agree that Dunzo is helping its customer to save time and money.
- It is necessary to extend Dunzo's services in rural areas and majority of the respondents agreed upon it. Customers believe that Blue Dart might be the biggest competition for the Dunzo followed by DTDC, DHL and FedEx.

SUGGESTIONS:

- Time saving, cheap and efficient, faster delivery are the reasons why customer prefers Dunzo to transfer logistics.
- Out of 118 respondents only 0.86% of the respondents strongly disagree that E-supply chain management is not helpful to buyers by providing 24/7 accessibility to place the order this shows that only 1 of the respondents falls under age group of 40 and above are lacking in technology and are not aware of using online shopping sites.
- Majority of the people wants the online services to be extended even in rural areas so that we can take another step towards digitalization and also increase revenue.
- Promotions and advertisements should be done in every corner of the country so that they can be aware of online delivery and be attractive to the customers.
- By involving in delivery of small business logistics timely can increase the growth of retail businesses by linking up with them and also increase service efficiency.

CONCLUSION:

From the study we can come to know that majority of them believe that E-supply chain management reason for growth of online market only because the customers are addicted to online delivery just to save time and they have also build trust among the seller and the E-supply chain management companies.

Most of the customers prefer to deliver small business logistics is because it gets deliver at the right time from one to other end at very cheaper rate. The survey conducted concludes that the E-supply chain management is very much helpful to the consumers by providing them 24/7 accessibility to deliver at anytime and anywhere available. The customers feel that transportation cost may be comparatively lower when it is transported through Dunzo. The E-supply chain management should focus on the rural areas. The reviews confirmed the positive aspects in E-commerce and E-supply chain management in defined structure which leads to progress.

The only worries of the customers is regarding the trustworthiness for some websites, since they give details of their cards to the E-commerce sites, the customers has also complained about the quality of products, transportation facility, storage facilities etc were the E-supply chain management companies should focus on it. The psychology of an Indian is still the same of checking the products physically before purchasing it, which creates mental hurdle for online shopping.

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SKILL INDIA: Role in Developing Nation

PRESENTED BY

SAI SRINIVAS MURTHY.M

PG Dept. – M.COM

SRN ADARSH COLLEGE

GUIDED BY

DEVI. K

PG Dept. – M.COM

SRN ADARSH COLLEGE

ABSTRACT:

India is a country with majority of young generations. As far as the economic development of country is concerned, India is considered as developing country, due to various problems like poverty, unemployment, illiteracy, medical infrastructure etc.

Youth plays an important role in achieving economic prosperity of the country, and Skill India is a tool for reshaping Indian Economy.

Honorable Prime Minister Shri Narendra Modi introduced Skill India Campaign in 15th July 2015. This program aims to provide training on various skills oriented activities for all youth majorly youths of villages.

This paper attempts to highlight the Benefit and Roll of Skill India campaign in developing and who learned from its drawbacks for the success of Skill India.

KEYWORDS: *Skill India, campaign, program, Economic.*

INTRODUCTION:

India is a country with high working age population. Unemployment is a severe problem faced in India. Skill India is an initiative to improve the physical and mental development of India youths, so that the Unemployment problem in the country can be reduced. A skill is related to the capability of a person to complete a task in accordance with the pre-determined results.

Skill has been defined as an ability and capacity developed through thoughtful, cautious, systematic, and persistent effort to efficiently and successfully accomplish multi-faceted activities or job functions involving idea (intellectual skills), resources computer software or hardware (specialized and practical skills), Social interactive skills.

Skills and Knowledge are the engines of Economic growth and social development of any country. Countries with higher and better levels of knowledge and skills respond more effectively and promptly to challenges and opportunities of globalization. In Skill Campaign, idea is to raise confidence, improve productivity and give direction through proper skill development. Skill enlargement will enable the youths to get Blue-collar jobs. Enlargement of skills, at young age, right at the school level, is very essential to channelize them for proper Job opportunities.

RESEARCH METHODOLOGY:

The study in this paper is based on the secondary data and information collected from Journals, articles, Government portal of Make in India, and Skill India.

OBJECTIVES OF THE STUDY:

- To analyze the need of skill India campaign in reshaping Indian economy.
- To understand the challenges in Skill Development Initiatives in India.
- To create opportunities, space and scope for the development of the talents of the Indian youths.

THE DIFFERENT PROGRAMMES UNDER SKILL INDIA CAMPAIGN:

➤ Deen Dayal Upadhyay Gram KaushalYojana – DDU-GKY

The (DDU-GKY) is a placement linked skill development program for the rural youth. Till date there have been 66 special projects that were taken up under the DDU-GKY scheme. 15 states have a minimum of 5 approved projects and many in the pipeline.

➤ **Deendayal Antyodaya Yojana: National Urban Livelihoods Mission DAY NULM**

The main aim of DAY – NULM mission is to curb poverty of the urban poor households by providing them access to their skill related employment opportunities in an organized manner as a part of this scheme, regional workshops have also been conducted in support of urban homeless, urban street vendors etc. A major objective of the scheme is to help people earn a sustainable livelihood through skilling and up skilling.

➤ **Director General of Training – Modular Employable Skills – DGT-MES:**

Government of India and the Ministry of Labour together has launched Modular Employable Skills (MES) under Skill Development Initiative (SDI). Under this scheme, school dropouts and existing workers, specially, in the unorganized sector are to be trained for employable skills.

The scheme has been in operation since 2007 and statistics show that a large number of school dropouts do not have access to skill development for improving their employability through various vocational training and apprenticeship programs.

➤ **Ministry of Labour and Employment:**

Is to protect the interests of workers in general and also the rural and urban poor and that section of people who are deprived and sections of the society

➤ **Mahatma Gandhi National Rural Employment Guarantee Act – NREGA:**

NREGA guarantees right to work in rural areas by providing wage employment to unskilled manual workers.

People are ensured of at least 100 days of employment in every household to a member who is willing to do unskilled work. Employment under NREGA has legal clauses and the employment schemes are directly implemented by the gram panchayats.

➤ **Ministry Of Skill Development and Entrepreneurship – MSDE**

The (MSDE) is responsible for the co-ordination of overall skill development efforts across the country 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.

➤ **National Skill Development Corporation – (NSDC)**

The (NSDC) is a unique organization under PPP mode, under the Ministry of Skill Development & Entrepreneurship. It aims to promote skill development by initiating the creation of large and quality oriented training institutes all over the country. NSDC acts as a catalyst in skill development by providing funding to enterprises, companies and organizations that provide skill training.

➤ **National Skill Development Agency – (NSDA)**

NSDA is an autonomous body of Ministry of Skill Development and Entrepreneurship it ensure that the skilling needs of the disadvantaged and the marginalized groups like SCs, STs, OBCs, minorities, women and differently abled persons are taken care of without any bias.

➤ **Pradhan MantriKaushal Vikas Yojana – PMKVY**

(PMKVY) is a unique initiative by the Government of India that aims to train about 24 lakh Indian youth to be industry relevant, skill based and to prepare them for the global market. Under this scheme, the trainees will also be given financial support and a certificate on successful completion of training and assessment, which will help them in securing a job for a better future. Impact Of Skill India Campaign.: It can be studied taking into consideration the trends of skill India campaign which elaborates the present day training and projected number of trained person by 2022

FEATURES OF 'SKILL INDIA'

The main focus is to skill the youths in such a way so that they get employment and also improve entrepreneurship.

1. Provides training, support and guidance for all occupations that were of traditional type.
2. More emphasis will be given on new areas like real estate, construction, transportation, textile, gem industry, jewellery designing, banking, tourism and various other sectors, where skill development is inadequate or nil.
3. The training programs would be on the lines of international level so that the youths of our country can not only meet the domestic demands but also of other countries like the US, Japan, China, Germany, Russia and those in the West Asia.

4. Other remarkable features of the 'Skill India' programme would be to create a hallmark called 'Rural India Skill', so as to standardize and certify the training process.
5. Tailor-made, need-based programmes would be instigated for specific age groups which can be like language and communication skills, life and positive thinking skills, personality development skills, management skills, behavioural skills, including job and employability skills.
6. The course methodology of 'Skill India' would be innovative, which would include games, group discussions, brainstorming sessions, practical experiences cases.

Challenges in implementing Skill Development Programme under Skill India Initiative:

1. Demand & Supply Mismatch: The demand and supply of labour-force mismatch leads to worsen skill development initiatives of the Government and its partner agencies as:

The number of people formally trained in a year is only 11, 00,000 by Ministry of Labour whereas employment and approximately 32, 00,000 trained by 17 other central government ministries.

According to the Manpower Group (USA), in Germany France, and Japan, the percentage of employers who find it difficult to fill jobs in 40%, 57%, 20%, and 80% respectively as compared to Indian employers (67)%.

2. Geographical Problem: The geographical setup of people in India is not similarly. There seems to be lower rate of labour force in economically advance state whereas high growth rate of population with few jobs in slower economical regions due to which larger portion of workers have to migrate to urban areas where major of formal institutions and private institutions are locked to cope up with challenge of economical backward status.

3. Low Educational Attainment: Though the country has made progress on educational attainment poor quality of education which results in lack of literacy skills on the part of students, these students find it extremely difficult to absorb even basic skills.

Many skills taught in curriculum are obsolete and their end result is that workers are unable to find jobs according to their aspirations. Hence, a low proportion of the work force has higher education or any form of skills training in spite of massive effort to expand the capacity of providing high-Quality formal education.

- 4. Vocational Training:** India is progressively moving towards knowledge economy, where skills are widely recognized as the important lever of economic growth, but the structure of vocational education is still doubtful wherein people still think that it is meant for those who fail to get admission in the formal system. Hence to remove this perception it will still need time to be considered as a viable alternative to formal education
- 5. Skill development for women:** In India, women play a very vital role and substantial part of the workforce; but the working percentage rate of women in total labor force is declining. The share of women workforce (between 35-54 years of age) is about 30% in 2010 as against 39% in 2000, which is quite below as compared to 82% in china and 72% in Brazil.
- 6. Private sector participation:** The private sector is not involved adequately in curriculum development and policy formulation related to educational and vocational training. Mostly private sector institutes are located in urban areas therefore rural population remains lags behind. Also due to high cost involved people from rural India finds it difficult to access this institutions.
- 7. Informal and formal sector skill-gap:** As the Government of India has set a target to impart the necessary skills to 500 million people by 2022 in the 12th Five year plan, whereas in reality the country is facing a significant skilled manpower challenge over the next decade. In India, around 12 million people are expected to join the workforce every year whereas the current total training capacity of the country is around 4.3 million, thereby depriving around 64% entrants of the opportunity of formal skill development every year.
- 8. Infrastructure Challenge:** One of the important requirements for the proper implementation of the skill and training development programs is the availability of the basic infrastructure for the same.

It has been noticed that many skill development institutions suffer from lack of proper infrastructure. The assessment of the fitness evaluation of the institutes is not conducted regularly.

The situation is more severe in case of institutions located in semi-urban and rural areas. Further the lack of industry linkages which would otherwise provide some help in addressing several infrastructure-related challenges trainers, machines etc., also woefully inadequate.

- 9. Training of Trainers:** Absence or inefficiency of a proper skilled trainer would result in serious bottleneck in the implementation of skill development projects. In India, the gross requirement of trainers is approximately 79,000 whereas at present the current annual capacity of the trainers is only 2,000.

Advantages of ‘Skill India Program’

- The main motto is to raise confidence.
- The emphasis is to increase productivity by employing skilled manpower.
- It will enable the rural population to get blue-collar jobs.
- It also strives to achieve gender equality for income in India.
- Every job aspirant would be delivered training in soft skills to grab a lucrative job and lead a decent life ahead.
- Academic Institutions, corporate bodies would help the program in the longer run.
- There has been an increase in economic growth rate. A steady growth rate in GDP.
- More and more employment opportunities are getting boosted by good dispersal of resources.
- This economic progress will lead to technological advancements.
- Sustainable skilled development will stop people from migrating to urban from rural areas.
- A sense of global competitiveness has been triggered in the nation after skill training and vocation programs.
- It provides support and guidance for facilitating a better social environment.

Measures taken by private companies

Ground reality is known by the Industry and is working to find out solutions to these challenges. Non-profit organizations in large numbers are being engaged in providing skill training to enhance employability among the weaker sections of society. Companies like Tata motors, Bosch India, Toyota etc. at their level are also trying to develop the workforce and have built up their own training infrastructure to re-train entry-level candidates. As part of a national mission, Bosch India along with National Skill Development Corporation (NSDC) is working to achieve its objective of fulfilling the growing need for skilled manpower across sectors in India.

Startup India “Celebration of Entrepreneurial Spirit of Youth” of Youth

Funding from NSCD and skill development competence has join hands to develop and deploy a vocation training model for making underprivileged children employable. It will help in providing a pool of high quality skilled manpower to the industry. It will help the trained youth find employment (including in the Bosch automotive sales and service dealer network). From January to April 2013, the pilot program under this model was conducted in Bangalore.

A second batch for girls was inaugurated exclusively with the aim of empowering them financially. Soon, the scope of the program will be extended to Nashik, Jaipur and Pune. Some companies have adopted various trades at ITIs in a Public Private Partnership (PPP) model to make the students industry ready. Bharti –Walmart, a joint venture between Bharti Enterprises and Walmart, has established skill centers to train youth, free-of-cost, in retail skills to make them employable in a sector short of skilled manpower.

Similarly Tata motors training institutes keep upgrading existing technical training institutes and establishing new technical training institutes. NSDC signed MOU with Tata Motors for skill development programs in automotive sector. Automotive skills will be taught to students in class 11 and 12 as a vocal subject in a few government schools for schools identified by Tata Motors. This pilot program will be introduced in 5 schools, teaching 50 students each. A total of 250 students will undergo this program and if it is a success, a full scale program will be launched.

Volkswagen India also keeps investing on employment and education for locals.

Buhler India has implemented this approach at their plant in Bangalore. Every year apprentices are hired from ITIs. They are then enrolled under the vocational courses provided by Skill Sonics.

FINDINGS:

- There has been a steep rise in the number of ITIs. The total number of seats in ITIs has increased by 44 % in May 2017. There has also been a steep rise in enrolment of students in ITIs from 17.80 lakh in 2013-14 to 22.4 lakh in 2016-17. Short-term training centers under NSDC have also scaled up.
- The number of training centers has also escalated by 85.9 %. 63 curricula have undergone up gradation after thorough consultation with the industry. 35 new trades have been introduced.
- Special emphasis has been given on Renewable energy, Instrumentation, are likely to get maximum demand in the future. In a similar way, short –term courses, a model curriculum for 405 courses and content for 252 courses have been upgraded.
- Industry connect is welcomed at every stage of the skill training cycle at the skill-based training centers in India. The government of India launched the National Vocational Education Qualification Framework (NVEQF) which later changed into National Skills Qualification Framework (NSQF).
- In lieu to make education, ‘industry-friendly’ skilled workforce is the need of the hour the institutions are starting community colleges, B. Voc Degree programme, Deen Dayal Upadhyay Kaushal Kendra to offer an array of skill-based courses which are in constant dialogue with the industry norms and respective sector skill council(s).
- All the courses designed for skill component should be job oriented the Institutions should offer a course in areas which have significant demand in the job market.
- Model curriculum designed by the concerned Sector Skill Councils, wherever available, may be adopted in consultation with the industry partners. Wherever the curriculum is not designed, the same may be designed in consultation with the relevant Sector Skill Councils and industry partners
- The basic education component may also include the course(s) related to communication skills, soft skills, critical thinking, ICT skills, problem-solving, value education, and environmental studies.

CONCLUSION:

To further increase the momentum & see to the proper implementation of the skill India campaign the government set a target of skilling 400 million persons by 2022, but its pace is in slow rate than the set target.

At this pace, the 2022 target appears to be very difficult. And training to job transition rate is very low than the expectation. In its first phase, the government trained some 1.97 million people against a target of 2.4 million. And the skilling to placement ratio is low.

Skill India is aspiring program of Government of India. At present India faces a severe shortage of trained workers. Only 2.3% of India's work force has formal skill training compared to 68% in the UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea.

Hence there is an urgent need to impart skills in more efficient way. For contribution in growth in Indian economy to compete with other developed countries of world it is necessary to see that in the whole process of skill India campaign, training to job transmission rate proper skill acquisition & implementation rate is undertaken in an effective manner.

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**Angel Networks in an Emerging Economy
“The Case of Indian Angel Network”**

T B SIDDHARTH SESHADRI
B.COM 2nd YEAR
BMS COLLEGE OF COMMERCE
COMMERCE
BANGALORE 560004
siddharthsheshadri2001@gmail.com
Ph: 9611953820

SAHANA B M
BCOM 2nd YEAR
BMS COLLEGE OF
COMMERCE
BANGALORE 560004
bm.sahana.03@gmail.com
Ph: 9008955770

ABSTRACT:

Angel investors are affluent individuals who put their own funds during the early stage of the company and also contribute their experience. Starting a business requires a great idea and execution capability on the part of the entrepreneur among many other factors, however along with all of these a start-up requires initial funding, which forms the base behind it converting the idea into profitable business so usually it is done by the entrepreneurs themselves through boots trapping and Initial investment made by the investor is called seed funding.

With the emergence of angel networks in India, there has been a sharp increase in the number of angel investments recorded in the public domain. However, there is little academic literature examining the activities or performance of angel investors. On the other hand, they help preserve the advantages of angel investing which are not available to investors in venture capital funds.

This paper studies the working of one angel network in an emerging economy, Indian Angel Network (IAN). It critically analyses the functioning of IAN .The study finds that the IAN processes is consistent with the characteristics of networks. At the same time, it's organizational and governance throw up a few issues that would in interest for further studies and adds to the utmost non-existent literature on angel networks in an important emerging economy like India.

Key words: *Angel investing, Angel Networks, Organization.*

INTRODUCTION:

An investment is an asset or item accrued with the goal of generating income or recognition. In an economic outlook, an investment is the purchase of goods that are not consumed today but are used in the future to generate wealth. In finance, an investment is a financial asset bought with the idea that the asset will provide income further or will later be sold at a higher cost price for a profit. An angel network is an association of investors who come together for the common purpose of reducing the search and information cost involved in the investors and entrepreneurs finding each other.

The Indian Angel Network (IAN) is a group of Angel Investors who share a passion for nurturing and investing in start-ups, which have the potential to scale. IAN has been at the forefront of seed investing both in India and overseas. IAN investors are people who have had prior entrepreneurial and/or strong operational experience, collectively commit not just money, but also their time and expertise to investee companies and access to their global networks.

IAN always endeavors to always be fair to entrepreneurs and provides invaluable mentoring, advice and guidance to even those entrepreneurs in whom it does not invest. With the help of documentation available on the IAN website relating to its investment focus, membership and investment processes as one of the key inputs to construct a picture of their activity and critically analyses the same in the light of the findings from the literature. This paper adds to the almost non-existent literature on angel networks in an important emerging economy like India.

REVIEW ON LITERATURE:

Angels and Angel Networks

Angels are recognized as the first source of external financing once funding from founders, family and friends often known as three Fs’.

Shane, Scott A., (2009), Fool’s Gold? The Truth behind Angel Investing in America, Oxford University Press, New York

Defines an angel as “a person who provides capital in the form of debt or equity, from his own funds to a private business owned and operated by someone else who is neither a friend nor a family member”.

Imperfections such as information flow on the demand and supply side, transaction costs and the frictions to flow of capital can lead to a possible case of market failure in early stage

equity financing. Such imperfections can lead to an unscientific and passive approach to sourcing of deals in which serendipity plays a large part in determining the quality and quantity of deal flows.

Angel networks emerged as a policy response in Europe and as a market response in the USA to address the problems in the supply of angel capital. The angel portal is the predominant mechanism for bringing together entrepreneurs seeking capital and business angels searching for investment opportunities. Or in other words “private or semi-public bodies whose aim is to match entrepreneurs looking for equity with business angels”. Angels may become members of business angel networks to augment their networks or because they have smaller sums to invest or because they are based in remote locations.

Van Osnabrugge, Mark and Robert J Robinson (2000), Angel Investing: Matching Startup Funds with Startup Companies--The Guide for Entrepreneurs and Individual Investors, Jossey Bass Business and Management Series,

Angel syndicates are useful because

1. They help pool investments and thus help investors participate in larger deals
2. Diversify across multiple investments
3. Draw upon the benefits of the network in terms of shared contacts and due diligence;
4. Allocate a part of their investible funds for follow-on investments.

However doubts have been raised about the efficacy of these network services.

Prowse, Stephen (1998), Angel Investors and the market for angel investments, Journal of Banking and Finance Notes that anonymous matching service may not meet the requirements of angels who emphasize previous knowledge of the entrepreneur

Mason, Colin M and Richard T Harrison (2002), Barriers to investment in the informal venture capital sector”, Entrepreneurship and Regional Development

Argue that conventional business angel networks should provide independent technology due diligence services to the investors, educate entrepreneurs on the advantages of equity financing, ensure that businesses are ready to receive angel funding when they approach the latter for raising capital and raise the levels of investment capability among those angels that do not have the competence or experience to do so. In order to provide these services, angel networks need to be well-resourced organizations.

They see a potential for a public policy intervention in terms of meeting the cost of providing these services as a means of facilitating the development of informal equity markets.

OBJECTIVE OF THE STUDY

1. To compare with the current form of angel investing & VC investors.
2. To know how India has emerged partly in response to small early stage investments among institutional VC investors.
3. To analyze how Network believes that entrepreneurs starting out require more than just money to succeed.
4. To determine what numerous challenges individual angels face as an important source of early stage equity.

RESEARCH METHODOLOGY

Secondary source of data is the data that have been already collected by and readily available from other source.

DATA ANALYSIS

❖ Angel Investing in India and the Role of Angel Networks

1. Angel Investing in India

Venture Intelligence (VI) a database provider that tracks venture capital, private equity and angel transactions reported 320 transactions as of December 2013. These investments have been made by 84 angel investors including the four angel networks, namely IAN, Mumbai Angels, The Chennai Angel Network and Hyderabad Angels.

While investments are spread across a large number of sub-sectors, there seems to be a high degree of concentration in certain sub-sectors such as online services (32%), enterprise software (11%), mobile / value added services related (8%), and e-commerce, education and healthcare (5% each).

Angel investments appear to be concentrated in a few cities, Bangalore (27%), Mumbai (23%), National Capital Region or NCR (17%), Chennai (9%), Pune (8%) and Hyderabad (5%). This increase coincides with the commencement of investment activity by the two principal networks, namely, Indian Angel Network and Mumbai Angels.

Angels seem to have existed only from four of their investments, indicating that angel investors have not been hugely successful in harvesting their investments a problem that they

have in common with their VC counterparts. 459 of the 320 angel funded companies raised funding from VC investors.

It took them a mean time of 600 days from the time they raised an angel round to raise a VC round.

2. Indian Angel Network

In this section we present our understanding of the working of IAN in terms of its mission, deal sourcing and deal management processes and organization.

Business Mission: Started as the Band of Angels in 2006, the Indian Angel Network (IAN), “aspires to be the largest player in this (early stage entrepreneurial) ecosystem and the preferred choice and first port of call for any serious entrepreneur.

Geographical Reach: IAN has operation-s in Delhi, Mumbai, Bangalore, Pune, Kolkata and Hyderabad and so on.

Each of the offices networks with entrepreneurs and sources investment opportunity.

The office organizes meetings of members in that region for deciding on investment opportunities and coordinates the rest of the activities that form part of the investment process.

Operations and Management: A Management Committee comprising the 4 founding members. The functioning of the network is managed by a Central Secretariat headquartered at New Delhi and headed by a President.

The role of the secretariat includes the following functions:

1. Creating and developing investment opportunities.
2. Evaluating the opportunities at the first stage, including initial interviews.
3. Coaching entrepreneurs for presentations to the network.
4. Handling member recruitment.
5. Communications and relationships.
6. Coordinating due diligence and investments on behalf of the investing group.
7. Interaction with network members and handling publicity and public relations.

Analysis of IAN’s organization and functioning

In this section we analysis the processes of IAN to understand the extent to which it is consistent with the view of angel networks that emerges from literature.

1. Impact on Transaction Cost

The IAN architecture has many positive features which address many of the factors that are at the root of the widely documented imperfections of the angel market, which push up

transaction cost for solo angels. The national presence helps generate a large deal flow over which the high, fixed information and search costs can be shared. The network of expert investors across a range of sectors coming together on a platform the network provides economies of scope and scale in evaluating deal flows across a wide range of sectors.

Absent such a platform, for smaller groups of investors high quality due diligence could be costly or even be rendered infeasible resulting in a smaller number of investment opportunities. The geographical presence across the country and outside allows members to invest in companies that are geographically proximate. It also enables more effective and efficient due diligence and post financing engagement as it helps the network identify lead / co-leads who have a presence in that region.

2. Impact on Diversification and Portfolio Risk

Angel networks are expected to enable investors to participate in larger and possibly more attractive deals by spreading their investible capital and diversifying their portfolio at the same time. One alternative to do so would be to invest in an early stage venture fund with High management fee, negligible to no involvement in the fund’s portfolio companies, inability to adjust exposure to the asset class by temporarily pausing participation in the fund’s investments are among the more significant problems.

IAN’s members are able to adjust their investment exposure as well as their level and style of engagement with a given company. Provision in the IRA such as the one that requires all investors to will exit simultaneously appears to address conflicts among members inter se.

The network also minimizes transaction costs. Getting the Secretariat to sign the agreement on behalf of all the members quite likely enhances the efficiency of the IAN also minimizes documentation costs by working with standard SHA and term sheet structures.

3. Sustainability of Angel Networks

The sustainability of the network enterprise will depend upon its financial viability as well its ability to sustain the organization. IAN’s complex structure of fees and payments allows it to meet its operational costs, incentivize the staffs that have a critical role to play in the delivery of the service and remain viable as a market based response to the problems of the informal equity market.

Networks are reported to have tried a variety of revenue generation mechanisms such as membership fees from investors and entrepreneurs.

4. Structure and Governance of Angel Network Organizations

First and foremost, the data seem to suggest that while membership has grown increase in the number of active angels has not been commensurate as suggested by the announcements of consummated deals.

Active angels are those who take an active role in the evaluation of investment opportunities. They pull in a high quality deal flow into the network. The process of being an active angel is purely voluntary.

The data on IAN’s membership indicate that a large majority of the members are full time corporate executives, with possibly no bandwidth to lead or even participate in due diligence, which is known to be effort intensive.

Secondly, the high degree of centralization of the deal management process ensures predictability of the network’s behavior in the eyes of the participants in the larger entrepreneurial ecosystem.

But the price of such centralization for Network members is loss of flexibility on critical matters as exemplified by the requirement that all members will exit from an investment simultaneously.

A third point of interest is the governance structure of IAN. It is not clear from the publicly available material as to how the rules of the marketplace at IAN are determined or administered.

The economic basis for this compensation is not clear. It is possible to view the partly paid up shares acquired by IANPL as an option in which the strike price is the full price of the shares that will be paid once the decision makers at IANPL have visibility on the exit path and the exit valuation of the partly paid up shares acquired, thus making it virtually a costless option.

FINDINGS OF THE STUDY

- Networks emerge whenever there is a “supercharged technology industry and people with the resources to bank roll.”
- To participate in transactions of a wide range of ticket size by pooling the capital resources of the members. Such pooling would also help mitigate the risk for individual investors by allowing their capital to be spread across a larger number of investments.
- The membership may vary a great deal in terms of the sophistication of investment management competence of individual members. So some investors will get to ride on the investment capabilities of other members.

Startup India “Celebration of Entrepreneurial Spirit of Youth” of Youth

At the minimum the network facilitates introductions between investors and entrepreneurs. Ideally, the network should enable / assist in due diligence, contracting and post investment oversight.

- It should also be capable of making the enterprises investment ready by helping the entrepreneurs with the development of the business plan and elements of business strategy.
- Face to face contacts between investor and entrepreneur are required to reduce information asymmetries and create trust. Geographic proximity enables the entrepreneur to benefit from the investor’s network.
- The network has a well laid down process for sourcing of investment opportunities and screening and evaluation of the same. It also has defined criteria for membership, usually linked to the financial net worth of the member.
- Such laid down processes and a diversified membership base are found to result in a more diversified flow of investment opportunities than that generated by individual angels, as well as deliver better investment results.
- The combination of standardized processes and large number of deals should help minimize transaction cost, which could otherwise make the economics of the business less attractive.
- Members of the network have the capability to add post investment value to each of the investee enterprises. The structure of the network enables them to do so.
- The network organization has to be appropriately resourced with the right professionals.
- The network has to have a sustainable financial model that will support the functioning of such an organization.
- To be financially sustainable a network may need to generate revenues in the form of fees or in the form of transfers from the government.
- Whatever the model, ideally it should be aligned to the goals of the various stakeholders of the network.

CONCLUSION:

Our analysis indicates that IAN seems to be a financially self-sustaining market based solution to the problem of providing equity funding to early stage companies. Going by the number of investments made, the growth in memberships and the number of companies funded by IAN that have successfully raised VC funding, it would appear that IAN has been

fairly effective as an angel funding intermediation mechanism.

Our review of its processes, structure and organization suggests that much of IAN’s success may be attributed to these elements of the Network. Although the final proof of performance and sustainability would be the restraint at the network produces for its investors, the current indications are that IAN is among the prominent networks that are initiating a significant change in the way angel investing is conducted in India. Much of IAN’s working is in line with the current literature says about the role and functioning of angel networks elsewhere in the world.

Thus, although we started with the prior that results about angel investing cannot be generalized across the world, our study of IAN seems to suggest that what works for angel networks in the west may apply. Our study of IAN raises many questions too about the organization and governance of the network. These and a more fine-grained analysis of the performance of the portfolio are promising areas for further work. The findings from such work may help to inform not just IAN and further improve its financial and organizational sustainability but also provide pointers to the many other angel networks that could be expected to come up in India and other emerging economies in the years to come.

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A STUDY ON ONLINE FOOD ORDERING SYSTEM AND CUSTOMER PERCEPTION TOWARDS IT – EATERS CART

SINDHU. R

M.Com

Department of PG Studies in Commerce & Research Centre

KLE Society’s S Nijalingappa College

ABSTRACT:

The online food ordering is a process of ordering food from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. In order for ordering to take place, any sorts of internet capable devices which support complex web pages are used.

Business of delivering restaurant meals to the home is undergoing rapid change as new online platforms race to capture markets and customer across the Americas, Asia, Europe, and the Middle East. Although these new Internet platforms are attracting considerable investment and high valuations-already, five are valued at more than \$1 billion-little real knowledge about market dynamics, growth potential, or customer behavior exists. Worldwide, the market for food delivery stands at 83 billion, or 1 percent of the total food market and 4 percent of food sold through restaurants and fast food chains.

It has already matured in most countries, with an overall annual growth rate estimated at just 3.5 percent for the next five years. By far, the most common form of delivery is the traditional model, in which the consumer places an order with the local pizza parlor or Chinese restaurant and waits for the restaurants to bring the food to the door.

This traditional category has a 90 percent market share, and most of those orders almost three quarters are still placed by phone. However, as in so many other sectors, the rise of digital technology is reshaping the market. Consumers accustomed to shopping online through apps or websites, with maximum convenience and transparency, increasingly expect the same experience when it comes to ordering dinner.

Key words: Food, online, Restaurant, Apps, Customers.

INTRODUCTION:

Online food ordering is growing in Indian market day by day. Indian people are so active while using the apps for ordering the food online. As a result food marketing is also able to generate ample amount of opportunities for employment. Simply ordering system is ordering through the mobile application or the websites from the restaurants. Online food ordering is a system in which stores or restaurant allows the customers to order the food and makes it delivered to the customers place. Many restaurants are witnessing an increase in business, as ordering food online becomes more and more popular across the country. An online food menu is created in each mobile application. Mobile applications like SWIGGY, ZOMATO, UBER Eats provide the customers countless varieties of dishes from the different nearby restaurants and customers can easily place the order.

Online food ordering system has emerged as one of the most fast-paced developments in the e-commerce space. This sector has revolutionized the entire outlook towards the food industry as consumers now have the wide variety of cuisines, anywhere, anytime from a range of restaurants listed online. Moreover customer’s flexibilities in form of no minimum order value and various payment options like the internet banking, digital wallets and cash on delivery have further enhanced the convenience of all consumers’ categories. The growing urbanization with easy access to smart phones has accelerated the growth of online food delivery system. Though the online delivery business in India has seen a rapid growth and the overall industry is expected to reach \$100 billion in 2020, the penetration level as compared to other major economies in the world is still small. India is still at a smallest stage as compared to the global online food ordering system services.

A high penetration level in major countries is due to a high disposable income leading to an organized consumer spending, cheaper and quicker deliveries, sophisticated logistics, etc. The other reason for a low penetration level in India is the low access of the internet facilities. Furthermore, with the online delivery market in India still in its early stages, companies are striving hard to sustain the market by offering competitive prices. Currently the revenue generation is concentrated in a few big cities. According to the Red seer, the top 5 cities throughout India contributed more than 85% to the overall food orders volume (2017), with Bengaluru leading the way with 32% shares, followed by Delhi NCR with the share of 20%, Mumbai, Pune and Hyderabad contributed approximately 40% .

REASONS FOR INCREASE OF ONLINE FOOD ORDERING SYSTEM:

- According to the latest report, 60% of millennials are likely to order food on desktops, whereas 40% of them prefer ordering from their mobile. The main reason behind the change in food ordering is because they are not comfortable in ordering online via apps than by calling.
- When the consumers are asked why they prefer ordering online, most of them felt they can save much more through online apps, customers are also offered with coupons and offers.
- The restaurants are feeling easy to cope with the increase in orders than with the hectic calls by the customers. The restaurants feel that through online food ordering system CRM (Customer Relationship Management) is built where they provide end to end services to the customers.
- Through the help of the social media platforms like FACEBOOK, INSTAGRAM etc publicity is made easily and hence it also helps in promotional activities of the restaurants.
- It is also said that customers order frequently or again and again through the apps and the websites which they had used earlier. There has never been a better way to get real time reports for sales and orders till the inception of online ordering system.
- The system is automated that enables real time orders reports making it simpler to keep track on the Key Performance Indicator (KPI) of the business
- Now a day’s some of the apps are developed where there is no help of the professional is required create a food ordering and delivery app or website.
- Besides the easy order management, stock or inventory management has also become proficient where important data related to raw materials, stock availability.
- Order tracking is made easy with the help of GPS support. The drivers can easy locate the addresses of the customer and the system admin can also keep track of the delivery operations.
- The system not only keeps a record of the entire food ordering and delivery transactions but also creates easy to understand revenue reports.
- Online ordering system also supports automation which enables the business to sell by itself saving additional costs on labour.

REVIEW OF LITRATURE:

Sheryl E. Kimes (2011): His study found that the perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had highest technology anxiety to use the services.

Vanha Chavan et al (2015): The use of smart devices based interface for customers to view, order and navigate has helped the restaurants in managing the orders from the customers immediately. The capabilities of wireless communication and smart phone technology is fulfilling and improving the business management and service delivery.

Leong Wai Hong (2016): According to his study technological advancement in many industries have changed business model efficient system can help improve the productivity and the profitability of a restaurant. The use of the online food delivery system is believed that it can lead the restaurant business grow from time to time and will help the restaurants to facilitate major business online.

Rathore et al. (2018): This study stated that 50.8% of people order food delivery service since they font like to cook, it enables clients have food delivered directly to their home or office in less than 60 minutes.

Bhavna Gera, (March 2020): The study explored the satisfaction analysis of the consumers towards digital food ordering, the most popular digital food ordering company, briefly outlines the factors influencing them to make a purchase, their resultant post behavioral, the impact of dissatisfaction on their future purchases.

STATEMENT OF THE PROBLEM:

The study is focused up on transformation from traditional consumption to online food ordering system and its impact on customers and consumers in the recent time. It is need of the situation to assess the current conditions specifically since it is in transformation phase to online food ordering system evaluating customers and consumer’s impact in what way it is leading to the growth in the context of online food ordering system. In order to evaluate the satisfaction of both hotel industry and consumer as whole present study is conducted.

OBJECTIVES OF THE STUDY:

- To study about the online food ordering system
- To understand the factors leading to the boom of online food ordering
- To assess perception of customers and consumers towards online food ordering system
- To analyze the impact of online ordering of food on customers and consumers
- To study the influence of the online food ordering mobile applications customers and consumers

RESEARCH METHODOLOGY:

Descriptive and analytical in nature both primary and Secondary data is collected for study purpose primary data obtained by conducting the survey in which questionnaire is prepared and circulated and secondary data is obtained from the various journals, articles published in newspaper and internet sources. Appropriate statistical tools used like classification, tabulation, percentage, graph and charts are used for the study.

DATA ANALYSIS AND INTERPRETATION:

TABLE SHOWING 1:

RESPONDENTS OPINION PREFERENCE FOR ONLINE FOOD ORDERING

PARTICULARS	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	40	42
AGREE	51	53
NEUTRAL	5	5
DISAGREE	0	0
STRONGLY DISAGREE	0	0

Sources: *Primary data.*

The above table demonstrates that the majority of the respondents agree that online food ordering system is gaining preference in the recent days followed by strongly agree from some respondents and neutral from some respondents. And there are zero respondents who disagree with the above statement.

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The above pie diagram depicts that in the recent years online food ordering is gaining preference as it shows that 53% of the respondents agree that the online food ordering is gaining preferences in the recent days followed by 42% of the respondents agree and 5% of the respondents are neutral about the statement. And it also depicts that there are no respondents who disagree with the statement.

TABLE 2: MEANS THROUGH WHICH RESPONDENTS ORDER FOOD

PARTICULARS	RESPONDENTS	PERCENTAGES
THROUGH WEB PORTAL	7	7
THROUGH MOBILE APPLICATION	86	90
DIRECT CALL TO RESTAURANT	3	3

The above table demonstrates that the respondents use all the three means for ordering the food but more number of people uses mobile application to order the food online.

The above table depicts that the majority of the respondents order food through mobile application. That is 90% of the people and then 7% of the people order through web portals and lastly only 3% of the people order by directly calling to the restaurant.

TABLE 3: DETAILS OF FOOD FREQUENTLY BEING ORDERED

PARTICULARS	RESPONDENTS	PERCENTAGES
EVERYDAY	05	05
ONCE IN A WEEK	25	26
ONCE IN 1 MONTH	34	35
ONCE IN 2 MONTHS	10	10
ONCE IN 3 MONTHS	22	23

Sources: *Primary data.*

The above table demonstrates respondents towards frequently ordering the food through online that is 34 people order food once in a month. 25 people order once in a week, 22 order foods once in 3 months, 10 people order once in two months and 5 people order every day.

The above pie diagram depicts that the 35% of the people order the food online once in 1 month, followed by 26% of them order once in a week, followed by 23% of people order once in 3 months , 11% order once in 2 months and very few percentage of the people that is 5% order food every day.

TABLE 4: RESPONDENTS ACROSS EATERS CART APPLICATION

PARTICULARS	RESPONDENTS	PERCENTAGES
ADVERTISMENT	25	26
FRIENDS	54	56
INTERNET	17	18
EMAILS	0	0
SPOUSE	0	0

Sources: *Primary data.*

The above table demonstrates as how the respondents are aware of the Eater’s Cart. Here there is more number of people who have come across the Eaters Cart through friends.

From the above table we can depict that the respondents are aware of Eater’s Cart through friends that is 56%, followed by advertisement 26%, followed by internet 18% and there no respondents who have come across the Eater’s Cart by emails and spouse.

TABLE 5: RESPONSE TOWARDS SATISFACTION OF PACKAGING FOOD

PARTICULARS	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	19	20
SATISFIED	52	54
NEUTRAL	21	22
DISSATISFIED	4	4
HIGHLY DISSATISFIED	0	0

Sources: *Primary data.*

The above table demonstrates the majority of respondents are satisfied with the packaging of the food that is 52 are satisfied with the packaging and there are no respondents who are highly dissatisfied with the packaging. It depicts that more number of people are satisfied with the packaging of the food that is 54%, followed by 22% are neutral about the statement, followed by 20% are highly satisfied, 4% are dissatisfied and there are no respondents who are highly dissatisfied with the packaging of the food.

TABLE 6: RESPONSE REGARDING TYPES OF MEALS ORDERED

PARTICULARS	RESPONDENTS	PERCENTAGE
BREAKFAST	2	2
LUNCH	32	33
SNACKS	48	50
DINNER	13	14
HEALTHY DRINKS	1	1

Sources: *Primary data.*

The above table demonstrates type of food ordered, majority of the respondents order snacks and very few people order healthy drinks. It shows that the 50% of the respondents order snacks followed by 33% order lunch, 14% order dinner, 2% order breakfast and very few people that is 1% order breakfast.

TABLE 7: RESPONSE ABOUT THE ONLINE SERVICES

PARTICULARS	RESPONDENTS	PERCENTAGE
SAVES TIME	27	28
FOOD ARRIVES AT YOUR DOOR STEP	56	58
DISCOUNTS OFFERED	13	14

Sources: *Primary data.*

The above table demonstrates the respondent’s response about what they think is best about the online foodservices. The above pie diagram depicts that the 58% of the respondents think that food arriving at their door steps is best about the online food services, followed by 28% of them think it saves time and it is the best thing about the online food services and 14% of them think that discount offered is the best thing about the online food services.

TABLE 8: MODE OF PAYMENTS USED BY THE RESPONDENTS

PARTICULAR	RESPONDENTS	PERCENTAGE
CASH ON DELIVERY	44	46
GOOGLE PAY	29	30
PHONE PE	19	20
PAYTM	1	1
DEBIT CARDS	3	3

The above table demonstrates the responses about the mode of the payments used by the respondents during the payment for the online food ordering services rendered. More number of people prefers cash on delivery. It can be understood that the majority of the respondents prefer cash on delivery for the services that is 46% followed by 30% prefer Google pay, 20% prefer phone pay, 3% prefer debit cards and only 1% use PAYTM for the payment mode.

FINDINGS:

- The customer’s order food online mostly through mobile applications and very less people call directly to the restaurants and the rest of them opt to order through web portals.
- Customers order mostly once in a month and very few order the food everyday but majority of them order once in a month followed by once in a week and once in 3months.
- Customers are aware of Eaters cart majorly through friends and then by the internet and advertisement. Customers are aware of Eaters cart majorly through friends and then by the internet and advertisement.
- Customers rate the order accuracy as good they feel the order accuracy is good. Customers are satisfied with the meals prepared by the Eaters cart.
- Customers typically order snacks through online in Eaters Cart, followed by lunch and very few order healthy drinks.
- Customers feel that the online food ordering delivers the food at their door step and hence they feel it is the best online food ordering and they also respond as it saves time and discounts offered is also best.

- Majority of the respondents agree that the speed of the service is quick hence the speed of the delivery is very quick in Eaters cart. The customers of the Eaters cart prefer cash on delivery for their online orders and very few use debit cards and people also use phone pay, PAYTM and Google pay.
- Customers usually face the problems during ordering online, site is slow is the major problem followed by service follow ups is poor, delivery time is more and lastly site isn't opening are the problems they face.

SUGGESTIONS:

- **Encourage digitalization:**

As the world is moving towards the digitalization the online food deliveries should encourage digital payments than cash on delivery.

- As it may be a good move for the improvement of the society.

- **Immediate response:**

As many of the respondents have stated that the follow up is poor, the follow may be as quick as possible.

- **Offer discounts:**

It is suggested that it may give more discount offers to its customers and hence the online restaurant can gain more customers

- **Attention of the customer:**

It can grab the attention of the customer through more promotions and advertisement.

CONCLUSIONS:

The consumer's perception on online food ordering varies from one person to another person and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception of the consumer varies according to various similarities and differences based on their personal opinions. The study reveals that mostly youngsters are attracted towards online food ordering. The study also highlights that the meals prepared satisfied the customers.

The study also reveals that speed of the service is quick they mainly prefer to order food once

in a month. The study reveals that the customer’s order snacks mostly through online. The study also reveals that the customer’s order food mostly through the mobile applications.

The chief reason of electronic ordering is convenience. The customers have a positive opinion regarding the online food ordering system as the study also reveals that the online food ordering is secure. This study found the online food ordering is reasonably popular these days in Bengaluru.

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**A STUDY ON INDUSTRIAL REVOLUTION 4.0 WITH REFERENCE
TO ABB TECHNOLOGY**

SUSHMA A C

M.Com

Department of PG Studies in Commerce & Research Centre

KLE Society’s S Nijalingappa College

ABSTRACT:

Industry 4.0 is a term often used to refer to the developmental process in the management of manufacturing and chain production. The term also refers to the fourth industrial revolution.

The term Industry 4.0 was first publicly introduced in 2011 as “Industrial 4.0” by a group of representatives from different fields such as business, politics, and academia under an initiative to enhance the German competitiveness in the manufacturing industry.

The German federal government adopted the idea in its High-Tech Strategy for 2020. Subsequently a Working Group was formed to further advice on the implementation of Industry 4.0. ABB is a technology leader that is driving the digital transformation of industries. With a history of innovation spanning more than 130 years, ABB has four customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform. ABB’s Power Grids business will be divested to Hitachi in 2020. ABB operates in more than 100 countries with about 147,000 employees.

In 2003, they developed and published their first set of recommendations. Their vision entailed that “Cyber-Physical Systems comprise smart machines, storage systems and production facilities capable of autonomously exchanging information, triggering actions and controlling each other independently.

This facilitates fundamental improvements to the industrial processes involved in manufacturing, engineering, material usage and supply chain and life cycle management.”

Key Words: *Industrialization, 4.0, Technology, Development, Cyber system.*

INTRODUCTION:

The industrial revolution in Britain came in to introduce machines into production by the end of the 18th century 1760-1840. This included going from manual production to the use of steam-powered engines and water as a source of power. This helped agriculture greatly and the term “factory” became a little popular. One of the industries that benefited a lot from such changes is the textile industry, and was the first to adopt such methods. It also constituted a

The second one dates between 1870 and 1914 although some of its characteristics date back to the 1850 and introduced pre-existing systems such as telegraphs and railroads into industries. Perhaps the defining characteristic of that period was the introduction of mass production as a primary means to production in general.

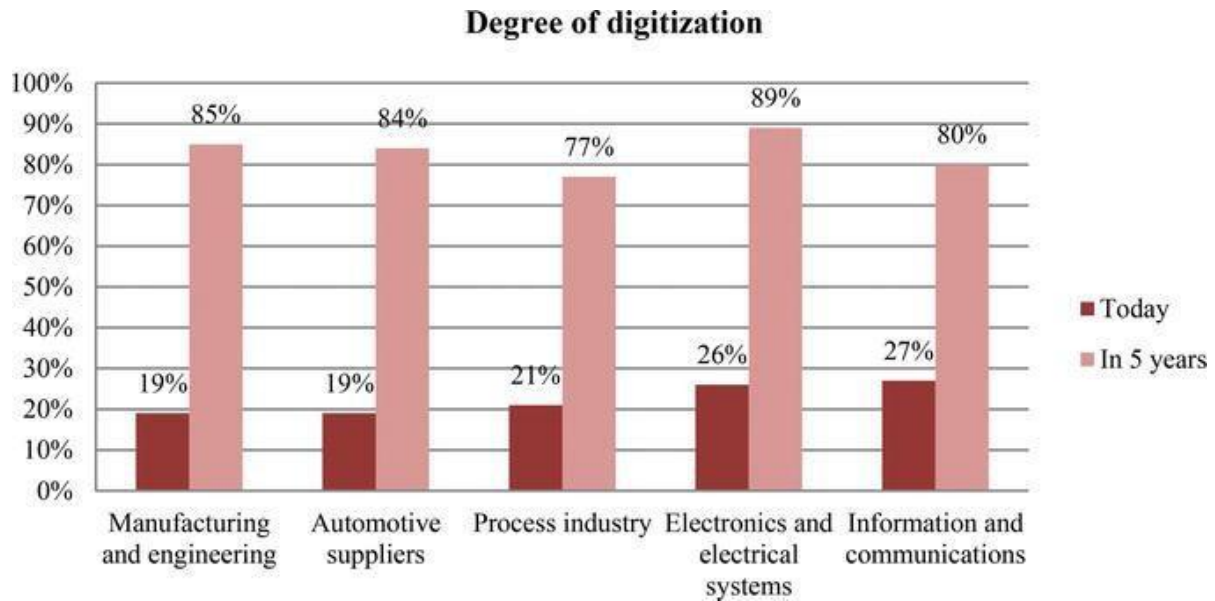
The electrification of factories contributed hugely to production rates. The mass production of steel helped introduce railways into the system, which consequently contributed to mass production. Innovations in chemistry, such as the invention of the synthetic dye, also mark such period as chemistry was in a rather primitive state then.

Perhaps the third one is much more familiar to us than the rest as most people living today are familiar with industries leaning on digital technologies in production. However, the third industrial revolution is dated between 1950 and 1970. It is often referred to as the Digital Revolution, and came about the change from analogue and mechanical systems to digital ones. Others call it the Information Age too. The third revolution was, and still is a direct result of the huge development in computers and information and communication technology.

Industry 4.0 Technologies

Generally-speaking, Industry 4.0 describes the growing trend towards automation and data exchange in technology and processes within the manufacturing industry, including:

- The internet of things (IOT)
- The industrial internet of things (IIOT)
- Cyber-physical systems (CPS)
- Smart manufacture
- Smart factories
- Cloud computing
- Cognitive computing
- Artificial intelligence



Technologies Transforming Industrial Production: Advanced digital technology is already used in manufacturing, but with Industry 4.0, it will transform production. It will lead to greater efficiencies and change traditional production relationships among suppliers, producers, and customers as well as between human and machine. Nine technology trends form the building blocks of Industry 4.0.

- Big Data and Analytics
- Autonomous Robots and Simulation
- Horizontal and Vertical System Integration
- The Industrial Internet of Things
- Cyber Security and The cloud
- Additive Manufacturing
- Augmented Reality

STATEMENT OF THE PROBLEM:

Industry 4.0 also known as the fourth industrial revolution (4IR) refers to the current technology period enabled by advanced technologies such as artificial intelligence (AI), machine learning (ML) big data, and the internet of things (IOT), cyber-physical systems (CPSs) robotics and automation.

Although some researchers use industry 4.0 in a more restricted sense defining industry 4.0 as a subset of 4IR, in this issue, we take the broader view and use industry 4.0 and 4IR

synonymously in this regard it is the need of situation to come with new sophisticated ways and means of full filling the demand.

OBJECTIVES OF THE STUDY:

- To discover how companies operating in Hungary
- To interpret the phenomenon of industry 4.0
- Defining the kind of internet of things (IOT) tools they use to support their processes
- To define critical issues they face during adoption.
- To offer suggestions based up on the findings of the study.

RESEARCH METHODOLOGY:

The study is descriptive and analytical in nature collecting data both from primary it includes first hand information and secondary sources secondary data includes magazines, websites, articles and news papers. Simple statistical tools used for analysis like calcification tabulation, percentage, addition, and average is used in addition to these graphs, diagrams also used for analysis and interpretation.

BACKGROUND OF ABB:

Industry profiles are in-depth document that give insight into an industry, where it came from and where it appears to be going. A typical report looks at the industry leaders, forces affecting the industry and financial data for the industry. ABB is a technology leader that is driving the digital transformation of industries.

With a history of innovation spanning more than 130 years, ABB has four customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform. ABB’s Power Grids business will be divested to Hitachi in 2020. ABB operates in more than 100 countries with about 147,000 employees.

ABB is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group consists of several divisions including Power Products, Power Systems, Discrete Automation and Motion, Low Voltage Products, and Process Automation. Technology plays a key role in the success of The ABB Group. ABB has activities all over the world working to develop unique technologies that make ABB customers more competitive, while minimizing

environmental impact. Like technology, sustainability is integral to all aspects of ABB's business.

The ABB Group strives to balance economic, environmental and social objectives and integrate them into daily business decisions. The ABB Group is a publicly listed company that operates in approximately 100 countries and employs around 135,000 people. Headquartered in Zurich, Switzerland, ABB shares are traded on the stock exchanges of Zurich, Stockholm and New York.

ABB has been in the energy business for 120 years and has pioneered many innovations that define the industrial and utility landscape today, such as ABB variable speed drives, and ABB industrial robots.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1: SHOWING OPINION OF RESPONDENTS I R 4.0

SCALE	RESPONDENTS	PERCENTAGE
Strongly Agree	18	14.2
Agree	54	42.5
Neutral	37	29.1
Disagree	7	5.5
Strongly Disagree	11	8.7
TOTAL	127	100

Source: *Primary Data.*

In the above table and graph it shows that out of 127 respondents, 54 of them agreed that industrial revolution 4.0 will bring a massive productivity boom in technology. For about only 11 respondents strongly disagreed that industrial revolution will not bring a massive productivity boom in technology, were as they are 37 respondents who are in a neutral stage that industrial revolution 4.o will bring a massive productivity boom in technology.

Above pie chart, we can analyze that among 127 respondents 42.5% agree and 14.2% strongly agree that industrial revolution 4.o will bring a massive productivity boom in technology and only 8.7% strongly disagree the above statement we can interpret that industrial revolution 4.o will bring a massive productivity boom in technology.

TABLE 2: INDUSTRIAL REVOLUTION 4.0 HELP TO COVID-19 CRISIS

SCALE	RESPONDENTS	PERCENTAGE
Strongly Agree	9	7.1
Agree	56	44.1
Neutral	45	35.4
Disagree	14	11
Strongly Disagree	3	2.4
TOTAL	127	100

Source: *Primary Data.*

In the above table and graph it shows that out of 127 respondents, 56 of them agreed that industrial revolution 4.0 brings a massive productivity boom in technology. For about only 3 respondents strongly disagree that it’s not introduced to bring a massive productivity boom in technology.

From the above pie chart can analyzed that among 127 respondents 44.1% agree and 7.1% strongly agree that industrial revolution 4.o brings a massive productivity boom in technology and only 2.4% strongly disagree the above statement we can interpret that industrial revolution 4.0 has been introduced to bring a massive productivity boom in technology.

TABLE 3: SHOWING I R 4.0 TO IMPROVE THE TECHNOLOGY

SCALE	RESPONDENTS	PERCENTAGE
Strongly Agree	14	11
Agree	54	42.5
Neutral	45	35.4
Disagree	9	7.1
Strongly Disagree	5	3.9
TOTAL	127	100

Source: *Primary Data*

In the above table and graph it shows that out of 127 respondents, 54 of them agreed that industrial revolution 4.o helps to improve the technology. For about only 5 respondents

strongly disagreed that it cannot help. Were as being 45 respondents are in a neutral stage that it can help to improve the technology.

From the above chart we can analyze that among 127 respondents 54 of them agreed that industrial revolution 4.0 helps to improve the technology. For about only 5 respondents strongly disagreed that it cannot help.

TABLE 4: SHOWING SKILLS ADOPTABILITY ARE REQUIRED

SCALE	RESPONDENTS	PERCENTAGE
Strongly Agree	12	9.4
Agree	47	37
Neutral	54	42.5
Disagree	9	7.1
Strongly Disagree	5	3.9
TOTAL	127	100

Source: Primary Data.

In the above table it shows that out of 127 respondents, 47 of them agreed that as per the skills for adoptability are required. For about only 5 respondents strongly disagreed that as per the skills for adoptability are required. Were as there are being 54 respondents who are in a neutral stage that it can be required.

From the above pie chart, we cannot interpret that as per the skills for adaptability is required because out of 127 respondents 42.5% are neutral about the statement.

TABLE 5: FOURTH I R 4.0 IMPACT ON HEALTH OF WORKERS

SCALE	RESPONDENTS	PERCENTAGE
Embedding disease management in our daily lives	70	55.1
Caring for the aging Population	34	26.8
Addressing medicines greatest challengers	23	18.1
TOTAL	127	100

Source: Primary Data

In the above table it shows that out of 127 respondents, 70 embedding diseases management in our daily lives and 34 are caring for the aging population and 23 of them are addressing medicines greatest challengers.

From the above pie chart, it is clearly interpreted that 70 embedding disease management in our daily lives and 34 caring for the aging population and 23 of them addressing medicines

greatest challenges. So we can interpret that fourth industrial revolution will impact health of workers.

TABLE 6: FOURTH INDUSTRIAL REVOLUTION IMPACT ON BUSINESS

SCALE	RESPONDENTS	PERCENTS
Most companies fall short of their expectation	54	42.5
Trust revolution is needed if businesses are to fully embrace the potential of the fourth industrial revolution	9	7.1
Deploying AI will require a kind of reboot in the way companies think about privacy and security	64	50.4
TOTAL	127	100

Source: *Primary Data*

From the above table we can analyze that out of 127 respondents 54 of companies fall short of their expectations 9 of them are trust revolution is needed if businesses and 64 of respondents are deploying AI will requires a kind of reboot. And From the above pie chart, we are clearly interpret that 42.5% are aware of fall short of their expectations and 50.4% are aware of fully embrace the potential of fourth industrial only 7.1% know about deploying AI will requires a kind of reboot. By this we can clearly interpret that fourth industrial revolution affects business.

FINDINGS:

- 54 of the respondents agree that industrial revolution 4.0 will bring a massive productivity boom in technology.
- 56 of the respondents agree that industrial revolution 4.0 help to COVID-19 crisis.
- 54 of the respondents agree that industrial revolution 4.0 helps to improve the technology.
- 68 of respondents agree that industrial revolution 4.0 helps employees in reducing their work burden. 57 of them are neutral about the fourth industrial revolution reshapes the future of work, business must prepare their people for the new world ahead.
- 54 of the respondents are neutral about the skills for adoptability is required.
- 55 of the respondents are neutral about the adoption of fourth industrial revolution can cause unemployment. 70 of the respondents show their opinion that how fourth industrial revolution will impact on health of workers. 62 of the respondent’s opinion that public cloud is the main transformation technology of fourth industrial revolution.

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- 46 of the respondents opinion that technology is disrupting the accounting sector in industrial revolution is impacting accountancy.
- 64 of the respondents opinion are deploying AI will require a kind of reboot in the way companies think about privacy and security in how will the fourth industrial revolution affect business.

SUGGETIONS:

- Neither technology nor the disruption that comes with it is an exogenous force over which humans have no control. All of us are responsible for guiding its evolution, in the decisions we make on a daily basis as citizens, consumers, and investors.
- We should thus grasp the opportunity and power we have to shape Fourth Industrial Revolution and direct it toward a future that reflects our common objectives and values.
- To do this, however, we must develop a comprehensive and globally shared view of how technology is affecting our lives and reshaping our economic, social, cultural, and human environments.
- There has never been a time of great promise, or one of greater potential peril.
- Today’s decision-makers, however, are too often trapped in traditional, linear thinking, or too absorbed by the multiple crises demanding their attention, to think strategically about the forces of disruption and innovation shaping our future.
- In the end, it all comes down to people and values. We need to shape a future that works for all of us by putting people first and empowering them.
- In its most pessimistic, dehumanized form, the Fourth Industrial Revolution may indeed have the potential to “robotize” humanity and thus to deprive us of our heart and soul.
- But as a complement to the best parts of human nature-creativity, empathy, stewardship-it and moral consciousness based on a shared sense of destiny. It is incumbent on us all to make sure the latter prevails.

CONCUSION:

The industrial revolution was a time of great imagination and progress. The inventions that allowed new products to be manufactured created a demand that caused a vicious cycle that propelled some people to prosperity, while at the same time held people down in poverty. It was almost never the intent of the inventors, scientists, and other brilliant people to cause

such a chasm between the working class and the industrial machine, but it was, nonetheless, created.

The role of government today in regulating industry is geared more towards protecting the worker. Back in the early days of the industrial revolution the opposite was the norm. Life for people who worked in factories and mills often had despicable wages and working conditions. Workers finally had to band together to improve their wages and working conditions and this often resulted in violent confrontations. Some of these issues still exist today. Some may argue the industrial revolution is still happening.

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**A STUDY ON MUDRA LOANS FOR ENTERPRENEURSHIP
DEVELOPMENT – A CASE STUDY AT STATE BANK OF INDIA**

Varshini. R

M.Com

Department of PG Studies in Commerce & Research Centre
KLE Society’s S Nijalingappa College

ABSTRACT:

The paper focuses on MUDRA YOJANA and its key objectives and to understand the status of MUDRA loan issued by SBI in India most of the people depending upon small scale business as their source livelihood.

Most of the individuals depend on unorganized sectors for loans and other credit facilities which have high rate of interest along with unbearable terms and conditions. Ultimately it will lead these poor people to fall in debts. A vast part of the non- corporate sector operates as unregistered enterprises. They do not maintain proper books of accounts and are not formally covered under taxation are therefore banks find difficult to lend the loan to them.

After identifying the importance of self- employment people and small business units, government of India launched the MUDRA Bank Scheme under PM MUDRA YOJANA to provide financial assistance by giving collateral free loans to MSMEs who provide employment to large number of people targeted towards mainstreaming young, educated or skilled workers and entrepreneurs including women. It needs to have vibrant like small medium and micro enterprises to create jobs for the increasing population.

Today small, micro and medium scale provide employment to more than 20% of the working population in India. So it is necessary these MSME enterprises are provided with government support in form of loans. This project will seek to understand the status of MUDRA loans issued by State Bank of India.

An economy like India with population of more than 1.25 billion cannot sustain.

Key words: *SBI, MUDRA YOJANA, MSME, Unorganized sectors.*

INTRODUCTION:

MUDRA has been formed with a primary objective of developing the micro enterprise sector in the country by extending various supports including financial support in the form of refinance, so as to achieve the goal of funding the unfunded. The GOI Press release of 2 March 2015 has laid down the roles and responsibilities of MUDRA. Subsequently GOI has also decided that MUDRA will provide refinance support, monitor the PMMY data by managing the web portal, facilitate offering guarantee for loans granted under PMMY and take up other activities assigned to it from time to time.

The other lending institutions are:

- Regional Rural Banks
- Scheduled Urban Co-operative banks
- State co-operative banks
- Micro Finance Institutions like NBFCs, Trusts and societies

MUDRA bank has launched its three initiative product and its name is SHISHU, KISHORE & TARUN to signify the stage of growth and funding needs of the micro units or entrepreneur. In this scheme provide loan to small businesses and micro institutions. This scheme would intervene in providing finance to these micro institutions in 3 stages:

SHISHU: As the name suggests the meaning (that is child). All the start-up businesses and one who have new business will come under this category of loan scheme. Under the SHISHU stage, MUDRA will provide a loan up to 50000 to small businesses. In addition, there will be no loan-processing fee. The rate of interest is 1% per month and the maximum repayable period is up to 5 years. This is targeted for the new start-ups and the idea is to provide enough financial support to cover the expenses for business setup.

KISHORE: Under this stage, MUDRA will provide loan amount from ranging from RS.50000 to RS. 5lakh this scheme is meant for existing firms or businesses that lack foreign exposure. The sanctioned loan amount will be above 50 k to 5lakh. This scheme helps the business firms to expand their business and their supply segment which will internally help to reach out more customers.

TARUN: Under this stage, loans of amount ranging above 5 lakh to 10lakh will be provided. This scheme is for all the business firms who want to establish business and want to invest

more for the betterment of their business. Some of the people who can apply for the loans are graduated people who want to start up with small business, artisan, potters, shopkeepers, food processor, production business, manufacturing unit trade and services.

STATEMENT OF PROBLEM:

An attempt to study why PMMY continuous to be a major initiative of the government of India providing a credit to millions of unfunded micro units in a country, as there are number of already existing refinancing agencies. Before getting the credits from bank we need to know the diverse plans of credits offered by the bank and what capability or qualification required must be considered. A bigger bit of capital is accessible to the large scale division while too small amount of capital is circulated to small and medium business division. In this regard the topic of the study is taken in to consideration.

SCOPE OF THESTUDY:

To get the overview of P M MUDRA YOJANA, Performance of the scheme issued by State Bank of India and to analyze loan sanctioned to various category like SHISHU, KISHOR, & TARUN. Awareness of E-MUDRA loan issued by SBI

OBJECTIVES OF THESTUDY:

- To study the gaps in providing MUDRA loans to microenterprise.
- To analyze the effectiveness and awareness of MUDRA Scheme among Bangalore entrepreneur's.
- To analyze and measure the extent of impact on various categories like SC, ST, OBC and Women micro entrepreneurs in terms of loan sanctioned.
- To study the performance of MUDRA loans in State Bank of India.
- To suggest the suitable remedial measures in availing the benefits of the scheme.

RESEARCHMETHODOLOGY:

A survey method followed for the study is both primary and secondary source of data. Primary data will be gathered by the structure of questionnaire and also by personal interview with the beneficiaries.

Secondary data will be collected from published reports, Journals Magazines and various including website MUDRA Simple statistical tools used for the like average, tabulation, total, and graphical presentation also inculcated.

ANALYSIS AND INTERPRETATION:

TABLE 1: NATURE OF ENTERPRISE

Nature of Enterprise	Number of Respondents	Percentage
Partnership	18	7.82
Sole Proprietor	42	41.58
Family owned	26	25.74
Private LTD	9	8.92
Others	6	5.94
Grand total	101	100

Sources: Primary data.

From the table we can interpret that the majority of respondents who have applied for MUDRA loan have used their loan for sole trade i.e. out of 101 respondents 42 are doing, 26 respondents are doing their family owned business, 18 respondents are having partnership firm, 9 have private ltd and 6 of them fallow other type of entrepreneurship. From this we can get know that maximum number of beneficiaries used the MUDRA loan to start sole proprietorship.

Further we can analyze that out of 101 respondents around 17.82% of the respondents have partnership firm, 41.58 respondents are sole proprietors, 25.74% are doing their family owned business, 8.92% are Private Ltd and 5.96% have other nature of enterprises these are the percentage of respondents who have availed the loan from MUDRA scheme for different nature of enterprise as shown in the table.

Table 2: LOAN AMOUNT USED FOR

Loan amount utilized	No. of. Respondents	Percentage
For running Business	19	18.81
For new business	46	45.54
For existing Business	28	27.72
Other specify	8	7.92
Grand total	101	100

Sources: Primary data.

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From the table we can analyze that out of 101 respondents. 18.81% of the respondents have utilized the loan amount for the running business and 45.54% of the respondents have utilized the loan for new business and 27.72% of the respondents have used the loan for existing business and another 7.92% of the respondents have used their loan for other purpose.

From the above table we can clearly identify the purpose of utilization of the loan from MUDRA scheme. 19 of the respondents have utilized the loan for the running business, 46 of the respondents have used their loan for new business, 28 of them have used their loan for the existing business and another 8 of the respondents have used the loan for other purpose this shows that MUDRA is helping in entrepreneurship development.

TABLE 3: SALE OF GOODS ONLINE

SALE OF GOODS ONLINE	NO. OF RESPONDENTS	PERCENTAGE
Yes	47	46.53
No	54	53.46
Grand total	101	100

Sources: *Primary data.*

In above table out of 101 respondents 47 use online source to sell the goods and 54 respondents won't use online source. As the MUDRA loan beneficiaries will apply loan to start small business with less investment so they won't use online source much to sell their products. But due to the pandemic many of the entrepreneurs use online source to sell the products.

From the above table we can analyze that 46.53% of respondents sell the goods online and 53.46% respondents. Don't sell the goods online, there are many products in which we can choose to start an online business. Some Product requires deep expertise and some require high investment so majority of them i.e. 53.46% respondents do not sell the goods online.

TABLE 4: ANNUAL INCOME

Annual Income	No. of Respondents	Percentage
Below 50000	20	19.8
50000 – 100000	27	26.73
100000 -500000	40	39.6
500000 – 1000000	11	10.89
Above 1000000	3	2.98
Grand total	101	100

Sources: *Primary data.*

The graph shows the annual income of the 101 respondents where 20 respondents have income below ₹50000, 27 respondent shave income ₹50000 to ₹100000, 40 respondents have income between ₹100000 to ₹500000, 11 respondents have ₹500000 to ₹1000000 and 3 respondents have income above ₹1000000 the micro enterprise constitute a major economic segment in our country and provides large employment.

TABLE 5: CATEGORY OF LOAN APPLIED

Category	No. of Respondents	Percentage
General	10	9.9
OBC	12	11.88
Women	35	34.66
SC	10	9.9
ST	34	33.66
Grand total	101	100

Sources: Primary data.

Under MUDRAYOJANA individual can apply loan under any category which he/ she belongs to. There is a new scheme Stand up India for providing loan for SC ST and Women for setting up small and micro business. In the above table we can see that majority of loan is applied under women and ST category, which encourages the entrepreneurship in the country. It can be interpreted that out of 101 respondents 10 respondents have applied loan under General category, 12 respondents have applied loan under OBC category, 35 respondents have applied under women category 10 respondents have applied under SC and 34 have applied under ST category. Majority of the loan is applied under women and ST category this shows that most of the women and backward class entrepreneurs have been benefited by MUDRA Loan.

TABLE 6: NUMBER OF DAYS TAKEN FOR LOANS TO SANCTION

Number of days	No. of Respondents	Percentage
3 to 5 days	19	18.81
5 to 7 days	59	58.41
7 to 10 days	11	10.9
10 to 15 days	6	5.94
More than 15 days	6	5.94
Grand total	101	100

Sources: Primary data.

From the above table we can analyze the number of days taken for MUDRA loan to sanction by government to its beneficiary. Maximum loan has been approved within 5 to 7 days and some of the loans have taken more than 15 days to be approved. Further out of 101 respondents, 19 respondents have received their MUDRA loan within 3 to 5 days, 59 respondents have received the loan within 5 to 7 day, 11 respondents have received their loan with in 7 to 10 days, 6 respondents have received within 10 to 15 days and for 6 respondents approval for MUDRA loan has taken more than 15 days.

Lower amount under SHISHU category the loans are generally disbursed within 5 to 7 days while other categories have processing time varying from lender to lender.

TABLE 7: CENTRALIZATION AND DIGITALIZATION OF MUDRA LOAN

Response	No. of Respondents	Percentage
Highly Acceptable	31	30.69
Acceptable	41	40.59
Neutral	27	26.73
Unacceptable	1	0.99
Highly Unacceptable	1	0.99
Grand total	101	100

Sources: *Primary data.*

The above table 8: It is clear that majority of the respondents i.e. 30.69% and 40.59% respondents say that centralization and digitalization of MUDRA loan is highly acceptable and acceptable. 26.73% of respondents have Neutral opinion least number of respondents I.e. 0.99% says that Centralization and Digitalization of MUDRA loan is Unacceptable. It represents difference of opinion on centralization and digitalization of MUDRA loan. Majority of respondents accept the centralization and digitalization of MUDRA loan only 2% of respondents do not agree with it. As Online Application process of PMMY is a smart, easy and fast process so that individual entrepreneurs can have loan In-principle approval from preferred bank at lowest interest rates.

TABLE 8: PMMY IS CAPABLE IN PROVIDING EMPLOYMENT

Response	No. of Respondents	Percentage
Strongly Agree	26	25.74
Agree	46	45.54
Neutral	27	26.73
Disagree	2	1.98
Strongly Disagree	0	0
Grand total	101	100

Sources: *Primary data.*

From the above table it is observed that 26 respondents strongly agree and 46 respondents agree that PPMY is capable in providing employment, 27 respondents have neutral opinion and 2 respondents disagree. So we can conclude majority of respondents agree that PPMY is capable in providing employment opportunities to the individuals.

Further we can say that PM MUDRA YOJANA is capable of providing employment opportunity to an individual by providing loan up to 10 lakh with low interest rates as many of the entrepreneurs and MSMEs have financial problems to start their own business, as MUDRA provides loan to SC, ST, OBC and Women entrepreneurs. MUDRA YOJANA is capable for entrepreneurship development in the country.

**TABLE 9: REASON TO CHOOSE STATE BANK OF INDIA FOR MUDRA
LOAN**

Response	No. of Respondents	Percentage
Faster Service	14	13.86
Brand Name of the Bank	20	19.80
Excellent Service Offered by the Bank	31	30.69
All the Above	36	35.64
Grand total	101	100

Sources: *Primary data.*

The above table shows that 14 respondents have chosen SBI because it has faster service. 20 respondents have chosen SBI because of its Brand Name, 31 respondents have selected SIB because of its excellent services offered to its customers and majority of the respondents have chosen SBI because of all the features mentioned above.

SBI e-MUDRA scheme has low interest rate and provide the faster and excellent services to the customers SBI has sanctioned loans to about 2 lakh MSMEs and nearly 60% of them has been disbursed, the bank has adopted digital process for lending loans under MUDRA scheme and the entire process is now end-to-end digitalized this help the beneficiaries to avail there loan easily.

FINDINGS:

- Majority of the respondents are having small enterprise.
- It was found that 45.54% of the respondents utilized the loan for starting new business
- Majority of the respondents do not sell their goods online.
- Among 101 respondents highest number of loan was applied under women category
- Majority of the respondent felt MUDRA scheme was easily accessible
- Centralization and digitalization of MUDRA loan is acceptable by many respondents as it will be easily accessible to every one
- Majority of respondents say that PMMY has reduced the dependency on informal institution
- Among 101 respondents, 72 respondents agree that PM MUDRA YOJANA is capable in providing employment opportunity.
- Also an under MUDRA scheme are available from 50,000 to 10 lakh it helps in solving the financial problem of MSMEs.
- Majority of the respondents have chosen SBI because they provide faster service, excellent offers and also because of brand name of the bank.
- 64.35% of the respondents say that the process of taking loan under SBI is easy.
- Majority of the respondents that is 49.5% of the respondents are satisfied by the benefits and interest rates offered by the SBI bank under MUDRA scheme.
- Due to COVID-19 majority of the entrepreneurs were affected and caused major disruption.
- The pandemic which is spreading all over the country has led to engage in new entrepreneurial activity.

SUGGESTIONS:

- In order to make use of Mudra loan effectively one should have proper business plan.
- The bank should intimate the people to avail the benefits of the Mudra scheme.
- Proper documents should be provided to avail the benefits of the scheme.
- The people who know about the Mudra scheme should intimate to their neighbor's and other people to take part in the scheme.

- Uneducated people are not aware of the scheme. But they are able to run small scale industries, so it is suggested that the scheme should also extend the benefit to them also.
- The discrimination should be eradicated between the rich and poor, educated and uneducated.
- Each and every bank should provide the loans under Mudra scheme for the benefits of the small scale entrepreneur's.
- The possible survey should be conducted by the banks for proper utilization of loan amount.
- I suggest the beneficiaries to utilize the amount of Mudra loan for the purpose which you have been mentioned in the applications.

CONCLUSION:

MUDRA bank is not a separate bank. It is a government financing scheme to provide business loan to new business in India. To get business loan under the PMMY scheme the candidates has to contact then rest public, private sector bank. MUDRA will be operating as are financing institution through state/ regional level intermediaries.

MUDRA delivery channel is conceived to be through the route of refinance primarily to NBFCs, MFIs, besides other intermediaries including banks, primary lending institutions etc. The rate of interest will be fixed by the institution time to time based on guidelines from the RBI.

Majority of the respondents through this study I came to know that MUDRA scheme is providing the loans to the purpose of engaging the small scale business, which may lead to development of the rural business and that leads to increment in the per capita income and increase the national income finally it leads to the development of the country.

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**“CELEBRATION OF ENTREPRENEURIAL SPIRIT OF
YOUTH”**

1ST M.COM (FA)

LAVANYA.M

SESHADRIPURAM FIRST GRADE COLLEGE

RENUKA.B

PG IN COMMERCE AND MANAGEMENT

SAHANA.R

YELAHANKA NEW TOWN

ABSTRACT:

This article talks about make in India campaign which was announced by PM Narendra Modi on august 15 2015 campaign was started for the main purpose of making India for manufacturing hub to globalize our product in world wide. Under this campaign there are different sub topics, but we had selected of topic of vision India 2030.

The development of a country depends on the initiatives taken by its citizens. We have to fix certain milestone before starting the real process of development. It will be great if we fix 2030 as a milestone and make the necessary plans to reach there.

The mission of make in India is to manufacture the products in India and sell the products to worldwide. Expanding rural industrialization using modern digital technologies to generate massive employment is our vision.

Indian should be developed in the sectors like education system, infrastructure, digitalization, agriculture sector, safety and empowerment, employment generation etc.

Keywords: *Development, make in India, industrialization.*

INTRODUCTION:

The ability to imagine how a country, industry, society etc should develop in the future and plan to this **.A.P.G Abdul kalam** has described the plan as transforming the nation to a developed country in five areas in combination have been identified based on India’s core competence, natural resources and talented manpower for integrated action to double the growth rate of GDP and realise the vision of developed India.

The vision India should be planned in such a way that before the British ruling our country, the India was the richest country in the world before 200 years. **Tharoor** said “A country that was the world leader in at least three industries that are textiles, steel and ship building”.

Indian should be developed in the sectors like education system, infrastructure, digitalization, agriculture sector, safety and empowerment, employment generation etc.

OBJECTIVE:

- To develop the country.
- To recognize India as a developed country in the global level.
- To enhance the infrastructure of India.

DEVELOPMENT:

➤ **HOUSING FACILITY**

The development of a country of a country depends on the initiatives taken by its citizens. The housing facility should be provided to the below poverty line.

They are staying in the slums and they are facing so many problems in every seasons, tsunami etc so the government should provide the housing facility for them.

The government should provide the housing facility for them and do the need full for them. The PM Narendra Modiji has made the yojana’s to provide the housing facility but it had not reached to everyone.

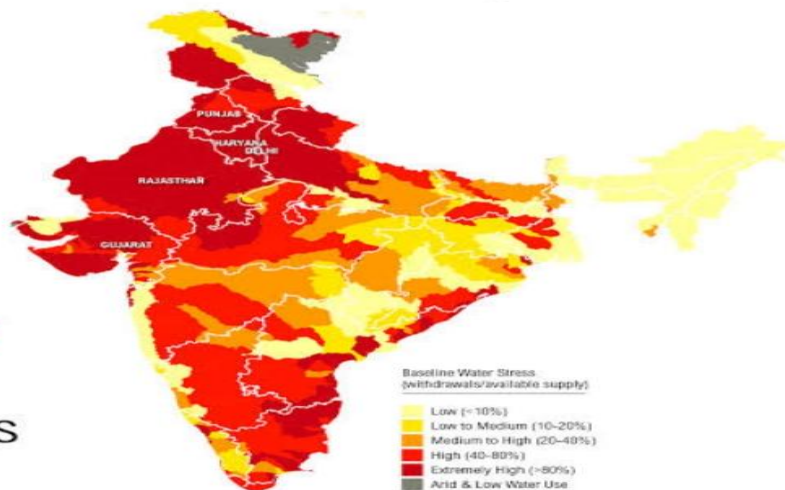
So they should take initiative and help the needed people by providing the housing facility.

➤ **WATER FACILITY:**

The scarcity of drinking water has been the major scarcity in most of the region. In some of the places the people should go for miles together to get the drinking water it is the major problem the people are facing in some of the areas and also in some of the north Karnataka places they are facing more problem of water facility.

The scarcity of water is mainly caused due to the deforestation. Due to the increase in deforestation it leads to the improper rain fall. Therefore ground a water level decrease that creates the scarcity of water by planting more of plants and stop the deforestation. The government should make sure to provide drinking water facility for the people.

54%
of India
Faces
**High to
Extremely
High**
Water Stress



➤ **AGRICULTURE:**

70% of the Indian population is depended on agriculture and it is an important sector in India. In Indian we are following the traditional way of agriculture rather than using the modern equipments. Even though the Indian population is depended on agriculture the standards of living of the farmers are not improved in many areas, they are not getting the proper value for the yield because of middlemen's. The middlemen will purchase the crops from the farmers at low rate and sell them at a high rate to the retailers. Due to this the farmer are not enjoying the benefit of profit when it comes to the consumer they are also not getting the goods at actual rate. Therefore the middlemen all alone will get benefit of the profit. In result of the farmers left behind poor. The farmers are migrating from rural areas to urban areas in search of job. If this continuous the percentage of a farmers and the agriculture will reduces, that leads to the food scarcity in the nation.

The crop growers are the farmers but the money or profit makers are the middlemen's.

The top five subsidies under government schemes

1. Rashtriya Krishi vikas Yojana (RKYY)
2. National Food Security Mission (NFSM)
3. Agricultural Marketing Infrastructure (AMI)
4. Bringing Green Revolution to Eastern India scheme(BGREI)
5. National Horticulture Mission (NHM)



➤ **EDUCATION:**

Literacy means having the basic knowledge, being educated means understanding what you know. When it comes to education in India it is our fundamental right, it is compulsory that everyone should get education. It is the responsibility of respective government central government and state government to education the upcoming generation. The government are started so many scheme to encourage the children to come and get educated. They are actually providing mid-day meal, free books, uniform, bicycle, scholarship, laptop etc.

Vision India 2030 in education field the upcoming talents will be mainly trained on there skills, so that everyone will be employed. Government should make sure that everyone should get education at low cost. Self defense classes should be conducted in every school in their younger age. Even for primary school teachers the salary should be hiked because they are the one who will train the basic knowledge for students.

Then giving the education in a traditional way we had moved on for virtual way of education. When we say traditional way of education it is very interactive. When it comes to virtual way of education the students and teachers are connected through internet.

MAKE IN INDIA:

Make in India is an initiative by the Government of India to encourage companies to manufacture in India and incentivize dedicated investments into manufacturing. The policy approach was to create a favorable environment for investments, develop a modern and efficient infrastructure, and open up new sectors for foreign capital. The initiative targeted 25

Startup India “Celebration of Entrepreneurial Spirit of Youth” of Youth

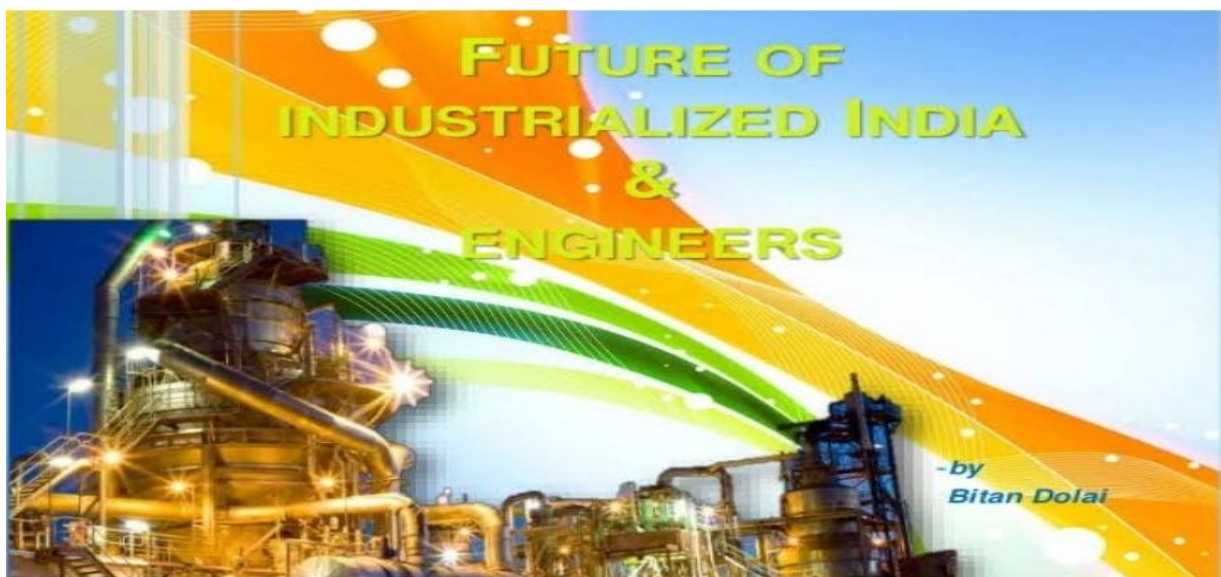
economic sectors for job creation and skill enhancement, and aimed "to transform India into a global design and manufacturing hub."

"Make in India" had three stated objectives:

- To increase the manufacturing sector's growth rate to 12-14% per annum;
- To create 100 million additional manufacturing jobs in the economy by 2022;
- To ensure that the manufacturing sector's contribution to GDP is increased to 25% By 2022

INDUSTRIALIZATION:

Expanding rural industrialization using modern digital technologies to generate massive employment this will build upon the make in India approach to develop grass-roots level clusters, structures and mechanisms encompassing the MSMEs [micro, small and medium enterprises], village industries and start-ups spread in every nook and corner of the country. India is now on the way to becoming a global manufacturing hub in various sectors including automobiles and electronics, defence and medical devices.



ADVANTAGES:

- Making India a pollution free nation, drive by electric vehicles and renewable.
- Expansion of rural industrialization using modern digital technologies to generate gainful employment.
- Nurturing Blue economy, coastline, and ocean waters powering India's development.

CONCLUSION:

The development of a country depends on the initiative taken by its citizens. This will be the picture in some areas how an India will look in the year 2030 will help us in apprehending the above statements should be implementing now. Our India of 2030 will have a proactive and responsible in the officers which will be viewed as friendly to people. All these efforts will help Indian's to reach the milestone of 2030 to place India as a developed nation in the world.

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**AN EMPIRICAL STUDY ON WOMEN’S EDUCATION FOR BETTER
SOCIETY WITH REFERENCE TO SELF HELP GROUPS**

CHANDRAKALA V AND AISHWARYA R
2ND YEAR B. COM
SESHADRIPURAM ACADEMY OF BUSINESS STUDIES
KENGARI SATELITE TOWN, BANGLORE 560060
Mobile number: 9591892439

ABSTRACT:

The first prime minister of India Pandit Jawaharlal Nehru stated that “ when the women moves forward the family moves , the villages moves and nation moves “ .Women education in India has a major pre occupation of both the government and civil society as educated women can play a role in the development to the country .

Education is milestone of women empowerment because it enables them to respond to the challenges, to confront their traditional change their life.

So we can’t neglect the importance of education in reference to women and India poised to becoming super power in recent years. Education of women us the powerful tool to change the position in society.

Women education in India has been a need of hour, as education in India has been for women. It also brings a reduction in inequalities and functions as a means of improving their status within the family and develops the concept of participation. And the women’s are education with special reference on self help groups.

Key words: *Women, Education, India and Development.*

INTRODUCTION:

Today, we enjoy the benefits of being citizens of a free nation ,but we really free and enjoying freedom in the true sense of the term . The inequalities between men and women are an age old issue all over the world, thus women’s quest for equality with man is a universal phenomenon. Women should equal with men in matters of education, inheritance, marriage and politics etc.

The constitution of our nation doesn’t discriminate between men and women, but our society has deprived women of certain basic rights, which were bestowed by upon them by our constitution. Women education in India plays a very important role in the all overall development of half of the human resources, but in improving the quality of life at home and outside.

According to M. Phule “education is that which demonstrates the difference between what is good and what is evil? “The increasing change in women education, the empowerment of women has been recognized as the central issue in determining the status of women.

- Acquiring knowledge and understanding of gender relations and the ways in which these relations may be changed.
- Developing a sense of self-worth, a belief in one’s ability to secure desired changes and the right to control one’s life.
- Gaining the ability to generate choices exercise bargaining power.
- Developing the ability to organize and influence the direction of social change, to create a more just social and economic order, nationally and internationally.

FINANCIAL SUPPORTS BY GOVERNMENT SELF HELP GROUPS:

- Micro finance
- Mahila samruddhi yojana
- Scheme for financing Self Help Group
- Loans like Individual loans
- Group loans
- Street shakthi loans
- Nano loans

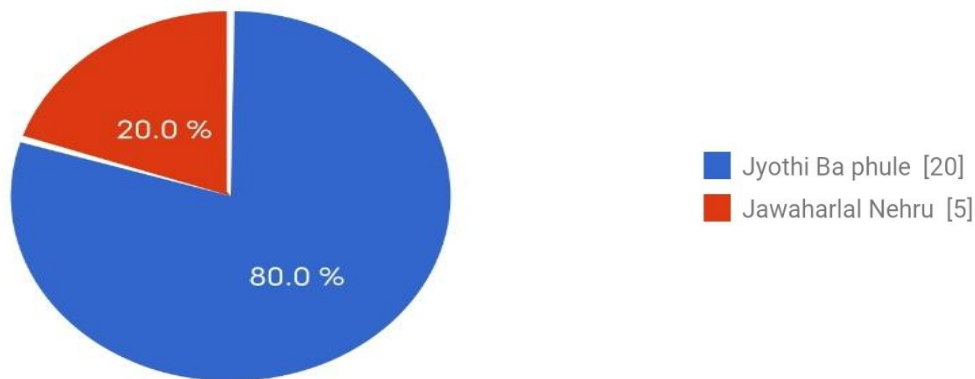
OBJECTIVES:

- To understand the vision 2030 towards women.
- To study the financial support by the government towards the Self Help Groups.

METHODOLOGY:

This paper is based on primary data conducted survey with some questionnaires and we have done the project on the same topic in respect to Self Help Group. The age group of respondents 21-40 years .Received only 30 responses as the time limit.

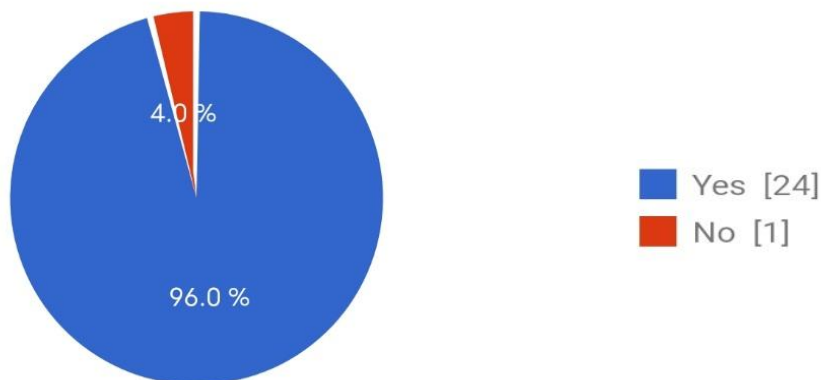
DATA COLLECTION-



1. Who started women’s education in India?

According to women many of them aware about the women’s education 80% of women are aware of who started this women education and 20% of women’s don’t knowabout this so this leads to one of the drawback.

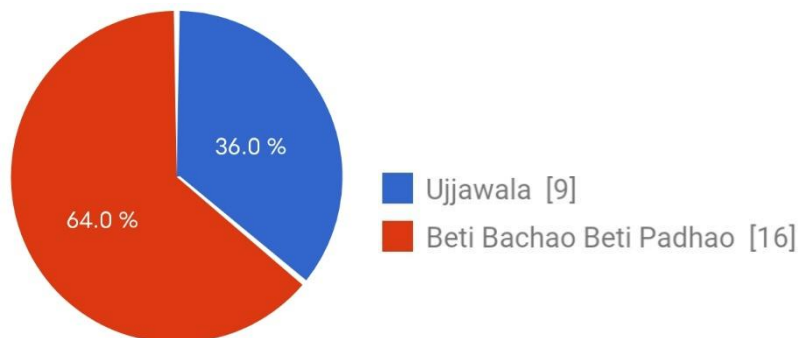
1. Is it important to get women educated



Yes , 96.0% of the women’s are need to raise the voice go get successful education for

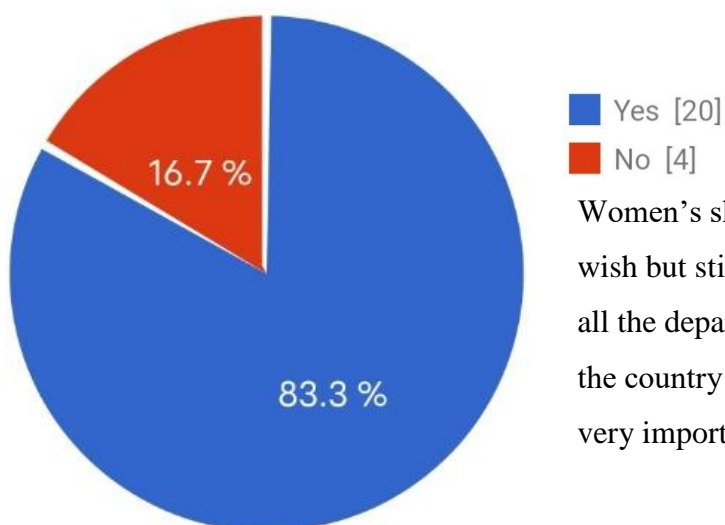
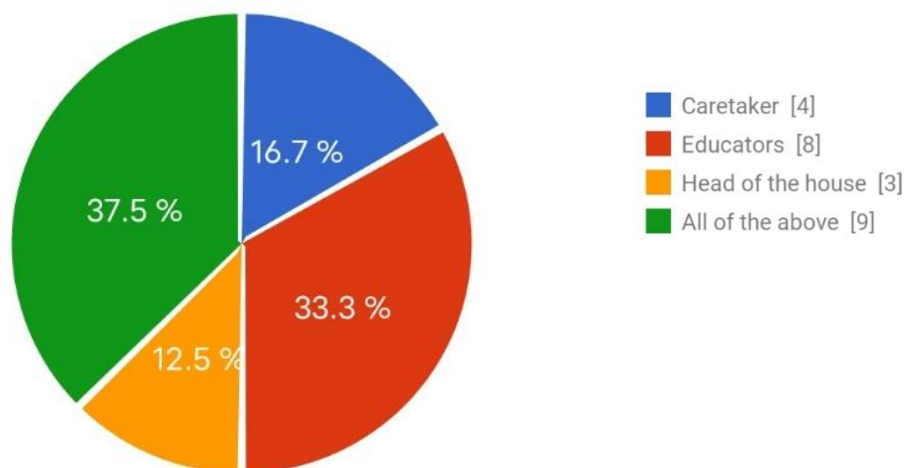
women some have not aware but still the women needs education in India.

2. Which of the following schemes are providing education to girls?



Yes 64.0% of women's are aware of the schemes which are provided by government of India and still 36% of women's should aware about the schemes

3. What is the main role of women's in our society?



Women's shared their views according to their wish but still, women's will play their role in all the departments and the felids in all over the country for that the women's education is very important.

5. Do you agree women are the contributors of society?

Yes women's are the real contributors of society in all the felids of life and society.

FINDINGS:

Through set of questions we found that women's should get equal education without any discrimination and some of them those who are educated they are aware of education.

SUGGESTIONS:

- Conducting awareness programs through college students.
- Conduct workshops frequently to Self Help Groups.
- Give technological training to the requirements.

CONCLUSION:

Women play an imperative role in making a nation progressive and guide it towards development. They are essential possessions of a lively humanity required for national improvement, so if we have to see a bright future of women in our country, giving education to them must be a pre-occupation education means moving from a weak position to execute a power. Education also brings a reduction in inequalities and functions as a means of improving their status within the family. To encourage the education of women at all levels and for dilution of gender bias in providing knowledge and education, established schools, colleges and universities even exclusively for women in the state. The education develops the idea of participation in government, public matters for elimination of gender discrimination.

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**A STUDY ON E-WAY BILL UNDER GST LAW AND ITS IMPACT ON HASSLE
FREE GOODS TRANSPORT IN INDIA WITH SPECIAL REFERENCE TO
LIBOUND**

GOWTHAM. S

M.Com

Department of PG Studies in Commerce & Research Centre
KLE Society’s S Nijalingappa College

ABSTRACT:

Goods and services tax is an indirect tax imposed in India on the supply of goods and services. Goods and services tax are divided into five tax slabs for collection of tax- 0%, 5%, 12%, 18%, and 28%, however, Petroleum products, alcoholic drinks for human consumption, electricity are not taxed under GST and instead are taxes separately charged by the individual state governments, as per the previous tax regime.

There is a special is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition a cess of 22% or other rated on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. Pre-GST, the statutory tax rate for many goods was about 26.5%, post-GST, most merchandise are expected to be within the 18% tax range. The tax came in to effect from July 1st 2017 through the implementation of one hundred and first amendment of the constitution of India by the Indian government. The tax replaced multiple flow taxes levied by the central and state governments.

The tax rates, rules and regulations are governed by the GST Council which consists of the finance ministers of centre and all the states 2.4 trillion-dollar economy, but not without criticism.

Key words: *GST, Consumption, E way bill, Subsume, Tax range, Government. Reshape*

INTRODUCTION:

E-Way (Electronic Way) bills a document required to be carried by a person incharge of the conveyance carrying any consignment of goods of value exceeding Rs. 50,000. This has been mandated by the government in terms of Section 68 of the Goods and Services Tax (GST) Act.

An E-Waybill is generated through the GST Common Portal for e-Way bill system - ewaybill.nic.in - by registered users or transporters who cause movement of goods of consignment. The e-way bill came into effect on April 1st 2018.

An E-Way Bill is a waybill for an inter-state transport of goods in India, and it came into effect on 1 April 2018. The states were divided into four zones. The E-way bill can be generated or cancelled through an SMS, and has a QR code for faster processing.

It also helps in ease of moving goods without any hassles bring in a uniform billing rule across the country.

A unique E Way Bill Number or EBN is generated to be used by a supplier, recipient and the transporter. The Department Officers verify the e-Way Bills and goods carried with thee-Way Bills. The mechanism is aimed at plugging loopholes and boosting government revenue. The GST collection has failed to meet the expected targets, and tax evasion could be one of the major causes.

One of the main problems was that there was lack of transparency in the process with respect to both, the taxpayers as well as the Government. Under the GST regime, one of the methods of the Government to ensure transparency is by digitizing the process E-way bill is one such measure.

Reasons for introduction of E-way bill are to safeguard the revenues of the government But E- way bill has many problems like:

- It has many technical issues in generating the E-way bill in the GST portal.
- It is difficult for a layman to understand.
- Small business concern registered under GST does not have much idea about E-waybill.
- Issuance of a single e-way bill against multiple invoices.

- Furnishing vehicle numbers in an invalid format.
- Improper use of the bulk generation facility.
- Generation of e-way bills through incorrect user IDs.

BENEFITS OF E-WAY BILL:

- Taxpayers and transporters do not have to visit tax officers/check points for generation of E-Way Bill for movement of goods across various States
- Enables faster movement of goods and optimum use of vehicles/resources as waiting time at check points gets eliminated.
- Easy and Quick generation of E-Way Bill and Smoother and simpler tax administration, processing and verification of E-Way Bill by Tax officers.

REVIEW OF LITERATURE:

Dr. G. Sunitha and P. Satischandra: Broadly discussed about GST in their research paper titled “Goods and Service Tax (GST): As a new path in Tax Reforms in Indian Economy”. The authors have tried to explain the concept of GST and different models of GST. They also focused on the impact of GST on Indian markets. According to them the current tax structure is the main hurdle for growth of Indian economy. New tax structure of GST will remove this hurdles and boosts Indian economy.

Apoorv Jha: In his study on the topic "Effect of Goods and Service Tax on logistics and transportation sectors in India" emphasized on the impact of GST act in the logistics and transportation value chain in India. It was concluded that the consolidated tax system would instill a dramatic change in India's inefficient logistics sector.

Abilash Venkatesh A & Aravind Vulugandam: on their study on the topic "Impact of GST on supply chain strategy and its effect on warehousing & transportation." focused on the implication of GST on supply chain strategies, warehousing and transportation industries. It was found that the implementation of GST would have a positive impact in warehousing and transportation sectors. Moreover it was concluded that the implementation delays of GST resulted in opportunity loss for various stakeholders.

STATEMENT OF THE PROBLEM:

The GST collection has failed to meet the expected targets, and tax evasion could be one of the major causes. Even though E-way bill pushed for a raise in the collection of taxes it has major problems.

Ministry of road transport and highways has said “A typical truck spent 20% of its run time at interstate check posts” (PRE-GST). Technically in the post-GST scenario vehicle could not be stopped for reasons as they were done in the pre-GST scenario. But, practically the vehicles will be stopped, as the physical infrastructure is still there and the people concerned are also very much there.

The present study focuses on problems and prospects of E way bill, how E way bill safeguards the revenues of the government, benefits of e way bill, advantages and disadvantages of E way bill, registration procedure, goods exempted from E way bill, impact of E way bill in GST, Check posts before and after the introduction of e-way bill.

My study highlights E-Way Bill under GST law and its impact on hassle free goods transport in India, with special reference to LIKIBOUND.

OBJECTIVES:

- To study the functioning of E-Way bill mechanism.
- To understand the implications of E-way bill in the Indian Economy.
- Explaining the features of the e-Way Bill system.
- To examine the problems in the implementation of E-waybill.
- To evaluate technical problems arising in GST portal while generating E-waybill.
- To give a necessary suggestion to the business Organization to overcome the problems in E-waybill.

DATA ANALYSIS AND INTERPRETATION:

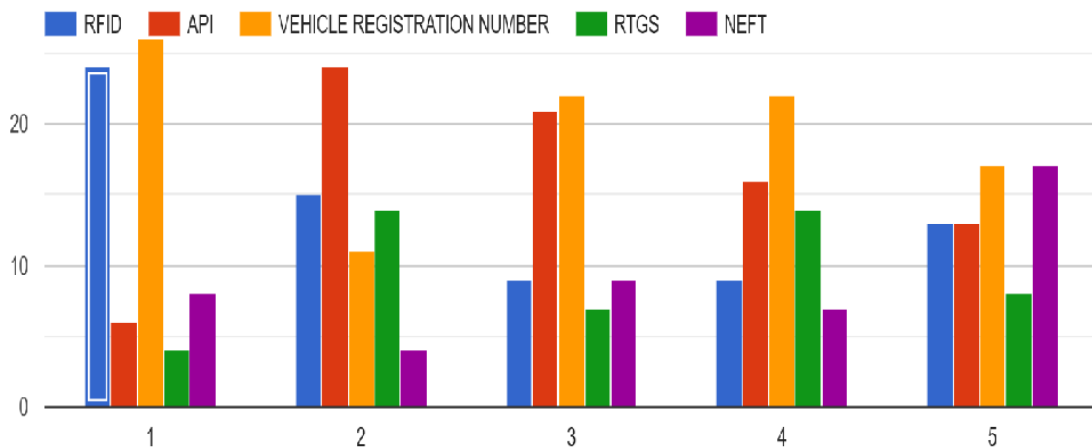
TABLE 1: RANK TECHNOLOGY -R TRACKING OF GOODS IN E-WAY BILL.

Technology/Rank	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
RFID	24	15	9	9	13
API	6	24	21	16	13
VEHICLE REGISTRATION No.	26	11	2	22	17
RTGS	4	14	7	14	8
NEFT	8	4	9	7	13

Sources: Primary data.

From the Above Table We Can Analyze That Among 68 Respondents 24 Of Them Ranks Number 1 For RFID, 06 Of Them Rank Number 1 For API,26 Of Them Rank Number1ForVehicle Registration Number, 4 Of Them Ranked Number1 For RTGS, and 8 Of Them Ranks Number 1 For NEFT.

GRAPH 1: RANK TECHNOLOGY -R TRACKING OF GOODS IN E-WAY BILL.



From the above bar Graph, we can analyze that Vehicle Registration Number takes the majority by 26 respondents ranking it as number 1 followed by other technologies like RFID, NEFT and RTGS. We can interpret that people are unaware about the fact that RFID is the technology used for tracking the movement for goods in E-way bill.

TABLE 2: E-WAY BILL FACILITY PROMOTING DIGITALECONOMY

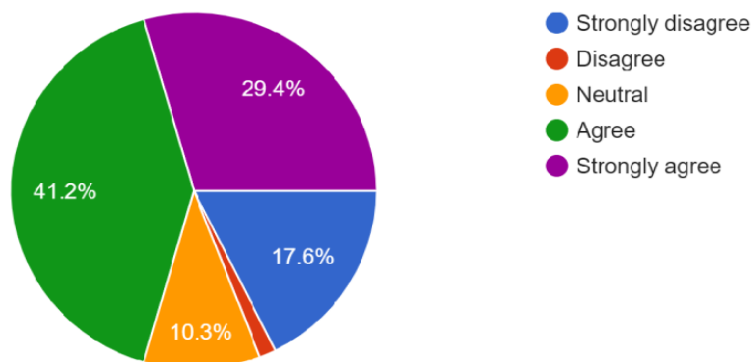
PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	28	41.2
Strongly agree	20	29.4
Neutral	7	10.3
Disagree	1	1.50
Strongly Disagree	12	17.6
TOTAL	68	100

Sources: *Primary data.*

From the above table it shows that out of 68 respondents, 28 of them agreed that E-way bill facility is promoting digital economy, 20 respondents Strongly agree, while 7ofthemremainNeutral, 1oftherespondentsDisagree,1 2of them Strongly Disagree that E-way bill facility is promoting towards digital economy.

GRAPH 2: E-WAY BILL FACILITY PROMOTING TOWARDS DIGITAL

68 responses



ECONOMY:

From the above pie chart, we can examine that among 68 respondents, 41.2% agree and 29.4% strongly agree E-Way bill facility is promoting towards digital economy, and only 17.6% strongly disagree to the above statement.

We can interpret that E-Way bill facility is promoting towards digital economy as majority of them agree to the point.

TABLE 3: USE OF E-WAY BILL IS PREFERRED THAN E-SUGAM BECAUSE

OPTIONS	RESPONDENTS	PERCENTAGE
NEED NOT CARRY PAPER BILL	8	11.8
EASY TO TRACK THROUGH QR CODE	14	20.6
THERE ARE CHANCES OF LOOSING THE PAPERS	3	4.4
ALL THE ABOVE	43	63.2

Sources: *Primary data.*

From the above table we can analyze that out of 68 respondents 8 respondents prefer that E-WAY BILL is preferred than E- SUGAM because they need not carry paper bill, followed by 14 respondents prefer as it is easy to track through QR code, and 3 respondents prefer because there are chances of losing the papers, and 43 of them have chosen all the above to the above question.

we can examine that among 68 respondents, 63.2% of the respondents have chosen that all the above that is need not carry paper bill, Easy to track through QR code, there are chances of losing the papers, to the question Use of E-way bill is preferred than E-SUGAM because of? We can interpret that E-way bill is more preferred than E-SUGAM due to reason that E-WAY BILL is comfortable when compared to E- SUGAM.

TABLE4: Each and every registered dealer is aware of E-waybill.

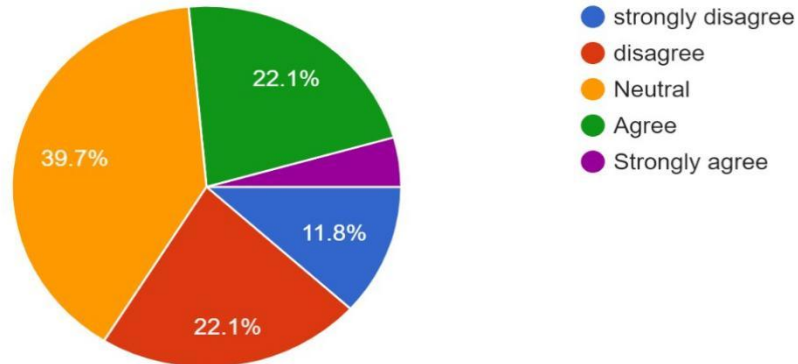
Scale	RESPONDENTS	PERCENTAGE
Agree	15	22.1
Strongly agree	03	4.4
Neutral	27	39.7
Disagree	15	22.1
Strongly Disagree	08	11.8
TOTAL	68	100

Sources: *Primary data.*

From the above table it shows that out of 68 respondents, 21 of them agreed that each and every registered dealer is aware of e-way bill, 3 respondents strongly agree, while 27 of them remain neutral, 15 of the respondent disagree, 8 of them strongly disagree that each and every registered dealer is aware of e-waybill.

GRAPH 4: EACH AND EVERY REGISTERED DEALER IS AWARE OF E-

68 responses



WAYBILL.

From the above pie chart we can examine that among 68 respondents, 39.7% of the respondents have chosen to be neutral, 22.1% of the respondents agree at the same time 22.1% remain to agree. We can interpret that each and every dealer in not aware of E-way bill.

TABLE 5: E-WAY BILL REDUCED TAX EVASION

Scale	RESPONDENTS	PERCENTAGE
Agree	34	50.0
Strongly agree	2	2.9
Neutral	18	26.5
Disagree	9	13.2
Strongly Disagree	5	7.4
TOTAL	68	100

Source: Primary data.

From the above table it shows that out of 68 respondents, 34 of them agreed E-waybill reduced Tax Evasion, 2 respondents strongly agree, while 18 of them remain Neutral, 9 of the respondent Disagree, 5of them strongly disagree that E-way bill reduced Tax Evasion. It clearly tells us that 50% of respondents agree to the point that E-way bill has reduced tax evasion. While only 13.2% disagree to the point. We can interpret that E-way bill reduced Tax Evasion as majority of the respondent chose to agree to the point.

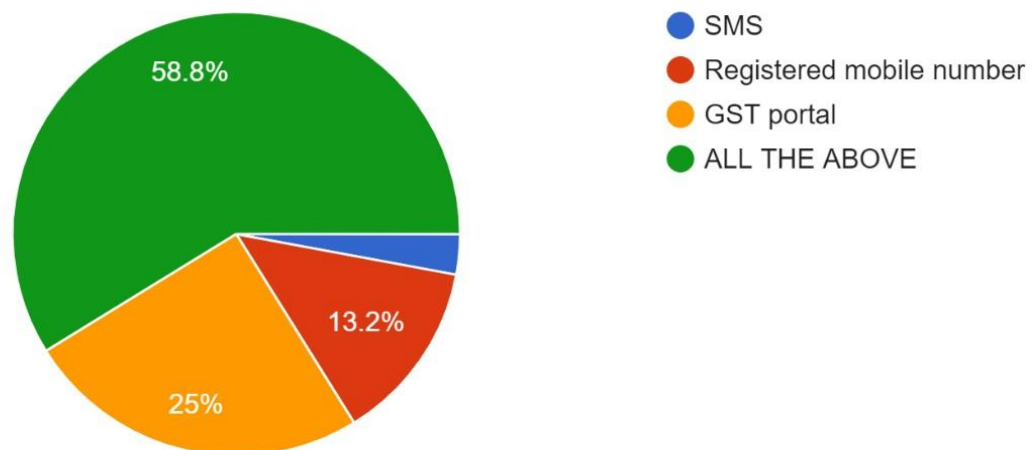
TABLE 6: E-WAY BILL CAN BE GENERATED THROUGH FOLLWING

OPTIONS	RESPONDENTS	PERCENTAGE
SMS	2	2.9
REGISTERED MOBILE NUMBER	9	13.2
GST PORTAL	17	25
ALL THE ABOVE	40	58.8
Total	68	100

From the above table we can analyze that out of 68 respondents, 2 of the respondents have Chosen that E-way bill can be generated through SMS, followed by 9 respondents through REGISTERED MOBILE NUMBER, 17 respondents through GST PORTAL, and 40 respondents have chosen all the above.

GRAPH 6: E-WAY BILL CAN BE GENERATED THROUGH FOLLWING

68 responses



From the above pie chart it clearly tells us that 58.8% of respondents have chosen all the above that is E-WAY BILL can be generated through SMS, REGISTERED MOBILE NUMBER, AND GST PORTAL. We can interpret that only 58.8% of the respondents know that E-WAY BILL can be generated through all the above and still 41.2% are unaware that E-WAY BILL can be generated through all the above.

TABLE7: SHOWING HIGHEST NUMBER OF E-WAY BILLS GENERATED BY TOP 5 STATES IN INDIA.

STATE	NO. OF E-WAY BILLS GENERATED (INCLUDING BOTH INTERSTATE AND INTRASTATE)
MAHARASHTRA	3.13
GUJARAT	2.45
HARYANA	2.05
KARNATAKA	1.98
UTTAR PRADESH	1.90

From the above table we can analyze that the top 5 states which has generated the highest number of E-way bills. Among them Maharashtra tops the rank, followed by Gujarat, Haryana, Karnataka, Uttar Pradesh.

The above bar graph clearly shows that Maharashtra has generated the highest number of E-way bills that are 3.13 Crores, followed by Gujarat 2.45 Crores, Haryana 2.05 Crores, Karnataka 1.98 Crores, and Uttar Pradesh 1.9 Crores.

FINDINGS:

- Majority of 60.3% agree that E-Way bill is a sustainable tool for GST collection. Number as a preferred tool for tracking the movement of goods. 41.2% of the respondents agree that E-way bill facility is promoting towards digital economy.
- Majority of 63.2% of the Respondents have Responded That Use of E-Way Bill Is Preferred than E-SUGAM Because They Need Not Carry Paper Bill, Easy To Track Through QR Code,
- There Are Chances of losing The Papers., that is ALL THE ABOVE. The earlier existence of a similar system, E- SUGAM, made the transition to GST E-way bill more consistent.
- Majority of 50% of the respondents agree that E-way bill has reduced Tax Evasion. The mandatory enrolment in E-way bill portal ensures elimination of tax evasion
- Majority of 51.5% of the respondents agree that E-way bill has added more

revenue to the government.

- Majority of 48.5% of the respondents have agreed that Implementation of E-way bill resulted in less waiting period of vehicles.
- Majority of 58.8% of the respondent have responded that E-waybill can be generated through SMS, GST PORTAL, and REGISTERED MOBILE NUMBER that is ALL THEABOVE.
- Maharashtra tops the rank for having created the highest number of E-way bills that 3.13 Crores E-way bill when compared to all other states in India. Gujarat has generated the highest number of interstate E-way bills that is 1.78Crores.
- Maharashtra has generated the highest number of intrastate E-way bills that is 1.61Crores.

SUGGESTIONS:

- Nearly 4.4% of the respondent strongly disagree that E-Way bill is a sustainable tool for GST collection, as many are unaware about E-way bill and many registered dealers whose scale of business is small does not generate E-waybill.
- Only 24% of the respondent knows that RFID (Radio-Frequency Identification) is the technology used for tracking the movement of goods and rest 76% should be aware of the technology.
- Government should take awareness sessions about the E-waybill.
- E-way bill facility is promoting towards digital economy as many have agreed to the point and it is fair to tell that it is a part of digitalization.
- When compared to E-SUGAM, E-way bill is more comfortable for business concerns as it has many technical advantages.
- The GST collection has failed to meet the expected targets, and tax evasion could be one of the major causes.
- E-way bill has reduced tax evasion as the main intention to introduce E-way bill is to remove tax evasion.
- E-way bill has increased and pushed for a raise in the revenue of the government, as it clearly avoids tax evasion.

- According to the survey of ministry of road transport a truck spent 20% of its run time in interstate check posts.

CONCLUSION:

The system of E-way bill, being an intelligent digitized step, will become the game-changer of the Indian economic system. Though it is a simple and time- bound process, the system will prove to be a transformer of the overall logistics scenario in India. If the system is effectively implemented throughout the nation, it would result in a more organized and efficient tax system, which would in turn result in the country’s development in terms of revenue generation and reduction of tax evasion.

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