



1st International Conference of



**Maharashtra State Commerce Association
Universities Commerce & Management Teachers Association, Gujarat**



Organized by
Shegaon Education Society's

Seth G.B.Murarka Arts And Commerce College, Shegaon Dist - Buldhana (M.S.)

Affiliated to Sant Gadge Baba Amravati University, Amravati

Re-accredited by NAAC Bangalore "B" with C.G.P.A.2.77

CERTIFICATE

This to certify that Dr./Prof. Dr. Rajkumar M.Sharma, Assistant Professor, Seth G.B.Murarka Arts & Commerce College, Shegaon.(M.S.)

has Participated / Presented a Paper entitled *An Empirical Study of Satisfaction of Level of Customers in Retail Mall and Retail*

Grocery Shoppee in Akola and Buldana District

in the 1st International Conference of Maharashtra State Commerce Association & Universities Commerce & Management Teachers Association, Gujarat on "**Role of Commerce, Management and Technology in Modern World**" Organized by Seth G.B.Murarka Arts And Commerce College, Shegaon Dist - Buldhana (M.S.) on 29th - 30th November 2019 held at Shegaon.

Dr. B. B. Taywade
President
Maharashtra State Commerce Association

Dr. T. A. Shiware
Executive President
Maharashtra State Commerce Association

Dr. G. Y. Shitole
General Secretary
Maharashtra State Commerce Association

Dr. Anilkumar L. Rathod
Conference Secretary
Principal, G.B.M.C., Shegaon

Dr. Rajkumar Sharma
Conference Coordinator
G.B.M.C., Shegaon



1st

International Conference

of

Maharashtra State Commerce Association

Universities Commerce & Management Teachers Association, Gujarat



Organized by
Shegaon Education Society's

Seth G.B.Murarka Arts And Commerce College, Shegaon Dist - Buldhana (M.S.)

Affiliated to Sant Gadge Baba Amravati University, Amravati

Re-accredited by NAAC Bangalore "B" with C.G.P.A.2.77

CERTIFICATE

This to certify that Dr./Prof. Dr. Rajkumar M. Sharma, Assistant Professor, Seth G.B.Murarka Arts & Commerce College, Shegaon.(M.S.).

has Participated / Presented a Paper entitled *An Empirical Review of Availability of Mobility Resources in Traditional and*

Modern Retail Shoppee in Akola and Buldana District

in the 1st International Conference of Maharashtra State Commerce Association & Universities Commerce & Management Teachers Association, Gujarat on "Role of Commerce, Management and Technology in Modern World" Organized by Seth G.B.Murarka Arts And Commerce College, Shegaon Dist - Buldhana (M.S.) on 29th- 30th November 2019 held at Shegaon.

M. B. Taywade

Dr. B. B. Taywade
President
Maharashtra State Commerce Association

T. A. Shiware

Dr. T. A. Shiware
Executive President
Maharashtra State Commerce Association

G. Y. Shitole

Dr. G. Y. Shitole
General Secretary
Maharashtra State Commerce Association

Anilkumar L. Rathod

Dr. Anilkumar L. Rathod
Conference Secretary
Principal, G.B.M.C., Shegaon

Rajkumar Sharma

Dr. Rajkumar Sharma
Conference Coordinator
G. B. M. C. Shegaon

Maharashtra State Commerce Association

Maharashtra State Commerce Association

Principal, G.B.M.C., Shegaon

G. B. M. C. Shegaon

SANT GADGE BABA AMRAVATI UNIVERSITY GAZETTE



Official Publication of Sant Gadge Baba Amravati University

PART- TWO

Thursday, the 4th June, 2020

NOTIFICATION

No.43/ 2020

Date :- 04/06/2020

SUBJECT : RECOGNITION OF SUPERVISOR FOR Ph.D.

It is notified for general information that the Board of Deans in its meeting held on 04.03.2020 considered the recommendations of Research and Recognition Committees and resolved to recognize the following applicants as Supervisors for Ph.D. in the respective subjects and faculties mentioned in the given below table.

TABLE

Sr. No.	Name & address of the applicant	Subject and faculty in which recognition is granted
01.	02.	03.
1	Dr. P.R. Mahalle, Assistant Professor, Late B.S. Arts, Prof. N.G. Science & A.G. Commerce College, Sakharkherda, Dist Buldana	Chemistry/ Science & Technology
2	Dr. N.J.Suryawanshi, Assistnat Professor, Arts, Science & Commerce College, Chikhaldara, Dist Amravati	Chemistry/ Science & Technology
3	Dr. A.B.Wadekar, Assistant Professor, Shri D.M. Burungale Sci. & Arts College, Shegaon, Dist Buldana	Chemistry/ Science & Technology
4	Dr. S.G. Khobragade, Assistant Professor, Brijlal Biyani Science College, Amravati	Chemistry/ Science & Technology
5	Dr. Nidhi S. Dixit, Assistant Professor, G.S. Tompe Arts, Commerce & Science College, Chandur Bz., Dist Amravati	Chemistry/ Science & Technology
6	Dr. D.B. Dupare, Assistant Professor, Shri Dr. R.G. Rathod Arts & Science college, Murtizapur, Dist Akola	Chemistry/ Science & Technology
7	Dr. A.D. Bansod, Assistant Professor, Rajashree Shahu Science College, Chandur Rly., Dist Amravati	Chemistry/ Science & Technology
8	Dr. M.O. Malpani, Assistnat Professor, Shankarlal Khandelwal Arts, Science & Commerce college, Akola	Chemistry/ Science & Technology
9	Dr. V.D. Mane, Assistant Professor, Shankarlal Khandelwal Arts, Science & Commerce college, Akola	Chemistry/ Science & Technology

39	Dr. S.G. Shende, Associate Professor, Shri Shivaji College of Art, Commerce & Science Akola	Electronics / Science & Technology
40	Dr P.P. Kulkarni Assistant Professor Arts, Commerce & Science College, Maregaon, Dist. Yavatmal	Commerce / Commerce & Management
41	Dr.M.B.Kadam Assistant Professor Gopikabai Sitaram Gawande Mahavidyalaya, Umarkhed, Dist: Yavatmal	Commerce / Commerce & Management
42	Dr.L.S.Hurne Assistant Professor Shri V.N.Arts & A.N.Commerce College, Mangrulpir, Dist: Washim	Commerce / Commerce & Management
43	Dr.A.S.Nile Assistant Professor M.S.P.Arts, Science & K.P.T.Commerce College, Manora, Dist: Washim	Commerce / Commerce & Management
44	Dr W.D.Golait Assistant Professor M.E.S.Arts, Commerce College, Mehkar, Dist: Buldhana	Commerce / Commerce & Management
45	Dr.Rita T.Deshmukh Assistant Professor Gadge Maharaj Mahavidyalaya, Murtizapur	Commerce/ Commerce & Management
46	Dr.P.S.Vairalkar Assistant Professor, Jagdamba Mahavidyalaya Achalpur.	Commerce/ Commerce & Management
47	Dr.S.K.Rodde Assistant Professor Vidyabharti Mahavidyalaya, Amravati	Commerce/ Commerce & Management
48	Dr.S.D.Gawali Assistant Professor, Jagdamba Mahavidyalaya, Achalpur	Commerce/ Commerce & Management
49	Dr. S.U.Deshmukh Assistant Professor, Smt. Radhabai Sarda Arts, Commerce & Science College, Anjangaon Surji, Dist Amravati	Commerce / Commerce & Management
50	Dr. R.M.Sharma, Assistant Professor, G.B.Murarka Arts & Commerce College, Shegaon	Business Management/ Commerce & Management
51	Dr. R.B.Tembhurne, Assistant B. Tembhurne, SPM Science & Gilani Arts Commerce College, Ghatanji, Dist Yavatmal	Business Economics/ Commerce & Management
52	Dr B.B.Padhen, Associate Professor, Phulsing Naik Mv., Pusad	Business Economics/ Commerce & Management
53	Dr V B Chavhan Assistant Professor, Smt. R.D.G.Mahila Mv., Akola	Business Economics/ Commerce & Management

SANT GADGE BABA AMRAVATI UNIVERSITY GAZETTE - 2020 - PART TWO - 115

175	Dr. G.R. Gadekar, Assistant Professor, Mahatma Jyotiba Fule College of Social Work, Yavatmal	Social Work /Inter-disciplinary Studies
176	Dr. K.B. Rathod, Associate Professor, Savitri Jotirao Samajkarya Mahavidyalay, Yavatmal	Social Work /Inter-disciplinary Studies
177	Dr. A.V. Deshmukh, Assistant Professor, Mahatma Jyotiba Fule College of Social Work, Yavatmal	Social Work /Inter-disciplinary Studies
178	Dr. R.G. Gondane, Assistant Professor, Mahatma Jyotiba Fule College of Social Work, Yavatmal	Social Work /Inter-disciplinary Studies

Sd/-
(Dr. Tushar Deshmukh)
Registrar,
Sant Gadge Baba Amravati University

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S

RESEARCH JOURNEY

UGC Approved Journal

International Multidisciplinary E-research Journal

Role of Commerce, Management & Technology in Modern World

Organized by

Shegaon Education Society's

Seth G. B. Murarka Arts and Commerce College,
Shegaon, Dist. Buldhana (M.S.)



International Conference of

Maharashtra State Commerce Association

Universities Commerce & Management Teachers Association, Gujarat

■ EDITOR ■

Dr. Anilkumar L. Rathod Professor Arvind N. Chaudhari
Dr. Rajkumar Sharma

■ CHIEF EDITOR ■

Dr. Dhanraj T. Dhangar



This Journal is indexed in :

- Scientific Journal Impact Factor (SJIF)
- Cosmoc Impact Factor (CIF)
- Global Impact Factor (GIF)
- Universal Impact Factor (UIF)
- International Impact Factor Services (IIFS)
- Indian Citation Index (ICI)
- Dictionary of Research Journal Index (DRJI)

For Details Visit To : www.researchjourney.net

SWATIDHAN PUBLICATIONS



1ST INTERNATIONAL CONFERENCE
of
Maharashtra State Commerce Association
Universities Commerce & Management Teachers Association, Gujarat

Organized by
Shegaon Education Society's
Seth G.B. Murarka Arts and Commerce College, Shegaon, Dist. Buldhana (M.S.)

On
Role of Commerce, Management & Technology in Modern World
29th - 30th Nov. 2019

EDITORIAL BOARD
(only for this issue)

EDITOR

Dr. Anilkumar L. Rathod

Principal, Seth G.B. Murarka Arts and Commerce College, Shegaon, Dist. Buldhana (M.S.)

Professor Arvind N. Chaudhari

Principal, Arts, Commerce and Science College, Bodvad

Dr. Rajkumar Sharma

Conference Coordinator, Seth G.B. Murarka Arts and Commerce College, Shegaon, Dist. Buldhana (M.S.)

CHIEF EDITOR

Dr. Dhanraj T. Dhangar

MGV'S Arts, Sci & Comm College, Yeola, Dist. Nashik.

EDITORIAL POLICIES-Views expressed in the papers/ articles and other matter published in this issue are those of the respective authors. The editor and associate editors does not accept any responsibility and do not necessarily agree with the views expressed in the articles. All copyrights are respected. Every effort is made to acknowledge source material relied upon or referred to, but the Editorial Board and Publishers does not accept any responsibility for any inadvertent omissions.



INDEX

No.	Title of the Paper's and Author's	Page No.
001	Study of Current Scenario of Private Sector Interviewing Methods in India Dr. Prachi Rode	1
002	Importance of CSR for Business Growth Dr Sudhir Godghate	5
003	Impact of RERA on Realtors of Housing Societies Under Redevelopment in the Region of Western Suburban Mumbai Dr. Vaibhav R. Ashar	10
004	Impact of M-Commerce and M-Banking on Customers Buying Behaviour Dr. V. S. Kannan Kamalanathan	17
005	Modern Marketing, Concepts and Challenges Dr. Laxminarayan C. Kurpatwar	22
006	A Study of Skill Development Programmes in Current Era of India and its Impact on Employment Opportunities Dr. Brijmohan Ramprasad Dayma Mr. Shrika'nt Govindlal Pandya	25
007	Internet is Powerful Tool in e-Commerce Rajput Purushottam	29
008	Study of Current Scenario of Private Sector Interviewing Methods in India Dr. Mahadeo B. Deokar	31
009	Comparative Analysis of Tea Franchisee Models in Pune City Mr. Abhijeet Shivane Mr. PrajTilekar	34
010	International Marketing Strategy Dr. Kavita K. Lende	38
011	Title-Job Satisfaction Among the Municipal Council Employees - Special Reference to Yawal-Raver Tahsil Aarti Madhukar Bhide Dr. Anil Ichharam Bhangale	41
012	Study the Causes of Stress at Urban Co-operative Banks Managerial Level Employees Vijaya B. Hiwale Dr. Dinesh D. Bhakkad	49



093	E Content Development : Prospects & Challenge, Importance & Benefits Prof. Dr. Jyoti R. Maheshwari	404
094	An Analytical Study of Usefulness of ICT in the Higher Education of Rural Nagpur Dr. Gajanan G. Babde	406
095	To Measure the Growth of Rural Banking Structure and Problem Face by Customers for Deposit Conserption in the Rural Areas of Nagpur District Dr. Rajesh S. Balarami	410
096	An Empirical Review of Availability of Mobility Resources in Traditional and Modern Retail Shoppee in Akola and Buldana District Dr. Rajkumar M. Sharma Dr. Avinash Sahurkar	414
097	An Fmpirical Study of Satisfaction of Level of Customers in Retail Mall and Retail Grocery Shoppee in Akola and Buldana District Dr. Rajkumar M. Sharma Dr. Dinesh Nichit	417
098	Analytical Study of Women Empowerment through Non-Agricultural Women Crédit Co-Operative Societies in Ahmednagar District Dr. Harjeet Brijmohan Panjabi	419
099	The Impact of E-Technology on Different Issues Emerging in the Society Dr. Anil Lohar Prof. Mrs. Ranjana Mahajan	424
100	Managing Innovation and Technology in Developing Countries Prof. Dr. Vilas K. Mahulkar	432
101	A Study of NABARD in Rural Development of Vidarabha Region (MS) (with Special Reference to Amravati District) Sagar S. Kuthe	435
102	The Changing Role of RBI and Current Scenario Dr. Bhimrao Pandurang More	441
103	A Literature Review on Contribution of Training and Skill Development Programme in the Employability Dr. Chitra S. Rajuskar	444
104	Role of SEBI as Regulatory Authority in India Prof. Humera Quazi	447
105	Effective Role of SEBI in Reform of Indian Capital Market Dr. Shilpa Bidkar Mrs. Kalyani Patil	450



MGNCRE



Vibha
विश्व विद्या भवन
विश्वविद्यालय



Certificate Of Presentation

This is to certify that Mr./Mrs./Ms./Dr. Dr. Rajkumar M. Sharma

from Sethi G. B. Murarka Art's and Commerce College, Shegaon, Dist. Nagbhosana (M.S.)

has presented the Research Paper entitled

"Self-Reliant India is an Opportunistic Vision by using Electronic Mobility Application Tools of Banking Sector. An Empirical Review"

in Two Days Interdisciplinary International e-Conferences on "Self-Reliant India" through inclusion of Science, Arts, Pharmacy, Teaching, Commerce, Humanities, Engineering and Technology-2020 (SRI-SAPPHIRE: 2020) held on 2nd-3rd October 2020 organized by Nagarjuna Science and Environment Forum (N-SEF).

Deepak

Dr. Deepak Nagrik
Convener

Dhananjay

Dr. Dhananjay Talwankar
Coordinator

Prasanna

Dr. Prasanna Kumar
Chairman, MGNCRE

Yogesh

Dr. Yogesh Mhaisagar
Organizing Secretary

SCHOLARS IMPACT

Quarterly

An International Multidisciplinary Multilingual
Peer Reviewed Research Journal

ISSN 2394 - 7632

EISSN 2394 - 7640

Special Issue

Approved By UGC
Journal No-41129
Up to June 2019

IMPACT FACTOR - 5.98

PARADIGM SHIFT OF INDIAN ECONOMY AND ITS IMPACT ON VARIOUS SECTORS

October to December, 2019 Volume-VI, Issue-IV

Saturday, 28th December, 2019



CHIEF EDITOR

DR. M. RAGHIB DESHMUKH

www.scholarsimpact.com

: Organised by :
The B.G.E. Society's

Smt. L.R.T. College of Commerce

Akola- 444001 (M.S.)

Reaccredited by NAAC with 'A' grade &
recipient of CPE Status by UGC

(Affiliated to S.G.B. Amravati University, Amravati)

AN EMPIRICAL REVIEW ON SHIFTING OF ECONOMIC MODEL AND SLOW DOWN OF VARIOUS SECTOR IN INDIA

***DR.RAJKUMAR M.SHARMA**

Assistant Professor at Seth G.B.Murarka Arts & Commerce College,Shegaon.(M.S.).

****DR.ANILKUMAR L.RATHOD**

** Principal at Seth G.B.Murarka Arts & Commerce College,Shegaon.(M.S.).

Email – rajmsharma007@gmail.com

Abstract: - Propelling India into a \$5 tn economic behemoth by 2024-2025 also seems implausible now. Indian economic trend is slowed down due mainly Industrial production and Agricultural production. India is loan driven economy and demand oriented flow over the consumption of people. It is also we have to understand that Indian economy is shifting their mode of consumption pattern now a day's basically from automation sector due digitalization and electric mobility sector which is basic cause sharing by all again and again. Paradigm shift of model of consumption of India like other developed country from developing country. The objective of this study is that to analyze and periodic slow down of Indian economic G.D.P as the RBI statistical data available over on website.

K Words: - GDP, Slowed Down, Electric Mobility

Introduction:- India's gross domestic product (GDP) growth has dropped to 4.5% in the July-September quarter of 2019-20, a free fall from the government's ambitious call for a double-digit growth not so long ago. Propelling India into a \$5 tn economic behemoth by 2024-2025 also seems implausible now. The fall has been sudden although not entirely unexpected. In the first quarter of 2016-17, India registered a spectacular GDP growth of 9.4%. Today, it's struggling at a 26-quarter low. There has been suspicion that India's profit-making companies might have ended up using the massive corporate tax cut to strengthen their books rather than to invest the new-found savings in building factories and offices, which would have spurred growth. In September, the Centre announced slashing the corporate tax from 30% to 22% for companies not availing other tax breaks, and from 25% to 15% for new manufacturers. 70Thousan INR Crores pumped by Finance Ministry in sector automobile sector and Non Financial Institutions to groom the economy. Indian economic trend is slowed down due mainly Industrial production and Agricultural production. India is loan driven economy and demand oriented flow over the consumption of people. It is also we have to understand that Indian economy is shifting their mode of consumption pattern now a day's basically from automation sector due digitalization and electric mobility sector which is basic cause sharing by all again and again. Paradigm shift of model of consumption of India like other developed country from developing country. It has been observed that 20 to 25% people who are demanding two wheeler ,car and other luxurious commodity they are going toward stagnant of demand that the same thing again and again now a days. Just like that the people who wants purchase these automobile and commodity due te ological change for example Electronic vehicle are commencing in the market due to that they revoke their hand to buy it. This is one of the most important phenomena happened in our country of reducing demand of automobile manufacturing and their financial activities. Another thing is that Indian economy is having agricultural production an important part of G.D.P. which was sharply decreasing due to bad monsoon conditions in India. But it will be took growth in commencing period. Third and most important reason of slow down is that overall world economy is suffering from recessionary situation.

Objective of the study:-

- To analyze and periodic slow down of Indian economic G.D.P as the RBI statistical data available over on website.
- To analyze the graphical presentation and interpretation of statistical data of Indian Economy for a given period.
- To enlighten the realistic situation of Agricultural and Industrial production in last six quarter.

Analysis and Interpretation of Data:-

The following data collected through Researve bank of India website for the purpose analyzing the requisite sector of Indian Economy.

(Rupees Crore)

Industry Year	Quarter	Agriculture, Forestry and Fishing	Mining & Quarrying	Manufacturing	Electricity, Gas, Water Supply & Other Utility	Construction	Trade, Hotels, Transport, Communication and Services Related to Broadcasting	Financial, Real Estate and Professional Services	Public Administration, Defence and Other Services	Total Gross Value Added at Basic Price
2018-19	Q1	424869	96308	564815	72437	265970	606786	775276	383990	3190452
	Q2	357728	72681	582672	73955	253699	583123	836097	418792	3178747
	Q3	586941	87589	563804	70831	275619	605137	610435	431049	3231406
	Q4	486094	113986	616749	69204	258614	676082	624584	461020	3306332
2019-20	Q1	433547	98887	568104	78682	281262	649698	821198	416628	3348005
	Q2	365161	72776	576560	76625	262149	611149	884523	467434	3316377

Source : <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>

Source : National Statistical Office (NSO).

Note : Q1, Q2, Q3 & Q4 denote - April to June, July to September, October to December and January to March quarters, respectively.

The above data is represent the situation of Agriculture, Forestry and Fishing , Mining & Quarrying, Manufacturing, Electricity, Gas, Water Supply & Other Utility, Construction, Trade, Hotels, Transport, Communication and Services Related to Broadcasting, Financial, Real Estate and Professional Services, Public Administration, Defence and Other Services and Total Gross Value Added at Basic Price.

- As Per the above data it shows down trend in Agriculture, Forestry and Fishing due to bad monsoon situation in India.
- Dramatically ups and downs in Mining & Quarrying, Manufacturing during the last six quarter.
- Constant Consumption and demand in growth in the sector of Electricity, Gas, Water Supply & Other Utility and Construction.
- Financial, Real Estate and Professional Services are improving sharply in these days in better growth comparatively other all sectors that are why our growth rate is more than 4%.
- Government is continuously increasing the amount of expenditure over Public Administration, Defence and Other Services that is why we are getting are public utilities sector in good situation rather than before.
- Indian economy is shifting their mode of consumption pattern now a day's basically from automation sector due digitalization and electric mobility sector which is basic cause sharing by all again and again. Paradigm shift of model of consumption of India like other developed country from developing country.

Conclusion:-

The people who wanted to purchase these automobile things and commodity due technological changes for example Electronic vehicle are commencing in the market due to that they revoke their hand to buy it.

Indian economy is having agricultural production an important part of G.D.P. which was sharply decreasing due to bad monsoon conditions in India.

Most important reason of slow down is that overall world economy is suffering from recessionary situation.

Financial, Real Estate and Professional Services are improving sharply in these days in better growth comparatively other all sectors that are why our growth rate is more than 4%.

References: -

- https://economictimes.indiatimes.com/articleshow/72310684.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
- <https://dbie.rbi.org.in/DBIE/dbie.rbi?site=home>



Vidyawarta®



MAH/MUL/03051/2012
ISSN-2319 9318

Peer Reviewed International Referred Research Journal



Bharatiya Seva Sadan's

Smt. Radhadevi Goenka College for Women, Akola

NAAC Reaccredited Grade- B+ with CGPA 2.71

Affiliated to Sant Gadge Baba Amravati University Amravati

(Certified Minority Institution)

INTERNATIONAL VIRTUAL INTERDISCIPLINARY CONFERENCE

ON

**'Global Socio-Economic Trends in Current
Scenario-Opportunities & Challenges'**

Organized By

**Department of Commerce &
Indian Accounting Association,**

5th March, 2021

Akola Chapter

Editors

Dr. Devendra Vyas

Dr. Ambadas Pande

Dr. Rupa Gupta

INDEX

- | | |
|---|----|
| 1. An Awareness Study on Micro Finance in Akola City
Dr. Devendra N. Vyas & Dr. Rupa Z. Gupta | 15 |
| 2. Impact of Covid-19 on Women Entrepreneurship: An Overview
Dr. Ambadas B. Pande | 22 |
| 3. Post COVID- MSME Restructured Schemes & Financial Assistance Availability
A study of Amravati Base Micro and Small Industrialist
Prof. Vinit Mahure | 27 |
| 4. Covid – 19 And Its Impact On The Rights Of The Migrant Workers In India
Dr. Manisha S. Araj | 32 |
| 5. Impact of COVID-19 on Healthcare Industry in India.
Prof. Velekar Laxmikant Chandrakant | 36 |
| 6. Product Modification Management and Marketing in the restricted world
Ms. Snehal Obhan | 40 |
| 7. Privatization of Higher Education in India: Need, Impact and Suggestions
Dr. Y S Vaggi | 48 |
| 8. INDIAN CORONA VIRUS VACCINES DISTRIBUTION CHALLENGES
Dr. Mahesh Gaikwad, District -- Buldana | 54 |
| 9. Atmnirbhar Bharat: A Game Changer in Post Pandemic Economic Crisis
Dr. Anup G. Sharma | 58 |
| 10. Impacts of Indian Culture on Tourism Service Industries in India
Dr. Vinod B. Chavhan | 62 |
| 11. Sustenance and Entrepreneurship: An Inspiration
Mr. Dipto Narayan Chattopadhyay | 66 |
| 12. Banking in the Wake of Human Bionomics
Dr. Nilesh N. Chotiya | 73 |
| 13. A Study of Service Sector Growth with Special Reference to Transport &
Warehousing
Dr. Yogesh L. Patinge | 77 |
| 14. Review on Student Adoption and SWOC Analysis through E- Learning Resources
during COVID -19 Period
Dr. Rajkumar M. Sharma & Dr. Anilkumar L. Rathod | 81 |

Review on Student Adoption and SWOC Analysis through E- Learning Resources during COVID- 19 Period

*Author – Dr.Rajkumar M.Sharma

**Author -- Dr. Anilkumar L.Rathod

*Asst.Professor in Commerce, rajmsharma007@gmail.com

**Principal, anilkumaralr@gmail.com

Seth G.B.Murarka Arts & Commerce College, Shegaon Dist.Buldana (M.S.)

Abstract: -

A working relationship between mentors and mentees is an essential part of academic success. A growing body of research shows that a good mentoring relationship is advantageous to the mentor's own success. The present impulsively socio psyche of the present generation enforced the institution to put into practice some well-built disciplinary policy to guide the student community in suitable direction; hence teachers of the institution are linked through MENTORSHIP, who will act as a counselor, mediator and coordinator in resolving the student's problems. To achieve this massive target various inspiring practices are being implemented in the institution all through the academic year. The goals place above being implemented during the mentorship. New graduate students, in particular, may express the desire for a mentor with whom they can personally identify, but their eventual level of satisfaction with their mentors seems to have little to do with this aspect of the relationship. This authenticates the important point that you can be a successful mentor even if you and your student don't share similar backgrounds.

Key Word: Mentor, Mentee, Relationship, Counselor

Introduction: -

A working relationship between mentors and mentees is an essential part of academic success. A growing body of research shows that a good mentoring relationship is advantageous to the mentor's own success. Good mentor's help students gradually understand how their objectives fit into the particular graduate degree program. The objectives and goal of this practice is as below to address and mitigate the problems faced by children in their academic and family environment

- Maintenance of students' valuable time.
- Avoidance of unnecessary social problems like misbehavior, bribery, red-tapism etc.
- Upgrading of student knowledge
- Suitable guidance and coordination.

- To inculcate in our students sensitivity and responsiveness to social problems
- Right information

The Context of the topic: -

The final goal of education is not merely knowledge accretion but service to humanity. Thus this best practice was initiated to step up extension services in the College Under this scheme, we teachers adopted few Slow learner students to which we provide remedial classes, extra classes, also counsel them to address and mitigate the problems faced by children in their academic and family environment, to inculcate in our students sensitivity and responsiveness to social problems and sometime (NAAC for Quality and Excellence in Higher Education, SSR) needed provide educational aids such as textbook, notes etc; by which their higher education should be continued. The present impulsively socio psyche of the present generation enforced the institution to put into practice some well-built disciplinary policy to guide the student community in suitable direction; hence teachers of the institution are linked through MENTORSHIP, who will act as a counselor, mediator and coordinator in resolving the student's problems. Knowing that values are imbibed rather than taught, the college has adopted this practice to counsel the students and inculcate those values that are needed to live in a pluralistic society and contribute to national development.

- **The Actual Practice:** Mentoring is the key to success for all those involved in graduate education, and we hope these resources will be useful for faculty, students and staff alike. The most important dictum of the institution is to build a best future to the students who are coming educationally background from rural areas. To achieve this massive target various inspiring practices are being implemented in the institution all through the academic year. The goals place above being implemented during the mentorship.
- **Evidence of Success:** As proof to above statements and practices, the following things can be underlined: The mentor has maintained close observation of the students and encourage some students to participate in placement activity conducted last year out of which seven students were short listed for final placement and recorded enthusiastic responses from them when we has taken feedback from students.
- **Problems Encountered and Resources Required:** Since from the inception the students enroll with this institution are from rural background they felt shy and afraid to disclose their problems. Initially the practice faced some communication gap and coordination problems. Mentor struggled to maintain records and observations. In a good number of the higher educational institutions, power backup and internet connectivity are the two foremost problems. Slow speed of internet connectivity or irregular power backup in rural area is something which we have to deal with everyday. Besides, the short of sufficient staff and building are other challenging issues. But our most important focal point is to make

maximum use of available resources. In spite of the above, we are trying our best to overcome these problems.

- **Factual Notes (Optional):** Some faculties limit the responsibilities of mentoring to merely discharging their role as advisor. While assigned advisors can positively be mentors, and often are, they are effectively mentoring and playing a more extroverted role in the development of a future colleague. The role of advisor usually is limited to guiding academic progress. The role of counselor is centered on a commitment to advancing the student's career through an interpersonal engagement that facilitates sharing guidance, experience and expertise. The fact that today's students are coming from rural diverse backgrounds, but it's more likely to enrich than confound the relationship. New graduate students, in particular, may express the desire for a mentor with whom they can personally identify, but their eventual level of satisfaction with their mentors seems to have little to do with this aspect of the relationship. This authenticates the important point that you can be a successful mentor even if you and your student don't share similar backgrounds. (NAAC for Quality and Excellence in Higher Education, SSR) Of course, each mentoring relationship should be modified to the student's purpose, needs and learning style, but the core principles apply across the board. This practice needed the student share and a obligation to the goals of the scholarly enterprise and a desire to succeed in their life.

Conclusion:

To maintain harmonious and cordial relationship with the students as mentor /Counselor one may successfully apply the following E-Content tools for continuous interaction with students:

1. Upload Audio visual video on Google classroom for group discussion, Case study and Economics caselate.
2. Upload Google quiz in the form of Google forms of various classes to provoke subject knowledge of students time to time.
3. Upload YouTube video in the form of E- Lecture for the students to gain subject and topic wise study and thorough knowledge.
4. Schedule live lectures on Zoom, Google meet and various video conferencing Apps for live streaming as well as discussion on various topics included in syllabi.
5. Organize webinars for sharing knowledge resource to faculty members and students time to time which makes effective utilization of E-Content development for each and every member of academics.

Reference:

1. www.gbmurarkacollege.com (Experimental Review of Mentor and Mentee Scheme)

(SJIF) Impact Factor-7.675

ISSN-2278-9308

B.Aadhar

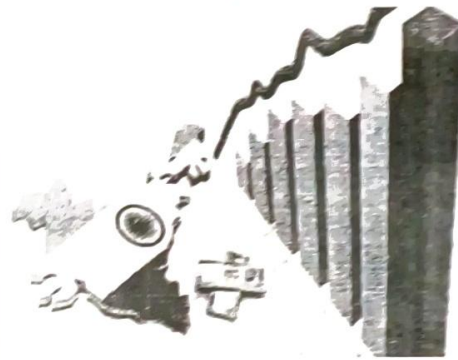
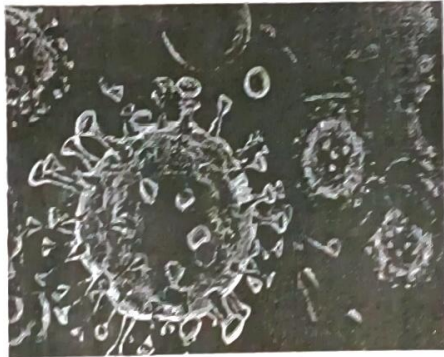
Peer-Reviewed & Refreed Indexed

Multidisciplinary International Research Journal

March -2021

ISSUE No- CCLXXVIII (278)

**Impact of Post COVID Central Government Packages on Various
Sectors of Indian Economy**



Chief Editor

Prof. Virag S. Gawande
Director
A. S.R. & D. T. Institute Amravati

Executive Editor

Dr.S.G. Chapke
Principal
Smt. L.R.T. College of
Commerce, Akola

Editor

Dr. Y.K. Agrawal
IQAC Co-ordinator
Smt. L.R.T. College of
Commerce, Akola

The Journal is indexed in:

Scientific Journal Impact Factor (SJIF)

Cosmos Impact Factor (CIF)

International Impact Factor Services (IIFS)

Aadhar International Publication

For Details Visit To : www.aadharsocial.com



20	A Study of Strategies to Revive India's Trade Post-COVID-19 Mr. Chandrakant B. Dhumale	84
21	Covid-19 Economic Package: Government Announces Structural Reforms Mr. G.A. Bhurke	88
22	Impact Of Post Covid Central Packages On Agricultural Sector Dr.P.N.Ladhe	91
23	The Impact of MSMEs and COVID-19- An Empirical Study Prof. Rahul G. Mahure	96
24	Impact Of Post Covid Central Government Packages On Agricultural Sector Dr. Ravindra B Tembhurne	99
25	Post Covid-19 Pandemic & Indian Business Opportunities Dr Rita Deshmukh	102
26	A study on preferred investment avenues of S.G.B Amravati University's employees Mr.Rupesh R.Bhadoriya /Dr. J. D. Gupta	106
27	A Statistical study on Impact of Recent Indian Agricultural Policy on NABARD, functioning for Self Help Groups(SHG) in Development of Rural India Sagar S. Kuthe /Dilip T. Deshmukh	112
28	Application of E- Learning Mode is a Vital Tool to Improve Student Satisfaction Survey in Education (A Complete Revival of Post COVID - 19 Impacts of Central Govt. Packages in Education System in India) Dr.Rajkumar.M.Sharma	118
29	Impact Of Post Covid Government Packages on Reforms for Agriculture, Fisheries and Food Processing Sectors (Atmanirbhar Bharat) Dr. Swati H. Tiwari	122
30	Impact of post covid Central Government Packages on Service Sector DR. T. G. Mirge /Miss. Neha r. Verma	128
31	Impact Of Post Covid Central Government Packages On Service Sector Dr. Vandana K. Mishra	133
32	Post Covid Packages of Central Government and Indian Service Sector Dr. Vinod B.Chavhan	138
33	नविन कृषि सुधारणा कायदे शाप की वरदान रू एक अध्ययन डॉ मोनिका साबू	142
34	भारतीय कृषी अर्थ व्यवस्थापर कोविड-१९ का प्रभाव डॉ. अलका अनिल मानकर	148



Application of E- Learning Mode is a Vital Tool to Improve Student Satisfaction Survey in Education (A Complete Revival of Post COVID -19 Impacts of Central Govt. Packages in Education System in India)

Dr.Rajkumar.M.Sharma

IQAC – Coordinator, Seth G.B.Murarka Arts & Commerce College,
Shegaon.Dist.Buldana.

Abstract:-

In recent era it is very necessary to do accreditation of a constituent /college /institution through appropriate agency. In this regard initially period various colleges and administration is reluctant to do accreditation due to Online LOI process and rigorous evaluation process. People are thinking that it is tedious job to do compilation of procedural activity and data for proper output of NAAC Assessment. But we go through proper data collection and systemic application social and extension activities. The NAAC Committee is doing efforts for improving quality aspect of higher education regarding Teaching, Learning, Evaluation with teaching aids on the one part , doing the assessment of extra co-curriculum, social and extension activities like important five wings – N.S.S.,N.C.C.,Sports,Cultural Activities and Training , Development and Placement activities run in the college on the other part. NAAC is working on improving quality of educational delivery Input give to students and enabling standard of students in obtaining job or placement practical business life. It is thing that NAAC is expecting deliverable teaching inputs of faculty member of that subject and evaluating their output through student's satisfaction survey. As per the new method of NAAC assessment and accreditation it saw that they wants to ratio of Prospectus issued for admitted students in the college means demand ratio and also see about input quality and their Out relation on the part of appearing to the exam and passing out with final degree. Who has got final degree to look their standard of opting to education, competitive exam and direct/indirect placement in various sectors for getting an employment? Though roughly it is an analytical tool of AD:OR – Admission: On roll , OR:OB – On Roll to Out Bound , AOR : AAE – Actual On Roll to Actual Appear to Exam , AAE: EPO – Actual Appear to Exam to Exam Passed Out and Passed Out to Placed for the job. This is the ultimately Input and output quality Index through student survey which is only purview of the NAAC Assessment and Accreditation. It is basic thing that students final feedback toward NAAC committee member through phonetic talk and email exchange would decide grade of the institution on the one part and actual verification in visit at time assessment. So, It is very real exercise to prepare solid planning to crake positively favorable students survey in the NAAC assessment through effective implementation of Co-curriculum and extra curriculum activities in the college.

Key words: NAAC, Assessment, Accreditation, students survey, extra – curriculum activities

**Introduction:-**

In recent era it is very necessary to do accreditation of a constituent /college /institution through appropriate agency. In this regard initially period various colleges and administration is reluctant to do accreditation due to Online LOI process and rigorous evaluation process. People are thinking that it is tedious job to do compilation of procedural activity and data for proper output of NAAC Assessment. In recent news paper article of Mr. Ajay Mardikar has stated that various orientation programs organized to inform about new NAAC rules and methods of evaluation several colleges are facing problems in applying assessment of NAAC, as they have not been able to fill vacancies because of banned imposed by state govt. Although govt. has permit recruitment up to 40 percent of vacancies the process is time consuming. Large Number of college functioning without principal and regular teaching staff. This is major impediment in undergoing NAAC evolution. A senior principal stated that the fourth class staff in college will be regularly employed and principal will be temporarily.(Nagpur, Feb28) So, as this article he thrown light on new process of NAAC and how the college are facing problems in tackling NAAC Assessment. It is view that the college member has to take effective steps in generating actual data of last five years with rigorous activities of seven criteria. On the part of documentation of event like Photos, Proper reporting, Input and output utility of that activity in collegiate campus. It has to carryout effective activity of National Service Scheme applying social and extension activities as Social Volunteer, National Cadet Corp applying national pride activities as paramilitary force of the country, Sports applying various sport tournament on university, state and national level as sportsman of the country, Cultural committees by applying various innovative and proactive organization social, cultural and patriotic based events in the college. Last but not least and very important Cell of the college i.e. Training, Development, and Placement by applying various programs with orientation of carrier guidance and campus placement in the college. These all five gives most satisfaction to the student which gives positive remark for the college. To maintain harmonious and cordial relationship with the students as mentor /Counselor one may successfully apply the following E-Content tools for continuous interaction with students

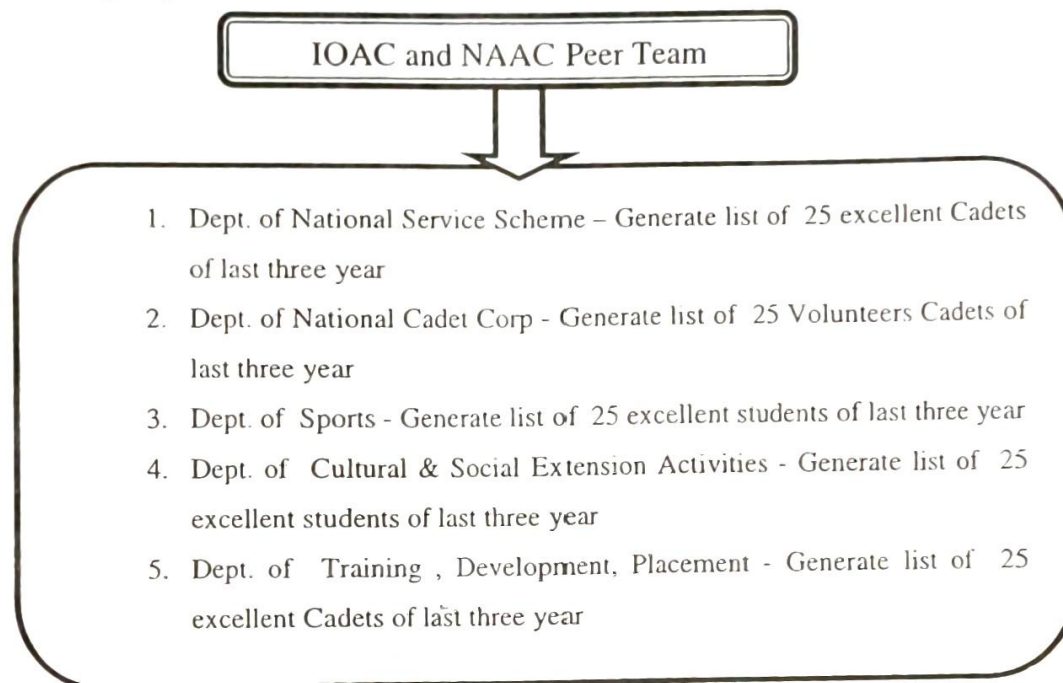
Result & Discussion: - Whenever any college wants to face NAAC for student satisfaction survey, so they can prepare proper listing of students with Name , Address ,Contact No. and E-mail Address of the following different dept. and cell of the college –

1. Dept. of National Service Scheme
2. Dept. of National Cadet Corp
3. Dept. of Sports
4. Dept. of Cultural & Social Extension Activities
5. Dept. of Training , Development, Placement
6. Dept. of Alumni , Parents and Teachers Cell

These Above all the dept. are continuously doing various activities with the participation of collegiate students which should be properly recorded in the ratio number of the students appeared in the activity and received actual output to the students. It each and every activity will give definite benefit to the students in some extent which should be properly recorded and presented in front of NAAC Committee. These above all committees



must be in touch with IQAC and NAAC Peer Team. These can be coordinated as per the following diagram –



As per the above graph, it is unlighted that shortlist to such student who are really directly and indirectly with teachers, collegiate activities and image banding of institution/college because actual brand ambassador of the college by playing proactive role.

Conclusions:-

- Proper planning and implementation of Extra- co-curriculum activities in effective coordination with IQAC and NAAC Peer Team of college will be helpful to improve student satisfaction survey.
- The data of students as per the above said method will give definite result to the college in improving their current C.G.P.A. without any more exercise. Because these students are the real messenger in front of the NAAC Committee to provide real remark about the college.
- Those students who actually worked and participated in the said department they are having cent percent positive and good remark about the college. So, the above explained methodology will reduce the pressure of facing the NAAC Committee as per the new methodology.
- To maintain harmonious and cordial relationship with the students as mentor /Counselor one may successfully apply the following E-Content tools for continuous interaction with students firstly one can upload audio visual video on Google classroom for group discussion, Case study and Economics caselate. Secondly one can upload Google quiz in the form of Google forms of various classes to provoke subject knowledge of students time to time. Thirdly, one can upload YouTube video in the form of E- Lecture for the students to gain subject and topic wise study and



through knowledge. Fourthly, one can schedule live lectures on Zoom, Google meet and various video conferencing Apps for live streaming as well as discussion on various topics included in syllabi. And lastly one can organize webinars for sharing knowledge resource to faculty members and students time to time which makes effective utilization of E-Content development for each and every member of academics.

Reference:-

1. Mr. Ajay Mardikar /news article/ Nagpur,2019,Feb28
2. Revised guidelines of NAAC

(SJIF) Impact Factor-7.675

ISSN-2278-9308

B.Aadhar

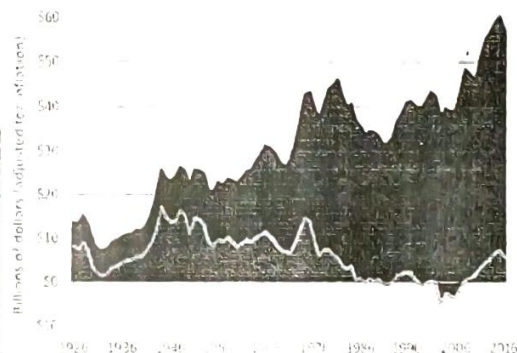
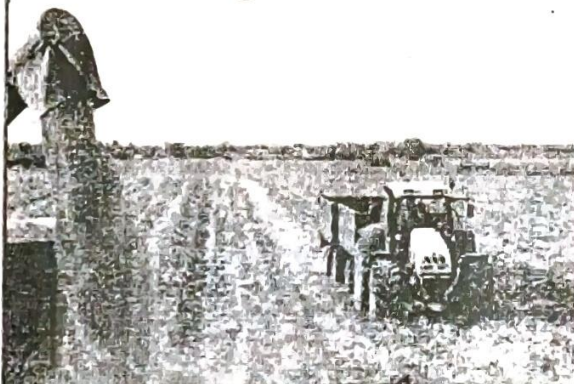
Peer-Reviewed & Refreed Indexed

Multidisciplinary International Research Journal

March -2021

ISSUE No- CCLXXIX (279)

Impact of Recent Indian Agricultural Policy
on Agricultural Sector and Other Allied Sectors



Chief Editor

Prof. Virag S. Gawande

Director

A. S.R. & D. T. Institute Amravati

Executive Editor

Dr.S.G. Chapke

Principal

Smt. L.R.T. College of
Commerce, Akola

Editor

Dr. Y.K. Agrawal

IQAC Co-ordinator

Smt. L.R.T. College of
Commerce, Akola

The Journal is indexed in:

Scientific Journal Impact Factor (SJIF)

Cosmos Impact Factor (CIF)

International Impact Factor Services (IIFS)

Aadhar International Publication

For Details Visit To : www.aadharsocial.com



20	Analyse of New Indian Agricultural Bill	Prof. Rahul G. Mahure	89
21	Impact of COVID 19 Towards Smart and Digital India	Dr.Rajkumar M.Sharma	92
22	Impact of Recent Indian Agriculture Policy on Other Allied Sector	Dr. Ravindra B Tembhurne	98
23	Benefits, drawbacks of New farming laws	Dr Rita Deshmukh	101
24	Impact Of Recent Indian Agricultural Policy On Agricultural Sector	Sumey Rameshwar Shende	105
25	Impact of Indian Agriculture policy	Dr. Swati H. Tiwari	109
26	Impact Of Recent Indian Agricultural Policy On Agricultural Sector	Dr. Vandana K. Mishra	115
27	The Agricultural Sector In India	Dr.Ronil Kulbhushan Ahale	120
28	वैश्विक कृषि क्षेत्र पर कोविड -१९ का प्रभाव	डॉ राजेंद्र राऊत	130
29	भारतीय कृषि क्षेत्र पर कोविड -१९ का प्रभाव	डॉ राजेंद्र राऊत	133
30	कृषि विधेयक २०२० की सार्थकता	प्रा. डॉ. नीता तिवारी	136
31	भारतीय कृषि धोरण - एक अभ्यास	डॉ. अनिल महादेवराव तिरकर	140
32	कोव्डीड-१९ चा कृषि क्षेत्रावरील होणारा आर्थिक परिणाम : एक अध्ययन	डॉ मोनिका साबू	148
33	नविन कृषि सुधारणा कायदा व कृषि व्यवसायावर होणारा परिणाम	डॉ.जयंत डी पोरे	152
34	Impact of Recent Agricultural Policy on Agriculture and Allied Sector	Dr.Sonali.P.Kumre	155

Impact of COVID 19 Towards Smart and Digital India

Dr.Rajkumar M.Sharma

Assistant Professor,

Seth G.B.Murarka Arts & Commerce College, Shegaon Dist.Buldana (M.S.)

Abstract: -

Today we live in a world where globally the name of the game for all successful companies is innovation; Innovation in the context of computing and communication is increasingly leading to a convergence of the world of computers with the natural world. Dr. Kalam taught us to make optimum use of technology for the betterment of India and for bringing transparency in its administration. Over the last decade, we have made tremendous improvement in this vertical. Vision building is a challenging exercise as it aims to construct future scenarios and link the present with the future. It is true that without vision, cultures, communities and civilizations perish. The exercise of vision building can neither be done by only restructuring the present realities nor by sheer dreaming. Vision, dreams and future expectations must merge into contemporary realities. Government has approved the National Smart Grid Mission (NSGM), an institutional mechanism for planning, monitoring and implementation of policies and programs related to Smart Grid activities. The 'Digital India' Programme was presented to the Union Cabinet on 20th August, 2014 and was formally launched by Hon'ble Prime Minister on 1st July, 2015. The programme is centered around three key areas, namely, Digital Infrastructure to every citizen, Digital services & governance on demand and Digital empowerment of citizens. Digital and Smart India is a vital aspiration of Indian people who wanted an India become Self-Reliant and Super Power Economy in 21st Century. Digitalization has provided ample of opportunities during period of COVID -19 Pandemic. During this period people are easily accepting the digitalization applications of electronic mobility tools of Banking sector. Really it is proved that India will become a precious country which simultaneously walking on the way of Highways and I-ways technology rapidly during pandemic situation COVID-19.

Key words: Self Reliant, Digitalization, COVID-19, pro-techno saver, pro- internet users

Introduction: -

Digitalization plays a key role in making the self-reliant India. 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. Digital India consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy. Digitalization has provided ample of opportunities during period of COVID -19 Pandemic. During this period people are easily accepting the digitalization applications of electronic mobility tools of Banking sector. Everyone has been very keenly interested into electronic application which saves time, money and energy. Today we live in a world where globally the name of the game for all successful companies is innovation; Innovation in the context of computing and communication is increasingly leading to a convergence of the



world of computers with the natural world. This trend is increasingly leading to the Internet of Things or the Society of Things. The Industrial Internet, the Smart Grid, The Intelligent Transportation System, The Smart Lighting System and the Smart Utility can all be seen as manifestations of the IoT. With over USD 14 Trillion in projected market size by the year 2020, the Internet of Things is an opportunity that is comparable to the US GDP at about USD 17 Trillion in 2014. Envisioning a world of IoT in 2020 helps organizations understand emerging IoT opportunities and plan for capacity building. The 1 day event titled Vision 2020 with The Internet of Things focuses on 3 basic themes - The Industrial Internet (Smart Industry), The Smart City and The Smart Nation. After expert talks and panel discussions, the event concludes with a round table session where every delegate gets a chance to contribute. Participate and benefit by sharing, learning and envisioning. Take back valuable insights that help you sharpen your organization's IoT strategy for both the near and long term. Dr. Kalam taught us to make optimum use of technology for the betterment of India and for bringing transparency in its administration. Over the last decade, we have made tremendous improvement in this vertical. We came out as world's second largest mobile phone using country and the third largest in the field of auto-mobile. The literacy rates have significantly improved, healthcare facilities are about to be at par with those of foreign countries and the revenues from exports have seen a good hike and Mission for Urban India. The real estate industry also benefits a great deal from Vision 2020. Infrastructure development planned under the vision will completely transform the skyline of Indian cities. We have taken major steps in the direction of large-scale infrastructure. Now our metro cities have airports of international standards with several of them being underway. The diamond quadrilateral highway scheme, rural roads to connect villages with cities and the continuous development of other connectivity facilities contribute towards the master plan. All these steps taken in the infrastructure field have supported the development of real estate industry which, in return, is giving it back to the country's overall development. With every new project launch, several new job opportunities are created that support several families. A wide variety of manpower is needed to carry out any task efficiently. Engineers, architects, planners, legal specialists, accounts management professionals- everyone has to work together in order to develop a particular industry. The improvement of education sector has contributed a lot in this direction.

Key Words: *Innovation, Vision, Digital India, Smart City*

Review of smart and Digital India:-

Vision building is a challenging exercise as it aims to construct future scenarios and link the present with the future. It is true that without vision, cultures, communities and civilizations perish. The exercise of vision building can neither be done by only restructuring the present realities nor by sheer dreaming. Vision, dreams and future expectations must merge into contemporary realities. Visions can be realized and transformed into realities by understanding, initiative, commitment and hard work and dreams can be transformed into realities if full trust is put in self, society and the nature. Envisioning is a part of an individual's planning activities as also that of a nation. Nations, big or small, developed or developing, all conceive and construct future visions and prepare strategies to achieve them. Vision is not to be seen either as a long term planning exercise or as a road map. In both these cases there is something given, something existing which forms the base. On the other hand



future aspiration generates vision and that stirs us to action. Through the eye of creative imagination the vision builder places ought in the context of is and develops a constructive picture about the present. Unlike activities involved in annual planning wherein the present shapes the future, the activities in vision building are guided by the future to shape the present. Thus the construction of vision is a type of dreaming rooted in the contemporary contextual social realities. With respect to education, this exercise is being attempted here under three sections, the first relates to Knowledge society which for our purpose means a society where caring, sharing and using of knowledge are key factors promoting prosperity and well being of the people, the second section relates to knowledge as seen from the institution perspective and the third presents vision statement themes and strategies to achieve them.

• **National Smart Grid Mission**

Government has approved the National Smart Grid Mission (NSGM), an institutional mechanism for planning, monitoring and implementation of policies and programs related to Smart Grid activities. This was stated by Sh. Piyush Goyal, Minister of State for Power, Coal & New and Renewable Energy (IC) in a written reply to a question in the Lok Sabha. The total outlay for NSGM activities for 12th Plan is Rs 980 Crores with a budgetary support of Rs 338 Crores.

NSGM has three tier structures:

- At the apex level, NSGM has a Governing Council headed by the Minister of Power. Members of the Governing Council are Secretary level officers of concerned Ministries and departments. Role of Governing Council is to approve all policies and programme for smart grid implementation.
- At the second level, the NSGM has an Empowered Committee headed by Secretary (Power). Members of the Empowered Committee are Joint Secretary level officers of concerned Ministries and departments. Role of Empowered Committee is to provide policy input to Governing Council and approve, monitor, review specific smart grid projects, guidelines / procedures etc.
- In a supportive role, NSGM has a Technical Committee headed by Chairperson (CEA). Members of the Technical Committee are Director level officers of concerned Ministries & departments, representatives from industries and academia. Role of Technical Committee is to support the Empowered Committee on technical aspect, standards development, technology selection guidelines etc.
- For day-to-day operations, NSGM has a NSGM Project Management Unit (NPMU) headed by the Director NPMU. Director NPMU is a Member of the Governing Council and Empowered Committee, and Member Secretary of Technical Committee. NPMU is the implementing agency for operationalizing the Smart Grid activities in the country under the guidance of Governing Council and Empowered Committee.
- Grant upto 30% of the project cost is available from NSGM budget. For selected components such as training & capacity building, consumer engagement etc., 100% grant is available. Corresponding to the NSGM, State Level Mission, chaired by the Power Secretary of the State has also been proposed. Support for training & capacity building to State Level Project Monitoring Units (SLPMUs) for smart grid activities is provided by NSGM. (<http://www.indiasmartgrid.org>) The 'Digital India' Programme was presented to the



Union Cabinet on 20th August, 2014 and was formally launched by Hon'ble Prime Minister on 1st July, 2015. The programme is centered around three key areas, namely, Digital Infrastructure to every citizen, Digital services & governance on demand and Digital empowerment of citizens. Several initiatives envisioned under the programme have been implemented and many are under implementation. Some prominent achievements of Digital India are:

1. **MyGov Platform** – This unique platform for citizen engagement in governance has been implemented as a medium for citizens to exchange ideas/ suggestions with the Government. Through this platform, the Government of India gets feedback, inputs, advice and ideas from citizens for policy decisions, new initiatives like Digital India, Swachh Bharat, Clean Ganga, Make in India, Skill Development, etc. MyGov is growing steadily, with over 15.8 lakh users already registered, and over XX million page views. MyGov has conducted over 750 activities and is receiving more than ten thousand (10,000) posts per week on various issues. MyGov has also played a key role in reaching out to citizens for the Smart Cities Mission and has facilitated consultations up to the Gram Panchayat and Municipalities levels for the design of the New Education Policy.
2. **Jeevan Pramaan** – Pensioners can now conveniently submit their life certificates online through this portal. The certificates are stored in the Life Certificate Repository for making it available anytime & anywhere for pensioners and the Pension Disbursing Agencies. Over eight (8) lakh pensioners are already registered on this portal.
3. **E-Greetings Portal** – is being used to send e-Greetings by Government departments on various occasions like Gandhi Jayanti, Diwali, Teacher day, Independence day, etc. Over 10 lakh E- Greetings have been sent through this portal. Over 42 greeting categories and 450 cards are available on the portal to send greetings in electronic form. Interestingly, all the greetings have been created by crowdsourcing inputs through MyGov contests, allowing India's creative talent to bloom. It also serves as an ecofriendly method of sharing joy and good wishes with friends and family.
4. **E-Books Platform (eBasta)** – is an electronic platform of e-Books for schools. Currently, 501 eContents and 15 eBasta (collection of books) are available on this platform.
5. **Digital Locker System** – ensures that citizens are not asked to provide documents/certificates, which are already available with some department/institution of the government. Currently, over ten (10) lakh digital lockers have been opened where citizens have self-uploaded over 11.8 lakh documents and 52.09 lakh documents have been issued. Government Departments are being assisted to onboard/integrate them with the Digital Locker.
6. **e-Sign** – would facilitate digitally signing a document through online authentication mechanism. So far, 1.75 lakh e-Signatures have been issued. e-Mudhra and CDAC are empanelled to offer eSign services.
7. **e-Hospital** – aims to reduce the anxiety of patients and their attendees by making available various online services such as appointment, accessing diagnostic reports, payment of fees and enquiring blood availability, etc. e-Hospital is currently functional in four (4) Central Government hospitals namely AIIMS, Dr. RML Hospital, Safdarjung & NIMHANS hospitals, and being implemented in 11 major Central Government hospitals.



8. **National Scholarships Portal** – provides a centralized platform for application, approval and disbursement of scholarships to students under any scholarship scheme. Over 67 lakh applications have been submitted on this portal for 19 registered scholarship schemes of 7 Ministries /Departments. The goal is to bring all scholarship schemes under this portal.

9. **Digitize India Platform** – allows government organizations in the country to digitize its records and documents through contributions of ordinary citizens. So far, through over 14,088 contributors; 2.6 lakhs documents & 24.1 Lakh snippets have been utilized for digitization.

10. **Approval of new Mission Mode Projects** – Thirteen new Mission Mode Projects (MMPs) have been approved to offer citizens a wider range of electronic services. These MMPs include Financial Inclusion, Rural Development, Social Benefits, e-Sansad, e-Vidhaan, Agriculture 2.0, Roads & Highways Information System (RAHI), Central Armed Para Military Forces (CAPF), Women & Child Development, and National Mission on Education through ICT (NMEICT), National GIS (NGIS), e-Bhasha and Urban Governance.

Conclusion:-

- It can be concluded that Indian people have prepared their mentality over smart vision 2020 after 2001 and everyone is having will to make digital change in our country.
- Recent Govt. has given five basic dream for Indian people to make dramatic change of the country e.i. Smart City, Digital India, Make in India, JAAM, Development Highways and I-ways in India and to use the concept “Perform to Reform and Reform to Transform”
- On the part of Smart vision the govt. has Governing Council headed by the Minister of Power. Members of the Governing Council are Secretary level officers of concerned Ministries and departments. Recently the Govt. has organized a competition over “Smartcity and Swachha Bharat Abhiyaan” and selected 50 cities from all over india. Also allocated budget for it.
- On the part of Digital India vision government has made high value of digital policies. main object of this vision is that to make paperless work in Indian, to make cent percent accurate, accountable and traceable activities on the part of finance, governance and public utility services.
- “Make India” vision has been popularizing and create very good image of India on the part of “Is of Doing business?” This concept has been cultivated in all world by our Hon’ble P.M. himself.
- JAAM scheme has got huge amount of success through linking all the bank accounts of Indian people with Aadhaar and Mobile. It creates customer Identity in very perfect manner. The main aim of this scheme to transfer direct in the account of stake holder for particular scheme.
- In recent budget govt. has made huge public expenditure for improvement in highways to I-ways and creates better quality of Infrastructure in country to employment generation through it.
- Through all the above said innovative planning, schemes and application it come to know that India will make surely “Perform to Reform and Reform to Transform India” Really it is proved that India will become precious country which simultaneously walking on the way of Highways and I-ways technology rapidly during pandemic situation COVID-19.



References:-

- <http://www.hamara.in/conference/a/vision2020/index.html>
- <http://www.investors-clinic.com/blog/dr-apj-abdul-kalam-vision-india-2020>
- <http://planningcommission.nic.in/reports/genrep/bkpap2020>
- <https://blog.mygov.in/editorial/digital-india>

SELF-RELIANT INDIA IS AN OPPORTUNISTIC VISION BY USING ELECTRONIC MOBILITY APPLICATION TOOLS OF BANKING SECTOR: AN EMPIRICAL REVIEW

R. Sharma

Seth G. B. Murarka Arts and Commerce College, Shegaon Dist Buldana.
rajmsharma007@gmail.com

ABSTRACT

Self-Reliant India is vital aspiration of Indian people who wanted an India become Self-Reliant and Super Power Economy in 21st Century. Digitalization has provided ample of opportunities during period of COVID -19 Pandemic. During this period people are easily accepting the digitalization applications of electronic mobility tools of Banking sector. Everyone has been very keenly interest into electronic application which saves time, money and energy. Today, India has 65 % young population who are very pro-techno saver and pro- internet users. This is positive sign towards using electronic mobility applications very keenly. This research article consists of 40 samples of internet user and common young population during this COVID-19 pandemic situation. This study showed that more than 55 to 60 % samples are strongly have faith to use electronic application of banking technology like Internet banking, Online Banking, Core Banking System, Mobile Banking, RTGS, NEFT and ATM. It also proved that 90% samples are satisfied by using recent digital transactions of banking and financial sector which drastically change the picture of Indian horizon in world. Really it is proved that India will become precious country which simultaneously walking on the way of Highways and I-ways technology rapidly during pandemic situation COVID-19.

Keywords: Self Reliant, Digitalization, COVID-19, pro-techno saver, pro- internet users

Introduction

Today the whole world is facing pandemic situation of COVID-19. During this critical time, the modern-day agenda of Aatma Nirbhar Bharat comes with a tag line that reads 'tough times require tough decisions'. And that said, the entire scheme of developing a self-reliant nation. The self-reliant India implies to an economy, which brings in quantum jump and not just incremental change, an infrastructure which becomes the identity of modern India, a system which is based on the 21st century technology-driven arrangements, a vibrant demography of the world's biggest democracy, a strengthened demand and supply chain utilized to its full capacity. Digitalization plays a key role in making the self-reliant India. 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. Digital India consists of three core components: the development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy. Digitalization has provided ample of opportunities during period of COVID -19 Pandemic. During this period people are easily accepting the digitalization applications of electronic mobility tools of Banking sector. Everyone has been very keenly interest into electronic application which saves time, money and energy.

Interpretation & Analysis

Figure 1 represents the percentage of male and female respondents. From the graph it is observed that out of the total 42 respondents, 64.3% are females and 35.7% are males. Hence, female respondents are more than males in the present research study.

Figure 1: Percentage of male and female respondents

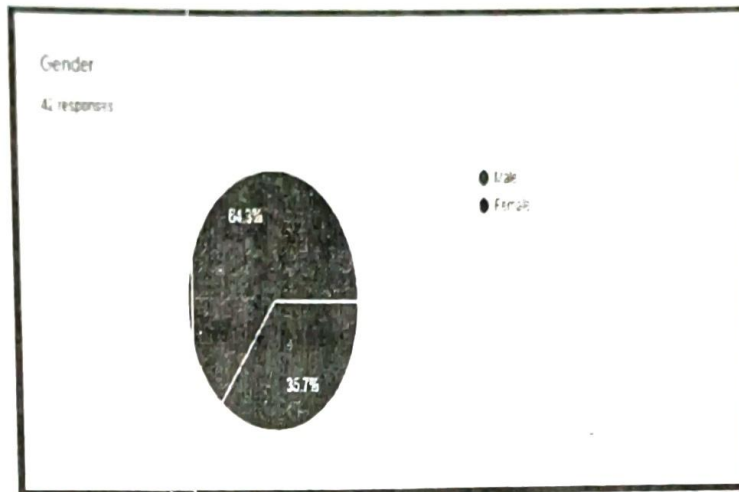


Figure 2 represents the analysis of general awareness about E- banking. The findings suggest that out of 42 responses 38(95%) understand meaning of E- banking i.e. electronic banking which service is well versed to people in the society. Only 1(2.5%) people

had given wrong meaning of e- banking i.e. Euro and Easy Banking each. It will clear that all people are having good knowledge of electronic banking terminology and technology which they are using frequently very sharply Pre and during lockdown period.

Figure 2: Analysis of general awareness about E- banking

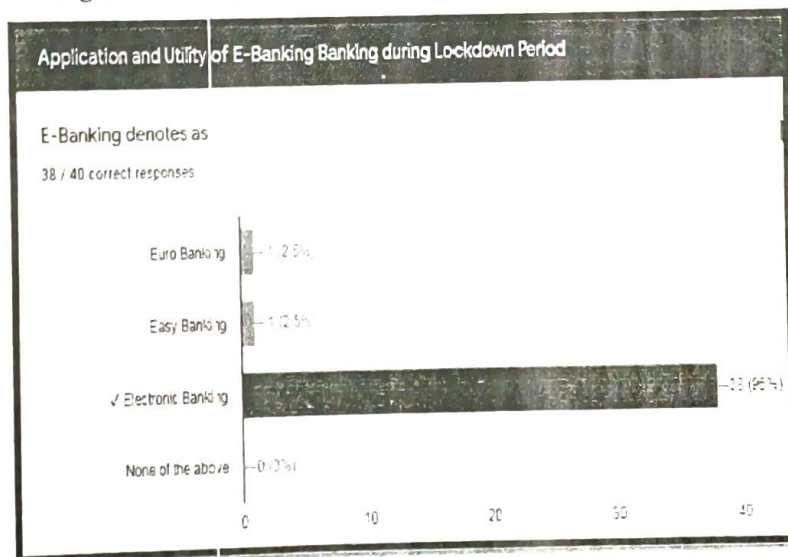


Figure 3 represents the responses about benefits of using E- banking. 80% respondents responded that E- banking will save time, money as well as energy. Only 20% responded that E- banking will save only time. This

depicts that people are aware about the advantages of using E- banking and they accept the fact that E- banking is useful tool in current time.

Figure 3: Analysis about benefits of using E- banking

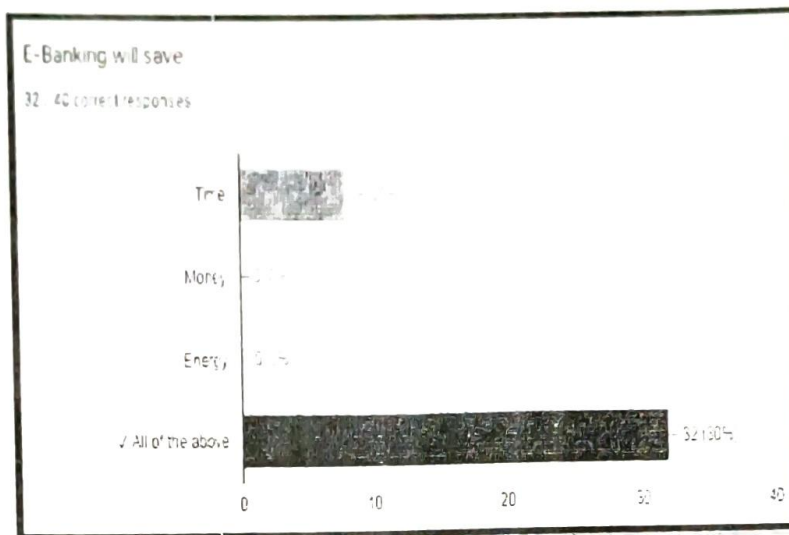


Figure 4 depicts the analysis about concept of plastic money. It is observed that 100% respondents responded correctly as plastic money denotes debit card, credit cards well as smart card. From this it is interpreted that the

concept of plastic money is very popular among the present generation. They are using it for banking purpose which make them techno savvy.

Figure 4: Analysis about concept of plastic money.

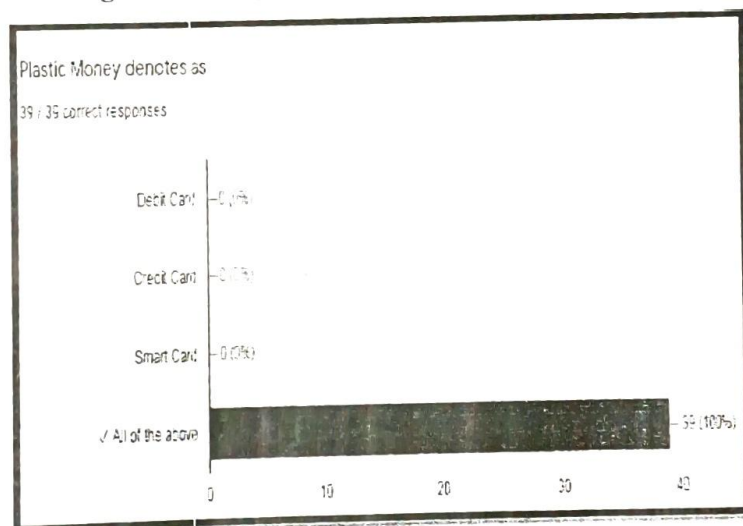


Figure 5 represents the findings on the awareness about availability of E- banking. It is observed that out of the total 37 responses, 19 (51.4%) responded are strongly agreed that E- banking provides 24 hours* 7 days service. 15 (40.5%) respondents agree with the above said fact. However, 3(8.1%) respondents showed strongly disagree remark about this

fact. It depicts that people are still not aware about the availability of services provided by E- banking. This may be due to they are not frequently accessing the services at different times or maybe they are having misconception that E- banking has certain time period of working.

Figure 5: Awareness about availability of F- banking

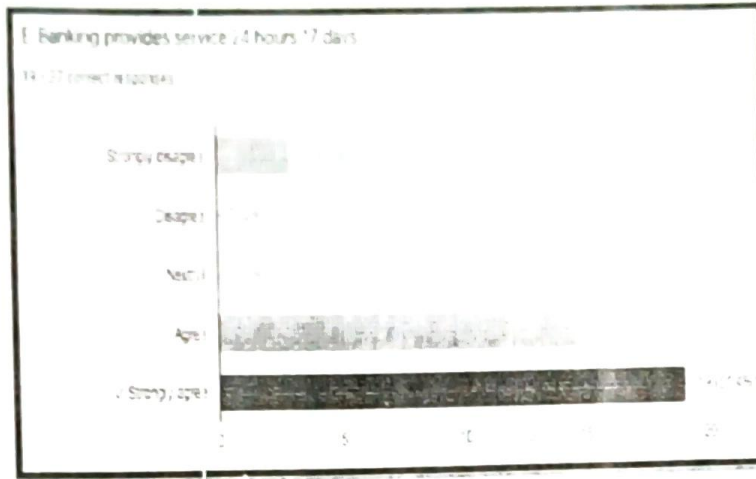


Figure 6 depicted the findings on the long form of EFT. It is observed that Out of 40 responses 39(97.5%) knows the full form of EFT as electronic fund transfer. Only 1(2.5%) respond

is incorrect as Euro fund transfer. Hence, maximum people are having knowledge about EFT.

Figure 6: The findings on the long form of EFT.

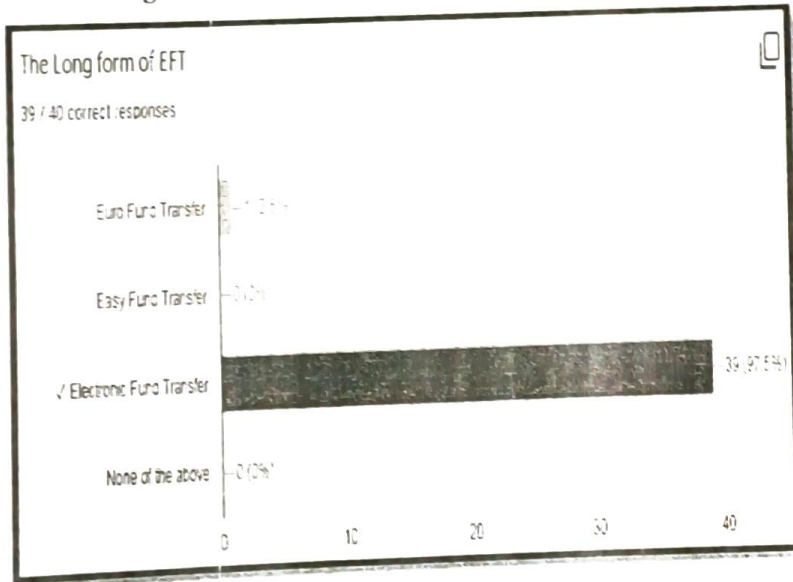


Figure 7 depicted the findings on awareness about RTGS. It is observed that Out of 37 responses 28(75.7%) understand meaning of RTGS i.e. Real time gross settlement. 7(18.9%) people had given wrong meaning of RTGS i.e. Right time gross settlement and 1

(2.7%) responded as Real time grand settlement. Hence maximum respondents are having ample knowledge about RTGS since in day- to- day they are using it for banking purposes.

Figure 7: Awareness about RTGS.

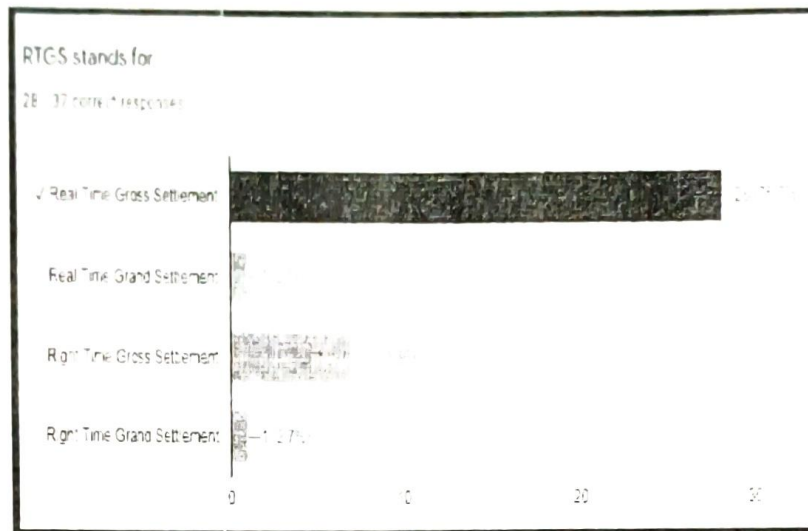


Figure 8 depicted the findings on responses about E.C.S. It is observed that Out of 40 responses, 34(85%) responded correctly as E.C.S stands for Electronic clearance system. 3(7.5%) people had given wrong meaning of

E.C.S i.e. Easy clearance system and 1 (2.5%) responded as Euro clearance system. Hence maximum respondents are having ample knowledge about E.C.S since in day- to- day they are using it for banking purposes.

Figure 8: The findings on responses about E.C.S

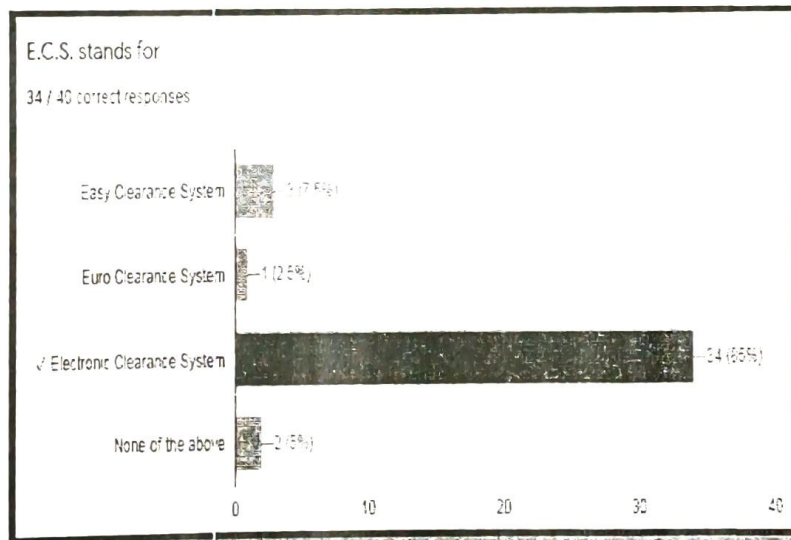


Figure 9 represents the findings on knowledge about applications of E- banking among the respondents. It is observed that out of 40 responses, 36(90%) knows the applications of E- banking as mobile banking, internet banking and ATM. Only 3(7.5%) people had responded

a single option as internet banking and 1 (2.5%) selected as mobile banking only. From this it is clear that maximum people are aware about the applications of E- banking. During lock down period people had taken maximum utility of E- banking in form or other.

Figure 9: Knowledge about applications of E- banking

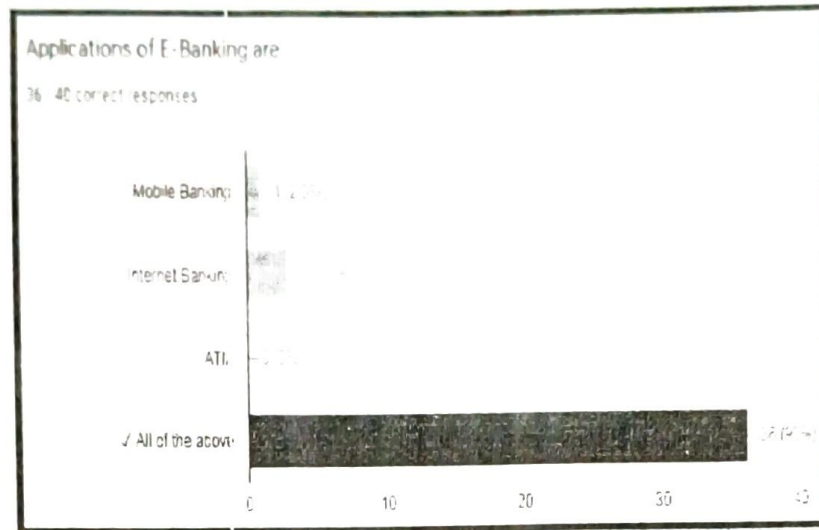


Figure 10 depicts the responses about utility of E- banking. It is found that out of 39 responses, 27(69.2%) respondents correctly responded that E- banking is tool of cashless transaction, no use of note currency and stay safe at home. 9 (23.1%) responded as only cashless

transaction, 2(5.1%) as only stay safe at home option and 1(2.6%) selected it for no use of note currency option. Hence, it is concluded that during lock down period of COVID-19 people has used E- banking as a safe tool for transaction.

Figure 10: Utility of E- banking.

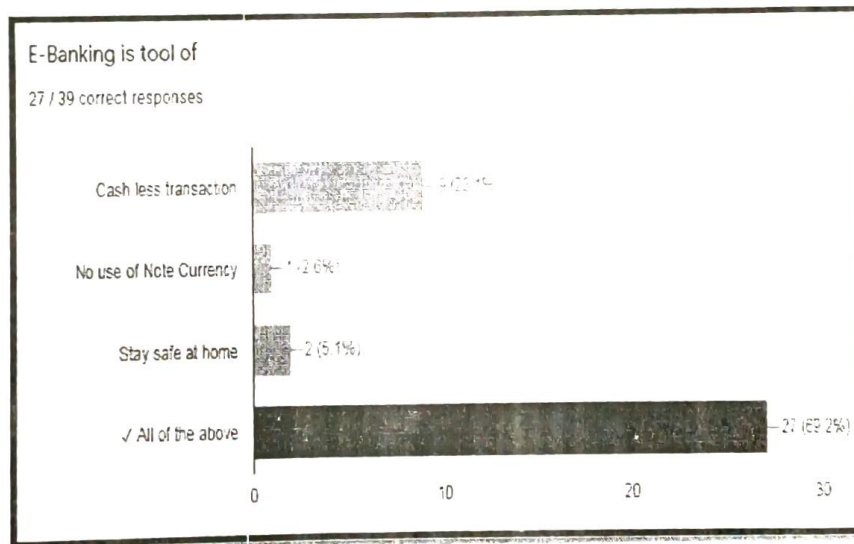


Figure 11 depicts the responses about E- payment applications. It is found that out of 41 responses, 39(95.1%) respondents correctly responded that google pay, phone pay, pay tm,

amazon, bhim app are all the E- payment applications. Hence, maximum respondents are aware about E- payment applications.

Figure 11: Responses about E-payment applications

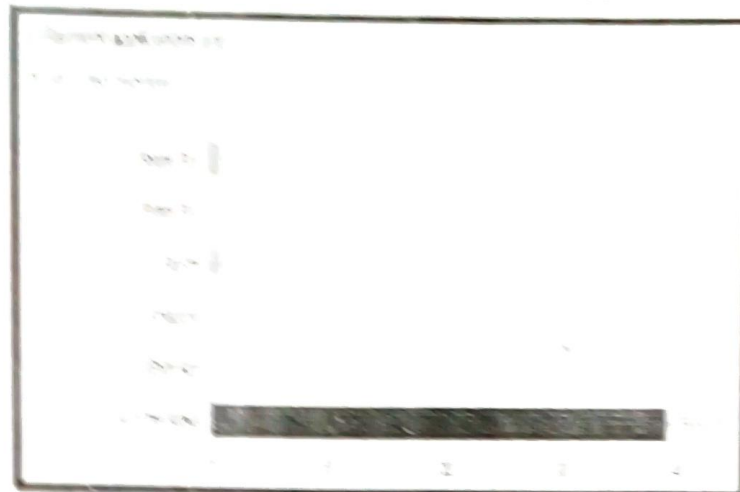
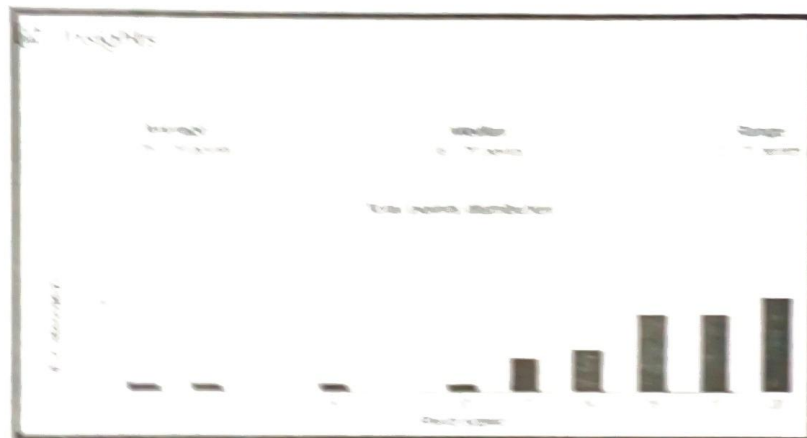


Figure 11 represents the validation of all the above data. The average is calculated as 15.76, median as 19 and range is between 1 to 20.

Figure 12: Validation of data



Conclusion

From the present study it is concluded that digitalisation plays very important role in making India self-reliant. During this pandemic situation people has taken the maximum use of E-banking which made them confident.

techno savvy and no internet uses. Study it is proved that India will become precious country which simultaneously waking in the way of Highways and E-ways technologies rapidly during pandemic situation COVID-19.

References

1. <https://doi.org/10.1016/j.ksbs.2019.06.001>
2. https://en.wikipedia.org/wiki/Digital_India
3. <https://www.progressjournal.in/business-innovation/blancet-s-self-reliance-india-a-self-reliance-india>
4. <https://www.thehindu.com/news/national/india/guest-message-from-cvmt-19-s-for-india-must-be-self-reliance-modernise-it/article37426422.ece>



Shikshan Prasarak Mandal, Akola's
SHANKARLAL KHANDELWAL
ARTS, SCIENCE & COMMERCE COLLEGE, AKOLA (MS) INDIA

Affiliated to Sant Gadge Baba Amravati University, Amravati
 (Reaccredited by NAAC, Grade "B" with CGPA 2.85)

CERTIFICATE



International Interdisciplinary Virtual Conference on

INNOVATIONS AND CHALLENGES
IN COMMERCE, HUMANITIES, SCIENCE AND TECHNOLOGY
 ICCHST-2022



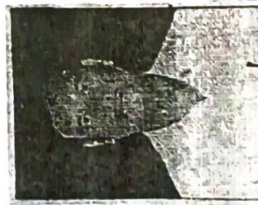
Wednesday, 23rd FEBRUARY, 2022

In Collaboration with
 VIDARBHA CHAMBER OF COMMERCE & INDUSTRIES (VCCI)



Knowledge Partner
 KHANDELWAL TOTAL SOLUTIONS (PVT.) LTD.

This is to certify that Dr. Rajkumar M. Sharma of Seth G. B. Murarka College, Shegaon has presented a paper entitled A Comparative Study of Sales Revenue Analysis and Financial Performance of Micro and Macro Retail Shop in Akola and Buldana District in the "International Interdisciplinary Virtual Conference on: Innovations and Challenges in Commerce, Humanities, Science and Technology", organized by Department of Accounts & Statistics, Shankarlal Khandelwal Arts, Science and Commerce College, Akola (MS) on Twenty Third day of February 2022.



Scan to validate

Piyush U. Nalhe

Dr. Piyush U. Nalhe
 Organizing Secretary

Archana P. Khandelwal

Dr. Archana P. Khandelwal
 Convenor

Nitin Khandelwal

Mr. Nitin Khandelwal
 President, VCCI

J. M. Saboo

Dr. J. M. Saboo
 Principal

Impact Factor -(SJIF) -8.572
ISSN - 2278 -9308

FEBRUARY 2022
ISSUE NO. (CCCXXXVII) 337

B.Aadhar

Peer - Reviewed & Refereed Indexed

MULTIDISCIPLINARY INTERNATIONAL RESEARCH JOURNAL

International Interdisciplinary Virtual Conference on

INNOVATIONS AND CHALLENGES

IN COMMERCE, HUMANITIES, SCIENCE AND TECHNOLOGY

ICCHST-2022



Editors

Dr. Archana P. Khandelwal

Dr. Jagdish M. Saboo

This Journal is Indexed in

Scientific Journal Impact Factor (SJIF)
Cosmos Impact Factor (CIF)
International Impact Factor Services (IIFS)

For Details Visit to : www.aadharsocial.com

Aadhar PUBLICATIONS



B. Aadhar

Peer-Reviewed & Refereed Indexed
Multidisciplinary International Research Journal

February, 2022

ISSUE No- (CCXXXVII) 337-A

ICCHST-2022

Prof. Virag.S.Gawande

Chief Editor

Director

Aadhar Social Research & Development Training Institute, Amravati.

Editor

Dr. Archant P. Khandelwal

Dr. Jagdish M. Sahoo

SHANKARLAL KHANDELWAL ARTS, SCIENCE AND COMMERCE COLLEGE,
AKOLA (MS)

Aadhar International Publication

For Details Visit To : www.aadharsocial.com

© All rights reserved with the authors & publisher



Impact Factor - 7.675

ISSN - 2278-9308

B.Aadhar

Peer-Reviewed & Refereed Indexed
Multidisciplinary International Research Journal

February, 2022

ISSUE No- (CCCXXXVII) 337-A

ICCHST-2022

Prof. Virag.S.Gawande

Chief Editor

Director

Aadhar Social Research &, Development Training Institute, Amravati.

Editor

Dr. Arshant P. Khandelwal

Dr. Jagdish M. Sahoo

SHANKARLAL KHANDELWAL ARTS, SCIENCE AND COMMERCE COLLEGE,
AKOLA (MS)

Aadhar International Publication

For Details Visit To : www.aadharsocial.com

© All rights reserved with the authors & publisher

Impact Factor (SJIF) - 8.572
ISSN - 2278-0408

FEBRUARY 2022
ISSUE NO. (CCCXXVII) 337

B.Aadhar

Peer Reviewed & Refereed Indexed

MULTIDISCIPLINARY INTERNATIONAL RESEARCH JOURNAL

International Interdisciplinary Virtual Conference on

INNOVATIONS AND CHALLENGES

IN COMMERCE, HUMANITIES, SCIENCE AND TECHNOLOGY

ICCHST-2022



Editors

Dr. Archana P. Khandelwal

Dr. Jagdish M. Saboo



This Journal is Indexed in
Scientific Journal Impact Factor (SJIF)
Cosmos Impact Factor (CIF)
International Impact Factor Services (IIFS)



For Details Visit to : www.aadharsocial.com

Aadhar PUBLICATIONS



A Comparative Study of Sales Revenue Analysis and Financial Performance of Micro & Macro Retail Shop in Akola and Buldana District

Dr. Rajkumar M. Sharma

Asst.Professor G.B.Murarka Arts and Commerce College ,Shegaon.Dist. Buldana.

Email – rajmsharma007@gmail.com , Cell.9960865510

Abstract:-

India is currently the ninth largest retail market in the world. The Indian retail industry is divided into organized and unorganized sectors. Although The Indian retail industry is valued at about \$ 300 billion and is expected to grow in future, only three per cent of Indian retail is organized. In current years the whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping. Over the last decade, the Akola and Buldhana retail landscape has witnessed dramatic changes. The sector is divided into 2% organized. The present research was conducted to find out the potential of Micro and Macro retail stores of Akola and Buldhana district in terms of customer satisfaction, facilities offered, administration, Lay-outs etc. In the present study total 283 Micro shops and 17 Macro shops were taken into consideration. The data was collected from the shop owners in the form of questionnaire. Similarly for finding the customer satisfaction index, total 1200 customers were requested to fill the questionnaire regarding their opinion about the Micro and Macro shops administration and management. After analyzing the data it was found that the retailers of both Micro and Macro shops at Akola and Buldhana district are trying to provide facilities to their customers however the customers were more satisfied from overall management of Macro retail shop than Micro retail shop but no one retailer had proved their efficient management due to less efficiency in customer relationship and administration. Hence In order to satisfy the customer needs the retailer must have a thorough understanding of how customer make store choice and purchase decision. Perceptual mapping of the consumers provides some valuable insights into the process and therefore is useful for the store management decision making.

Introduction:-

Emerging markets such as India and China are the final frontier for retail taking the focus away from saturated Western markets. Since 2001, 49 global retailers entered 90 new markets, but at the same time, 17 retailers left markets in 2005. The Indian retail industry in valued at about \$300 billion and is expected to grow to \$427 billion in 2010 and \$637 billion in 2015. Only three percent of Indian retail is organized. Retailers of multiple brands can operate through a franchise or a cash-and-carry wholesale model. Retail is India's largest industry, accounting for over 10 percent of the country's GDP and around eight percent of employment. Retail in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. That said, the heavy initial investments required make break even hard to achieve and many players have not tasted success to date. However, the future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations. Retailing in India is gradually inching its way to becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping. Modern retail has entered India as seen in sprawling shopping centers, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof.

Objective of the study :-

A challenge of a changing retail industry is a curtain raiser to the book and presents the changes sweeping the consumer products industry. Retailer's activities are going to play the role as professionals. This research is conducting to find out potential to retail mall in district place likes as Akola, Buldhana



etc. Multi channel management traces the development of multi-channels in retailing and underscores the need for retailer to tap them. Retailer should initiate new management strategies based on profit-driven product selection and customer targeting. For attracting and increasing the customer base Radio Frequency Identification is recognized as a revolutionary technology in the retailing industry..

- 1.To understand the techniques of portfolio commodity management in Micro and Macro level Retail Shop.
- 2.To understand the problems of Credit Management and Receivable Management of Retail Shops.
- 3.To analyze the stores performance in the given time period.

Review of literature:-

Sales forecasts are conditional in that a company prepares the forecast prior to developing strategic and tactical plans. The forecast of sales potential may cause management to adjust some of its assumptions about production and marketing if the forecast indicates that: 1) current production capacity is inadequate or excessive, and 2) sales and marketing efforts need revisions. Management, therefore, has the opportunity to examine a series of alternate plans that propose changes in resource commitments (such as plant capacity, promotional programs, and market activities), changes in prices and/or changes in production scheduling.

Through forecasting the company determines markets for products, plans corporate strategy, develops sales quotas, determines the number and allocation of salespeople, decides on distribution channels, prices products or services, analyzes products and product potential in different markets, decides on product features, determines profit and sales potential for different products, constructs advertising budgets, determines the potential benefits of sales promotion programs, decides on the use of various elements of the marketing mix, sets production volume and standards, chooses suppliers, defines financing needs, and determines inventory standards. For the forecasting to be accurate, managers need to consider all of the following factors:

- **Historical Perspective:** As a starting point, management analyzes previous sales experience by product lines, territories, classes of customers, and other relevant details.
- **Business Competence:** The ability of a company to respond to the results of a sales forecast depends on its production capacity, marketing methods, financing, and leadership, and its ability to change each of these to maximize its profit potential.
- **Market Position:** Forecasting also considers the competitive position of the company with respect to its market share; research and development; quality of service, pricing and financing policies; and public image. In addition, forecasters also evaluate the quality and quantity of the customer base to determine brand loyalty, response to promotional efforts, economic viability, and credit worthiness.
- **General Economic Conditions.** Although consumer markets are often characterized as being increasingly susceptible to segmentation in recent years, the condition of the overall economy is still a primary determinant of general sales volume, even in many niche markets. Forecasters incorporate relevant data that correlate well or demonstrate a causal relationship with sales volume.
- **Price index.** If the prices for products have changed over the years, changes in dollar volume of sales may not correlate well with volume of units. At one point in time when demand is strong, a company raises its prices. At another time, a company may engage in discounting to draw down inventories. Therefore, accountants devise a price index for each year which compensates for price increases. By dividing the dollar volume by the price indexes, a company can track its "true" volume growth. This process is similar to an inflation index, which provides prices in constant dollars. As a result, management is able to compare the price-adjusted dollar sales volumes.
- **Secular trends.** The secular trend depicts: 1) general economic performance, or 2) the performance of the specific product for all companies.



• **Trend Variations** Forecasters study the underlying assumptions of trend variations to understand the important relationships in determining the volume of sales. Although markets may be strong, the sales force might need to be adjusted.

• **"Intra-Company" Trends** By analyzing month-to-month trends and seasonal variations over both the long and short terms, small business owners and managers can adjust the sales forecast to anticipate variations that historically repeat themselves during budget periods. Management may then construct a budget reflecting these variations, perhaps increasing volume discounts during traditionally slow periods, exploring new territories, or having sales representatives elicit product and service ideas from current customers.

• **Product Trends** Forecasters also trend individual products, using indexes to adjust for seasonal fluctuations and price changes. Product trends are important for understanding the life cycle of a product.

Analysis and Interpretation of Data:-

The present study deals with the comparative analysis of Micro and Macro Retail Management of Retail Mall, Super Bazaar and Retail Stores in Akola and Buldhana District. In the present study a retailing survey was made for both owners and customers of Macro (organized) and Micro (unorganized) shop. The following are points through light on the interpretations made from the survey based analysis. The comparative analysis catered through organized and unorganized shop in both the districts as sample of owners and customer by obtaining their views with the help of questionnaires. The following analysis had carried out on Five sections of the owners of Micro and Macro retail shop of Akola and Buldhana districts.

Evaluation Of Sales Revenue And Expenses Analysis Of Micro Shop

Sr. No.	Particulars	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	%
1	Sales and other Income	212500000	236950000	261400000	285850000	310300000	100
2	COGS	148750000	165865000	182980000	200095000	217210000	70
3	Shrinkage	2125000	2369500	2614000	2858500	3103000	1
4	Occupation Cost	14875000	16586500	18298000	20009500	21721000	7
5	Employment Cost	10625000	11847500	13070000	14292500	15515000	5
6	Advertising & Promotion	2125000	2369500	2614000	2858500	3103000	1
7	Energy Cost	4250000	4739000	5228000	5717000	6206000	2
8	Operations & Administration	12750000	14217000	15684000	17151000	18618000	6
9	PBDIT	17000000	18956000	20912000	22868000	24824000	8



10	Interest	2125000	2369500	2614000	2858500	3103000	1
11	PBDT	303571.4286	16586500	18298000	20009500	21721000	7
12	Depreciation	42500000	4739000	5228000	5717000	6206000	2
13	PBT	10625000	11847500	13070000	14292500	15515000	5

In terms of ratio analysis showed that the performance regarding accounts and financial management of Micro shop COGS , Shrinkage , Occupation Cost, Employment Cost, Advertising & Promotion, Energy Cost, Operations & Administration, PBDIT was 70%, 1%, 7%, 5% , 1%, 2% , 6% and 8% respectively.

❖ As per data analyzed it is represented that Micro shop owner have profit before depreciation, interest and tax 8% whereas profit after depreciation, interest but before tax only 5%. It means that 3% spread of profit had gone due to interest on borrowed capital and depreciation of fixed asset. So in this case the owners of micro shop have to reduce the operating expenses of the business than they are able to increase net profitability of it.

❖ The small retail shop owners are purchasing the 80% of merchandising from local distributor on credit basis and only 20% from directly from company which was increased their cost of goods and reduced the gross profit of the business

Evaluation Of Sales Revenue And Expenses Analysis Of Macro Shop

Sr. No.	Particulars	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	%
1	Sales and other Income	125500000	152000000	166000000	180000000	197500000	100
2	COGS	75300000	91200000	99600000	108000000	118500000	60
3	Shrinkage	1255000	1520000	1660000	1800000	1975000	1
4	Occupation Cost	6275000	7600000	8300000	9000000	9875000	5
5	Employment Cost	8785000	10640000	11620000	12600000	13825000	7
6	Advertising & Promotion	3765000	4560000	4980000	5400000	5925000	3
7	Energy Cost	3765000	4560000	4980000	5400000	5925000	3
8	Operations & Administration	10040000	12160000	13280000	14400000	15800000	8
9	PBDIT	16315000	19760000	21580000	23400000	25675000	13
10	Interest	1255000	1520000	1660000	1800000	1975000	1
11	PBDT	15060000	18240000	19920000	21600000	23700000	12
12	Depreciation	2510000	3040000	3320000	3600000	3950000	2
13	PBT	12550000	15200000	16600000	18000000	19750000	10
Sr. No.	Particulars	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	%
1	Sales and	125500000	152000000	166000000	180000000	197500000	100



	other Income						
2	COGS	75300000	91200000	99600000	108000000	118500000	60
3	Shrinkage	1255000	1520000	1660000	1800000	1975000	1
4	Occupation Cost	6275000	7600000	8300000	9000000	9875000	5
5	Employment Cost	8785000	10640000	11620000	12600000	13825000	7
6	Advertising & Promotion	3765000	4560000	4980000	5400000	5925000	3
7	Energy Cost	3765000	4560000	4980000	5400000	5925000	3
8	Operations & Administration	10040000	12160000	13280000	14400000	15800000	8
9	PBDIT	16315000	19760000	21580000	23400000	25675000	13
10	Interest	1255000	1520000	1660000	1800000	1975000	1
11	PBDT	15060000	18240000	19920000	21600000	23700000	12
12	Depreciation	2510000	3040000	3320000	3600000	3950000	2
13	PBT	12550000	15200000	16600000	18000000	19750000	10

❖ Macro shop COGS , Shrinkage , Occupation Cost, Employment Cost, Advertising & Promotion, Energy Cost, Operations & Administration, PBDIT was 60%, 1%, 5%, 7% , 3%, 3% , 8% and 13% respectively right from 2001 to 2006 which showed drastic difference between Cost of goods sold, Occupation Cost, Employment Cost, Advertising & Promotion, Energy Cost, Operations & Administration, PBDIT.

❖ Macro shop owners have profit before tax 10% which is creating remarkable gap between them. Its basic cause was value of cost of goods sold which has difference of 10% due to bulk purchasing strategy of Macro shop owner.

❖ The small retail shop owners are purchasing the 80% of merchandising directly from company on cash basis and only 20% from distributor from which was reduced their cost of goods and increased the gross profit of the business.

❖ As per data analyzed it is represented that Micro shop owner have profit before depreciation, interest and tax 13% whereas profit after depreciation, interest but before tax only 10%. It means that 3% spread of profit had gone due to interest on borrowed capital and depreciation of fixed asset. So in this case the owners of micro shop have to reduce the operating expenses of the business than they are able to increase net profitability of it.

Conclusion:-

❖ It was also examined through the observation these shop owner are providing credit facility to their customer for attracting and keep retain with them due to keen competition which directly effected on their net profitability of the business.

❖ It was also examined through collected secondary in Akola district the Micro shop owner are doing good business in comparison to Macro shop owner.

❖ It was also examined through collected secondary in Buldhana district the Macro shop owner are doing good business in comparison to Micro shop owner.

❖ The Macro shop owner had appointed the experience management graduates who resulted in increasing in the profitability due to their proper management of customer relationships, fund of business, cash and inventory on day to day basis.

References:-



1. Bolt, Gordon J. Market and Sales Forecasting. Franklin Watts, 1988.
2. Cohen, William A. The Practice of Marketing Management. Macmillan Publishing, 1988.
3. Crosby, John V. Cycles, Trends, and Turning Points: Practical Marketing and Sales Forecasting Techniques. NTC Publishing, 2000.
4. Henry, Porter, and Joseph A. Callanan. Sales Management and Motivation. Franklin Watts, 1987.
5. McCarthy, E. Jerome, and William D. Perreault, Jr. Basic Marketing: A Managerial Approach. Irwin, 1990.
6. Mentzer, John T., and Carol C. Bienstock. Sales Forecasting Management: Understanding the Techniques, Systems, and Management of the Sales Forecasting Process. Sage, 1998.
7. Further Reading:
8. Krupp, James A. "Measuring Inventory Management Performance." Production and Inventory Management Journal. Fall 1994.
9. Piasecki, Dave. "Optimizing Economic Order Quantity." IIE Solutions. January 2001.
10. Weiss, Howard J., and Mark E. Gershon. Production and Operations Management. Boston: Allyn and Bacon, 1989.
11. <http://www.answers.com/topic/sales-forecast#ixzz1UuUYJnkF>



महाराष्ट्र राज्य महिला आयोग, मुंबई
यांच्या सहयोगातून
एक दिवसीय राष्ट्रीय परिषद (आंतरविद्या शाखीय)

- आयोजक -

चाळीसगांव एज्युकेशन सोसायटीचे

बी.पी. आर्ट्स, एस.एम.ए. सायन्स, अँड के.के.सी. कॉमर्स कॉलेज

चाळीसगाव, जि. जळगाव.

- विषय -

महिलांची सुरक्षितता व सशक्तीकरण अंतर्गत
महिलांमध्ये करावयाची सामाजिक व
कायदेविषयक जाणीव जागृती

१४ फेब्रुवारी, २०१९

संपादक मंडळ

अतिथी संपादक

प्राचार्य डॉ. मिलिंद बिल्दीकर

चाळीसगांव एज्युकेशन सोसायटीचे बी.पी. आर्ट्स, एस.एम.ए. सायन्स, अँड के.के.सी. कॉमर्स कॉलेज, चाळीसगाव, जि. जळगाव.

कार्यकारी संपादक

प्रा. डॉ. दिलीपसिंह निकुंभ

चाळीसगांव एज्युकेशन सोसायटीचे बी.पी. आर्ट्स, एस.एम.ए. सायन्स, अँड के.के.सी. कॉमर्स कॉलेज, चाळीसगाव, जि. जळगाव.

सह संपादक

प्रा. रविंद्र पाटील

चाळीसगांव एज्युकेशन सोसायटीचे बी.पी. आर्ट्स, एस.एम.ए. सायन्स, अँड के.के.सी. कॉमर्स कॉलेज, चाळीसगाव, जि. जळगाव.

मुख्य संपादक

प्रा. धनराज धनगर

एम.जी.व्ही.एस. आर्ट्स, कॉमर्स अँड सायन्स कॉलेज, येवला, जि. नाशिक.



INDEX

No.	Title of the Paper's and Author's	Page No.
01	मानवाधिकार आणि स्त्री जीवन डॉ. विजय कृष्णराव काळे	001
02	ग्रामीण व आदिवासी महिलांचे सशक्तीकरण प्रा. एन.के. जाधव	003
03	महिलांची सुरक्षितता - सामाजिक व कायदेविषयक जाणीव जागृती प्रा.डी.एस. उंबरकर	004
04	महिला सक्षमिकरणात कायद्याची भूमिका - एक अभ्यास प्रा. सुनिल अजाबराव पाटील	006
05	भारतीय संरक्षण आणि महिलांची भूमिका प्रा.डॉ. राजु सिताराम पवार	011
06	स्थानिक राजकारणात महिलांचा सहभाग प्रा.डॉ. राजू परभत निकम	013
07	महिला सक्षमिकरण व उपाय डॉ. वसंत पी. राऊत	014
08	महिलांचे सबलीकरण आणि कायदे डॉ. मिना एम. वडगुळे	016
09	महाराष्ट्र विधानसभेतील महिला सहभागाचा अभ्यास प्रा. माधव शं. वाघमारे	020
10	ग्रामीण व आदिवासी महिलांचे आर्थिक सशक्तीकरण प्रा.डॉ. वायसे शामराव भगवान	022
11	आदिवासी महिलांचे सशक्तीकरण काळाची गरज डॉ. पिसाळ अनिता संभाजी	024
12	भारतीय राजकारणातील महिलांचे योगदान डॉ. लिंबोळे गणेश मनोहर	026
13	भारतीय संविधानाच्या संदर्भात महिलांचे अधिकार व त्यांची वास्तविकता प्रा. संतोष बुधाजी भावार्थे	031
14	महाराष्ट्रातील स्त्रियांचे दुय्यम स्थान : एक अभ्यास प्रा. शशिकांत दिवाण भामरे, प्रा. प्रभाकर वसंत पगार	033
15	महिला सबलीकरणासाठी शासकीय योजनांचे योगदान प्रा. शशिकांत दिवाण भामरे, प्रा. प्रमोद भरतसिंग पवार	034
16	महिला सक्षमीकरणात बचत गटाची भूमिका प्रा. अजय वासुदेव काटे, प्रा. अंकुश रणजित जाधव	036
17	महिलांचे स्थान व दर्जा प्रा. वाघचौरे अशोक भावराव	040
18	महिलांच्या सुरक्षिततेसाठी महाराष्ट्र शासनाने केलेल्या उपाययोजना व महिला कल्याणासाठीचे कायदे प्रा. सौ. सुनिता अरविंद जगताप	043
19	राजकीय समानता आणि महिला सक्षमीकरण प्रा. निलेश अशोकराव देवरे	046
20	महिलांची सुरक्षितता आणि स्वयंसेवी संस्था प्रा. गणेश सुखदेव रोडे, प्राचार्य. डॉ.राजधर जयवंतराव टेमकर	048
21	स्त्री सक्षमीकरण : काही कायदे डॉ. स्नेहल संजय मराठे	049



२२	महिला आरक्षण विधेयक का मूल्यांकन प्रा. जयेश विक्रम पाडवी	०५२
२३	भारतीय संविधान में नारी प्रा. डॉ. सुनीता काबळे	०५६
२४	मानवधिकार : महिलाओ की सद्यःस्थिती प्रा. डॉ. रणजित के. पवार	०५९
२५	महिला सुरक्षा विषयक सामाजिक आंदोलन एवं कानूनी अधिकार प्रा. पोपट भावराव बिरारी	०६१
२६	भारतीय महिलाओं का स्थान और दर्जा प्रा. राजेंद्र वसंतराव जाधव	०६४
२७	स्त्री मुक्ती आणि धार्मिक अडसर प्रा. अशोक नथुराम डिंबर	०६६
२८	पंचायतराज मधील आरक्षण धोरणाने महिला विकासाला प्रेरणा डॉ. राजेंद्र नाडेकर	०६९
२९	महिलांचे घटनात्मक व कायदेविषयक अधिकार सहा. प्रा. पुनम भिमराव जमधडे डॉ. शैलजा डोंगर भंगाळे	०७१
३०	राष्ट्रीय महिला सबलीकरण धोरण २००१ ची उद्दिष्ट्ये व सद्य स्थितीचा अभ्यास सहा. प्रा. संभाजी भिमराव जमधडे	०७५
३१	महिला सक्षमीकरण : घटनात्मक अधिकार आणि पंचायतराज व्यवस्थेतील आरक्षण डॉ. अमर के. बोंदरे	०७७
३२	भारतातील अनुसूचित जमातींमधील महिलांची शैक्षणिक स्थिती प्रा. जयेश विक्रम पाडवी, प्रा. डॉ. विजय तुंटे	०८०
३३	महाराष्ट्रातील पंचायत राज्यव्यवस्थेत महिलांचा सहभाग प्रा. डॉ. आर. जी. सुरळकर	०८३
34	Socio-Legal Study On Violence Against Women : Causes And Remedies Dr. Rekha Pahuja	086
35	Role Of Ngo's Towards Protection Of Women In India Prof. Govindaraja A. Bhatta	089
36	Globalization And Its Impact On Women In India Dr. Vivek M. Diwan	092
37	Human Right And Female Foeticide : Ther Impact Of Sex Ratio In India Prof. Vijay D. Chaudhari	094
38	Women's Political Empowerment : Issues and Challenges Prof. Ketaki Milind Chaudhari	096
39	Womans' Economic Empowerment through SHG and Commercial Banks in Jalgaon District : The Comparative Study Mrs. K.S. Khaparde, Dr. A.D. Yeole	098
40	Woman is best administrator in working culture and work place Environment Dr. Rajkumar M. Sharma, Dr. Rachana R. Pachori	101
41	An Analytical Study of Women's Empowerment through Political Participation in India Jadhav Babasaheb Kailas	102
42	Educational Attainment of Women in India Ratnakar Subhash More, Dr. P.S. Baviskar	105



43	Women Politics In India Dr. Suresh Rajaram Varade	109
44	Panchayati Raj System and Women's Reservation Policy Prof. Ravindra B. Patil	112
45	Pradnya Lokhande : New Voice of Dalit Feminism R.R. Borse	113
46	Women Empowerment In Islam Prof. Mr. Salman Khan Umar Khan Pathan	115
47	The Constitutional and Legal Rights of Women In India Sadawarte Savita Prabhakar	117
48	Circlewise Study of Sex-Ratio in Tribal Region : Northern Part of Nandurbar District Dr. B.S. Patil	120
49	Women's Education and Women's Human Rights Sarika Bhagwanrao Rengunthwar	123
50	Women are Socially Violated but Legally Protected in India Dr. B.Y. Reddy	124
51	Women Empowerment and Education Dr. Manjushree Sardeshpande	128
52	Women Protection Law and Justice Dr. Nikam Raju Parbhat	130
53	Women's Rights and Status in Indian Consti tution Prof. Ujjwala Chaudhari, Prof. Pankaj Nannavre	132



Woman is best administrator in working culture and work place Environment

Dr. Rajkumar M. Sharma

Assistant Professor, G.B. Murarka Arts & Commerce College, Shegaon, Dist. Buldana.

Dr. Rachana R. Pachori

Assistant Professor, R.A. College, Dept. of Microbiology, Washim.

Abstract

"One woman can do anything on the earth" is a universal truth. This statement has been proved by number of women time to time in various fields. In India, women have been nominated as "Maa Durga" due to the powers she possesses. However, due to male oriented culture, women don't get chance to express her powers and are always ignored. In the current era every country is paying more attention towards empowerment of women. Women can handle number of works at the same time. Science has also proved that women brain is having eligibility to resolve number of problems in a bit of seconds. Women play the role of a good mother, a good sister, a good wife and a systematic guide to resolve many problems. Woman is having tremendous patience for handling the resource and people in many activities. Women easily maintain interpersonal relationship as well as manage financial savings. She uses skill to purchase commodities and services and keep adequate saving of their own house and family. Keeping in mind to empower women, Government has also initiated number of schemes viz. "Beti-Bachao-Beti -Padhao", "Selfie with Daughter", "Ujjwala Yojana" etc.

Key words - Women, interpersonal relationship, financial savings

Introduction

Indian history reflects the vital role of women in administration as well as managing critical situations. Right from the Ramayana and Mahabharata era, women contribution can be seen to manage various situations. Women very well play different roles as a mother, sister, wife, friend and also a systematic guide to resolve many problems. On the occasion of Festival like Dipawali, Holi and Sankranti she manage many activities at one time like to clean the home, purchase various commodities and to satisfy the various needs of younger children, old age people of house. Women do multidimensional activities at time and do perfect administration of house. Woman possesses tremendous patience for handling the resource and people in so many activities. It is very important to give woman proper place and honor in society and house. As home manager a woman is ready to execute and organize home activities and programs with maximum qualitative input by paying minimum cost which is beneficial for the family. On the one part women make possible efforts in maintaining interpersonal relationship with children, old age people and external relation holder people of the society. It showed best administration in the housing culture and work place environment. As a mother, As a wife and as a girl of the house keeping culture a women would play a various role on path of successful life manager. On the other part maintaining and managing financial savings she would use skill to purchase commodities and services and keeping adequate saving of their own house and family. As guide she always provides tips time to time to their children and husband for protecting from outside world which is very essential in today's competitive edge. Women not only manage her role in home, she also plays efficient role in working place. Some of the renowned names of women in Indian history are Rani Laxmibai, Sarojini Naidu, Indira Gandhi, Mother teressa, Savitribai Phule, Vijayalaxmi Pandit, Kiran Bedi etc. Women are ahead in every fields of life viz. sports, music, politics, Army, education, Science etc. Women are a perfect administrator and policy maker in every field.

Conclusion

As a perfect administrator In India woman honored as President of India, as Prime Minister of India, as Lok Sabha Speaker, as Defense Minister of India and President of a Big Political Party and CEO's of various Public and Private Corporate of India and Overseas Co.etc. In Recent year, Indian Govt. propounded so many schemes for empowerment of woman like "Beti-Bachao-Beti -Padhao", "Selfie with Daughter", "Ujjwala Yojana" etc. Due to positive and effective efforts of Indian Govt. and common people all these schemes became very popularly run and exclusive result have got. Today Indian woman leads major role on the part of Educational, Spiritual, Science, Industry, Politics and Commercial World as administrator and understanding working culture and work place environment. However, still there is a need to sea- change in the mind set of people in the country about empowering women. Not just the women themselves but the men have to wake up to a world that is moving towards equality and equity. Thus our country should be catapulted into the horizon of empowerment of women and revel in its glory.

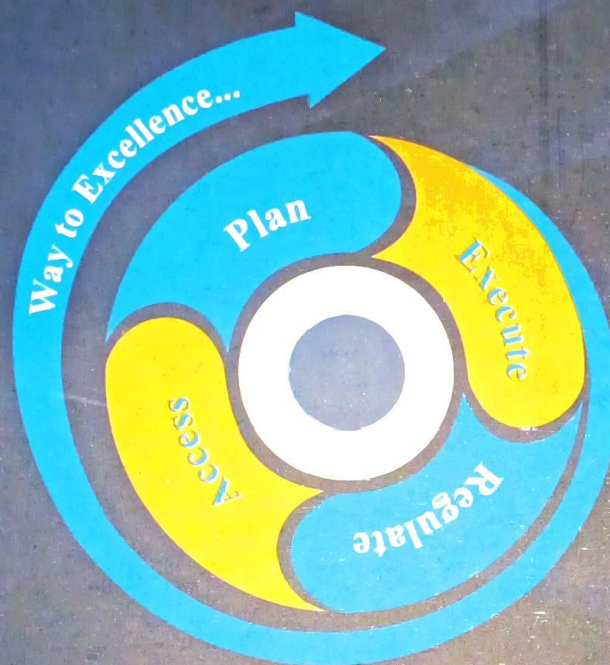
Reference

- 1 <http://www.wcd.nic.in/schemes-listing/2405>
- 2 http://creative.sulekha.com/women-are-the-best-administrators_558718_blog

ISBN: 978-93-84021-93-1

National Seminar on Revised Accreditation Framework and Institutional Preparation: An Overview

Date: 9th March, 2019



Organized By
Internal Quality Assurance Cell



Vidya Bharati Mahavidyalaya, Amravati. (M.S.)

- Re-accredited with Grade 'A' by the NAAC (CGPA 3.26-Second Cycle)
- College with Potential for Excellence (CPE Status Thrice by the UGC)
- Star College Status by DBT, New Delhi
- Identified as 'Lead College' by S G B Amravati University, Amravati

CONTENTS

S.No.	Title of the Paper	Author	Page No.
1	Role of Computers in Teaching and Learning in Higher Education	Mr. Dhiraj Ratilal Vaishnav	1
2	Educational Institutions and Its Extension Activities & Social Responsibilities	Pravin R. Alshi	4
3	IQAC and Deployment of Institutional Strategies	Nishigandh Satav	9
4	A Study of Student Satisfaction: The Role of Technologies	Prof. P.P.Jaiswal	12
5	Students Satisfaction Survey Challenges and opportunities in the assessment and accreditation process	Prashant N. Kamble	16
6	Students Internal Quality Related With Technology, Quality Research, Library Resources and Feedback Mechanism In Higher Educational Institutes	S. R. Kelode	19
7	Use of ICT for Effective Teaching-Learning Process	Mr. Pradip Chavan	22
8	Use of ICT in Commerce Teaching, Learning and Evaluation	Dr. S. K. Rodde	25
9	Application of ICTs in Teaching-Learning Process	Prof. P.V. Bathe	28
10	Students' Satisfaction in Higher Education – A Review	Prof. S K. Bilal S K. Husain	33
11	Use of ICT in Teaching Learning & Evaluation	Dr. Gajanan J. Rode	36
12	Revised NAAC Framework: Prospect and Challenges	Nilkanth G. Jadhao	39
13	ICT enabled teaching and learning in higher education in India: Pros and cons	Vijay H. Masand	44
14	Student Satisfaction Survey: A Challenge in Rural Colleges	Nitesh N. Telhande	46
15	NAAC Revised Accreditation Framework - An Overview	Shitalbabu A. Tayade	49
16	Students Satisfaction Survey (SSS) : A Challenge	Dr. Mrs. Savita D. Thakare	54

17	Extra Co-Curriculum Activities is a vital tool to improve Student Satisfaction Survey	Dr. Rajkumar M. Sharma	56
18	Use of ICT for effective Teaching, Learning and Evaluation	Dr. R. M. Patil	59
19	Use of ICT in Teaching, Learning And Evaluation	Dr N S Thakare, Dr A YAli	62
20	Attaining Excellence in Education: Bridging the Gap between Curriculum Design and Course Objectives	Dr. Nakul D. Gawande	65
21	Best Practices of Top (NAAC) Accredited (State-wise) Colleges in India	Dr. D. S. Ramteke	68
22	The New Era and Higher Education	Dr. Varsha Gawande	74
23	Student Satisfaction Survey: Challenges and Opportunities	Harish S. Ghodekar	76
24	Information Communication Technology and English Language Teaching and Learning	Prof. V. P. Shekokar	78
25	Revised Accreditation Framework: an Opportunity to Achieve Excellence	Vikas T. Adlok	82
26	Attaining Good Governance in Higher Education Institution through Technology	Dr. Pradnya S Yenkar	85
27	Use of ICT in Teaching Learning and Evaluation of Mathematics	Dr. P. P. Khade	92
28	Make the Best Practices Habit of the Campus!	Mrs. R. J. Gajbe	99

Extra Co-Curriculum Activities is a vital tool to improve Student Satisfaction Survey

Dr. Rajkumar M. Sharma

IQAC – Coordinator,

G. B. Murarka Arts & Commerce College, Shegaon, Dist. Buldana.

Email – rajmsharma007@gmail.com , Cell. No. 9960865510

Abstract:-

In recent era it is very necessary to do accreditation of a constituent /college /institution through appropriate agency. In this regard initially period various colleges and administration is reluctant to do accreditation due to Online LOI process and rigorous evaluation process. People are thinking that it is tedious job to do compilation of procedural activity and data for proper output of NAAC Assessment. But we go through proper data collection and systemic application social and extension activities. The NAAC Committee is doing efforts for improving quality aspect of higher education regarding Teaching, Learning, Evaluation with teaching aids on the one part , doing the assessment of extra co-curriculum, social and extension activities like important five wings – N.S.S.,N.C.C.,Sports,Cultural Activities and Training , Development and Placement activities run in the college on the other part. NAAC is working on improving quality of educational delivery Input give to students and enabling standard of students in obtaining job or placement practical business life. It is thing that NAAC is expecting deliverable teaching inputs of faculty member of that subject and evaluating their output through student's satisfaction survey. As per the new method of NAAC assessment and accreditation it saw that they wants to ratio of Prospectus issued for admitted students in the college means demand ratio and also see about input quality and their Out relation on the part of appearing to the exam and passing out with final degree. Who has got final degree to look their standard of opting to education, competitive exam and direct/indirect placement in various sectors for getting an employment? Though roughly it is an analytical tool of AD:OR – Admission: On roll , OR:OB – On Roll to Out Bound , AOR : AAE – Actual On Roll to Actual Appear to Exam , AAE: EPO – Actual Appear to Exam to Exam Passed Out and Passed Out to Placed for the job. This is the ultimately Input and output quality Index through student survey which is only purview of the NAAC Assessment and Accreditation. It is basic thing that students final feedback toward NAAC committee member through phonetic talk and email exchange would decide grade of the institution on the one part and actual verification in visit at time assessment. So, It is very real exercise to prepare solid planning to crake positively favorable students survey in the NAAC assessment through effective implementation of Co-curriculum and extra curriculum activities in the college.

Key words: NAAC, Assessment, Accreditation, students survey, extra – curriculum activities

Introduction:-

In recent era it is very necessary to do accreditation of a constituent /college /institution through appropriate agency. In this regard initially period various colleges and administration is reluctant to do accreditation due to Online LOI process and rigorous evaluation process. People are thinking that it is tedious job to do compilation of procedural activity and data for proper output of NAAC Assessment. In recent news paper article of Mr. Ajay Mardikar has stated that various orientation programs organized to inform about new NAAC rules and methods of evaluation several colleges are facing problems in

applying assessment of NAAC, as they have not been able to fill vacancies because of banned imposed by state govt. Although govt. has permit recruitment up to 40 percent of vacancies the process is time consuming. Large Number of college functioning without principal and regular teaching staff. This is major impediment in undergoing NAAC evolution. A senior principal stated that the fourth class staff in college will be regularly employed and principal will be temporarily.(Nagpur, Feb28) So, as this article he thrown light on new process of NAAC and how the college are facing problems in tackling NAAC Assessment. It is view that the college member has to take effective steps in generating actual data of last five years with rigorous activities of seven criteria. On the part of documentation of event like Photos, Proper reporting, Input and output utility of that activity in collegiate campus. It has to carryout effective activity of National Service Scheme applying social and extension activities as Social Volunteer, National Cadet Corp applying national pride activities as paramilitary force of the country, Sports applying various sport tournament on university, state and national level as sportsman of the country, Cultural committees by applying various innovative and proactive organization social, cultural and patriotic based events in the college. Last but not least and very important Cell of the college i.e. Training, Development, and Placement by applying various programs with orientation of carrier guidance and campus placement in the college. These all five gives most satisfaction to the student which gives positive remark for the college.

Result & Discussion: - Whenever any college wants to face NAAC for student satisfaction survey, so they can prepare proper listing of students with Name , Address ,Contact No. and E-mail Address of the following different dept. and cell of the college –

1. Dept. of National Service Scheme
2. Dept. of National Cadet Corp
3. Dept. of Sports
4. Dept. of Cultural & Social Extension Activities
5. Dept. of Training , Development, Placement
6. Dept. of Alumni , Parents and Teachers Cell

These Above all the dept. are continuously doing various activities with the participation of collegiate students which should be properly recorded in the ratio number of the students appeared in the activity and received actual output to the students. It each and every activity will give definite benefit to the students in some extent which should be properly recorded and presented in front of NAAC Committee. These above all committees must be in touch with IQAC and NAAC Peer Team. These can be coordinated as per the following diagram –

IQAC and NAAC Peer Team

1. Dept. of National Service Scheme – Generate list of 25 excellent Cadets of last three year
2. Dept. of National Cadet Corp - Generate list of 25 Volunteers Cadets of last three year
3. Dept. of Sports - Generate list of 25 excellent students of last three year
4. Dept. of Cultural & Social Extension Activities - Generate list of 25 excellent students of last three year
5. Dept. of Training , Development, Placement - Generate list of 25 excellent Cadets of last three year
6. Dept. of Alumni , Parents and Teachers Cell

As per the above graph, it is unlighted that shortlist to such student who are really directly and indirectly with teachers, collegiate activities and image banding of institution/college because actual brand ambassador of the college by playing proactive role.

Conclusion:-

Proper planning and implementation of Extra- co-curriculum activities in effective coordination with IQAC and NAAC Peer Team of college will be helpful to improve student satisfaction survey. The data of students as per the above said method will give definite result to the college in improving their current C.G.P.A. without any more exercise. Because these students are the real messenger in front of the NAAC Committee to provide real remark about the college. Those students who actually worked and participated in the said department they are having cent percent positive and good remark about the college. So, the above explained methodology will reduce the pressure of facing the NAAC Committee as per the new methodology.

Reference:-

1. Mr. Ajay Mardikar /news article/ Nagpur,2019,Feb28
2. Revised guidelines of NAAC
