

List of Books and Chapters in edited Volumes / Books published, and papers in National/International Conference Proceedings

Sr. No.	Title of the Paper	Name of the Author	Details of Conference / Edited Book /Proceeding	ISBN /ISSN
1	Education and Learning, Metamorphosis Better Standard of Living - An Applied Study	Dr.M.A.Lahori	Edited Book on Paradigm Shift in Higher Education Published by AIMS, Baramati October, 2019	ISBN: 978-81-925257-5-4
2	Jugaad: An Experiential LearningQuality Ignite Survival Strategy Co-author with AlokBabelay Chief General Manager Co-Optex Corporate Office, Chennai	Dr.M.A.Lahori	Edited Book on Paradigm Shift in Higher Education Published by AIMS, Baramati October, 2019	ISBN: 978-81-925257-5-4
3	Challenges of 'Sound Healthcare Practices' in Indian Villages-Human Resources Perspectives'	Dr.M.A.Lahori	National Conference Anveshanam 3.0" Research and Innovations in Healthcare and Business Mgmt 5 th & 6 th November	ISBN: 978-93-5391-582-7
4	Engagement & Autonomy of Management and Science in the Enterprise	Dr.M.A.Lahori	Multidisciplinary Research in Global Challenges and Perspectives of Sustainable Development Publish by Ever Science PublicationsNagercoil-KanyakumariTN Year 2019	ISBN: 978-81-934604-4
5	Apply Economics Basics to 'Grow' Really, I mean it...	Dr.M.A.Lahori	Edited Book on Mass to Masses: A Road Map to 5Trillion Economy & Beyond Published by AIMS, Baramati January 2020	ISBN: 978-81-925257-8-5
6	Lockdown; A Constructive Episode	Dr.M.A.Lahori	Edited Book on Global Lockdown; Reminiscences, Repercussion and Lessons	ISBN: 978-81-925257-9-2

	– Humanity Approach		for the Mankind Published by AIMS, Baramati May 2020	
7	In Digital Environment; Child Grooming, A Storming Challenge	Dr.M.A.Lahori	Two Day International Online Seminar on E-Pedagogy for Digital Age by Tamil Nadu Teachers University, Chennai Published by Lulu.com USA 14 & 15 TH May, 2020	ISBN 9781716971143
8	Impact of Recession in Automobile Industry on Residential Real Estate Industry	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-6-1
9	A Study on Financial Benefits to Stakeholders of Sugar Industries in Baramati Area	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-7-8
10	A Comprehensive Study of Existing & Future CSR Strategies for Corporate Sustainability : An Interdisciplinary Perspective	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-7-8
11	A Study on Business Process Reengineering in SME’s And Its Impact on Organizational Performance	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-7-8
12	Wireless Senser Based Precision Irrigation Monitoring and Controlling Systems	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-7-8
13	Corporate Governance and its Importance in Corporate Finance	Dr. V.N. Sayankar	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati	ISBN 978-81-925257-7-8

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14	E-Commerce – an Emerging Trend	Dr. V.N. Sayankar	Edited Book On Mass to Masses: A Roadmap to 5 Trillion Economy & Beyond Published by AIMS, Baramati January 2020	ISBN: 978-81-925257-8-5
15	A Study on Lessons Learned for Mankind from the Novel Coronavirus Disease	Dr. V.N. Sayankar	Special ISBN Edited Book "Global Lockdown: Reminisces, Repercussions and Lessons for the Mankind". Published by AIMS , Baramati May, 2020	ISBN: 978-81-925257-9-2
16	A Study on Feasibility of Cattle feed Market	Dr. U.S. Kollimath	National Conference 2019 – “Higher Education Metamorphosis Quest for Quality at AIMS , Baramati 04 & 05/10/2019	ISBN 978-81-925257-6-1
17	Export Oriented Agriculture: A Road Map to Doubling farmers Income	Dr. U.S. Kollimath	Edited Book “Mass to Masses: A Road Map to 5 Trillion Economy & Beyond” January, 2020	ISBN: 978-81-925257-8-5
18	COVID-19 Pandemic: An Antecedent to the Spiritual Rise of India	Dr. U.S. Kollimath	eEdited Book „Global Lockdown: Reminisces, Repercussions and Learning for the Mankind” May, 2020	ISBN: 978-81-925257-9-2
19	Farmer Producer Companies; An Emerging Trend revolutionizing Agriculture Supply Chains	Dr. U.S. Kollimath	International online conference on Our Earth: Our Resources Organized by GH College,Haveri,Karnatak 30 th May, 2020	ISSN:2278-6632 Vol.-X Issue-VI
20	Generic Medicine for Masses	Dr.A.Y.Dikshit	Edited Book on Mass to Masses: A Road Map to 5Trillion Economy & Beyond Published by AIMS, Baramati January, 2020	978-81-925257-9-2
21	Work from Home: The New Normal: Adapt to Enable	Dr.A.Y.Dikshit	eEdited Book “Global Lockdown: Reminisces, Repercussions and Learning for the Mankind”	978-81-925257-9-2

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22	Impact of Covid 19 Outbreak on Rural Economy	Dr.D.P.More	eEdited Book “Global Lockdown: Reminiscences, Repercussions and Learning for the Mankind” May, 2020	978-81-925257-9-2
23	Indians and COVID- 19	Dr.T.V.Chavan	eEdited Book “Global Lockdown: Reminiscences, Repercussions and Learning for the Mankind” May, 2020	978-81-925257-9-2
24	A Study of Development of Household Balance Sheet	Dr.T.V.Chavan	Higher Education Metamorphosis: Quest for Quality	ISBN 978-81-925257-6-1
25	Transformation Of Quality Vision For Higher Educational Institute	Prof.M.A.Vhora	AIMS 8 th National Conference : “Higher Education Metamorphosis Quest For Quality” AIMSEdited Book on :Paradigm Shifts in Higher Education October, 2019	ISBN 978-81—925257-5-4
26	A Study of Investors Behavior in Stock Market	Prof.M.A.Vhora	AIMS 8 th National Conference : “Higher Education Metamorphosis Quest For Quality” AIMSEdited Book on :Paradigm Shifts in Higher Education October, 2019	ISBN 978-81—925257-6-1
27	Software Economics: A Roadmap for Software Product Development	Prof.M.A.Vhora	AIMS Edited Book Mass to Masses : A Road Map to 5 Trillion Economy & Beyond January 2020	ISBN 978-81—925257 – 8-5
28	COVID 19 – Current Insights on IT Sector	Prof.M.A.Vhora	AIMS Edited Book Global Lockdown: Reminiscences, Repercussions, and Lessons for the Mankind May, 2020	ISBN 978-81—925257-9-2
29	Testing Times: Radical Changes or Colossal Challenges for Virtual Learning	Prof.S.S.Khatri	AIMS Edited Book Global Lockdown: Reminiscences, Repercussions, and Lessons for the Mankind May, 2020	ISBN: 978-81-925257-9-2
30	The lockdown effect on jobs in	Dr. P.V. Yadav	AIMS Edited Book Global Lockdown:	ISBN: 978-81-925257-

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32	Global Meltdown: Challenges before Corporates	Prof.S.S.Jadhav	AIMS Edited Book Mass to Masses : A Road Map to 5 Trillion Economy & Beyond January 2020	ISBN 978-81— 925257 – 8-5
33	Social Distancing: Age-Structured Impact on the COVID-19 Epidemic in India	Prof.S.S.Jadhav	AIMS Edited Book Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind May, 2020	ISBN: 978-81-925257- 9-2



Education and Learning, Metamorphosis for Better Standard of Living- An Applied Study

Prof. Dr. M. A. Lahori

Director

Anekant Institute of Management Studies

(AIMS) Baramati- Pune 413102

drmalahori@yahoo.com

Abstract : Education is basically a process of disseminating (receiving and or giving) systematic guidelines and instructions particularly in the schools and University about theory and practical's of the syllabus. Hence it has set of study material to work on and confined study pedagogy.

Learning is a basically process of acquisition of knowledge, skill with the help of study and experience or being taught in the workshops. Further this study depicts that; empirical experience teaches many more housekeeping details that, one can't get from any amount of reading.

Indeed the Metamorphosis of the Modern Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, habits, etiquettes and manners... as such to lead better standard of living. Further the entire process of modern education system is generally divided into stages like preschool or kindergarten, primary school, secondary school and then college, university, or apprenticeship, research and so on... It is notice that, in the literature review lot has been debated about private and government schools and education pattern, quality of the teachers, environment and the students and teachers relation etc. However, such debacle is not in this paper because an objective of this paper is finding out the 'Better Standard of Living' by virtue metamorphosis of education and learning.

Keywords : disseminating, acquisition, empirical experience, housekeeping details and process of facilitating.

1. INTRODUCTION :

The education and learning is the holistic term and the process as such facilitating the acquisition of knowledge, skills, values, beliefs, habits, etiquettes, manners and lot more. In the modern education system, which churn and uncluttered many routine associated things, even it may bring hardship in our wakeup calls, but what to do, learning is essence of life itself.

Thus, education and learning is the two faces of the same coin, effective education is the foundation of the learning offshoots. And fruitful learning gives better "Earnings" meaning thereby it metamorphosis better standard of living. Living with happiness, joy and most important is altruistic life.

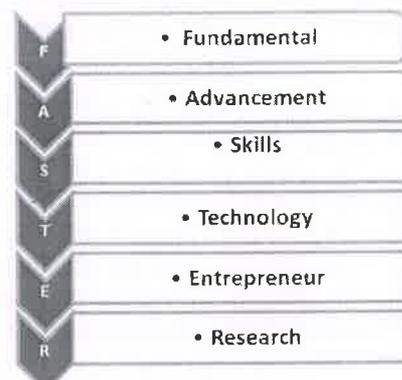
Education makes a man very much systematic, disciplined, quest and thrust for learning. A learning of a educated men always have effective innovation in shorter time with cost effectiveness, whereas uneducated person will land in Jugaad.

Thus, Jugaad is a simple work-around to fix problem and to create new things with meager resources for their livelihood among the uneducated people. In other words traditionally due to various facts and reasons illiterate

persons struggle to have means of coming, by taking small work in the street and family business. Hence jugaad is the concept of survival tactics among illiterate people whereas innovation is way of life among educated and learned people, which metamorphosis better standard of living. In today's scenario 'Speed' matters the most with the 'Perfection' as to stay ahead in the race. A study on 'FASTER' in the beneath chart will give us better insight.

Table / Chart No. 1

Framework of Faster in Education



Source: Secondary Data



Jugaad: An Experiential Learning Quality Ignite Survival Strategy

Alok Babelay

Chief General Manager

Co-optex Corporate Office, Pantheon Road Egmore, Chennai

Tamil Nadu

alokbabelay@gmail.com

Prof. Dr. M. A. Lahori

Director, AIMS Baramati- Pune 413102

drmalahori@yahoo.com

Abstract : It is well known that, Jugaad is a colloquial Hindi word that means, an innovative way to (strategically) fix a problem or a simple work-around. It is much explicit way in which street mechanics work around to create new things with meager resources for their livelihood and it is a source of livelihood for many of the Indian families, since they are not in position to fetch more lucrative job in the organized sectors or

rather lack of job makes them to do something with the available resources to earn livelihood. In other words, traditionally due to various facts and reasons of not getting means of earning, one used to take up small work on the street or family business. Hence 'Jugaad' is the concept of survival tactics, as well as an experiential learning mode for the doers and in the process it ignites the quality in the work.

In the west, basically in America, the concept of hack / kludge is very similar to jugaad but now a days, it refers to intellectual art form. But originally it does the work of what is to be done with conventional method of work (within available resources). Of late, most of the Organizations increasingly accept 'Jugaad' as a management technique and a form of frugal engineering, which paves way or is the root for innovation and development through less investment and expenditure. Of late, the knowledge society and high level of engineering & technology are creating lot of innovations for effective, efficient and economical usage and utility, wherein the role of innovation is more crucial and significant. In this process simple innovative fix or a simple work-around in determined/planned direction is called intellectual / experiential learning or Jugaad in new form, a quality ignite survival strategy. The days of meager resources for ones livelihood since not fetching lucrative job in the organized sectors have gone but it is now more about 'less for more' in technology and usage to survive in the competitive market.

Keywords : simple work-around, fix a problem, experiential learning mode, survive in the competitive market.

INTRODUCTION :

On a November, 2013 afternoon, a dozen executives from companies including investment banks, Rothschild and Goldman Sachs (GS) and tech research firm Gartner (IT) ringed a conference table in brownstone on New York's Upper East Side. They were there to learn how U.S. businesses could develop products more cheaply and quickly by borrowing strategies from India. Speaker NaviRadjou, who heads the recently formed Centre for India and Global Business at England's Cambridge University, summed up his advice in one word: jugaad. A Hindi slang word, jugaad (pronounced "joo-gaardh") which translates to an improvisational style of innovation that's driven by scarce resources and attention to a customer's immediate needs, not their lifestyle wants. It captures how Tata Group, Infosys Technologies (INFY), and other Indian corporations have gained international stature. The term seems likely to

enter the lexicon of management consultants, mingling with Six Sigma, total quality, lean, and kaizen, the Japanese term for continuous improvement. Like previous management concepts. Indian-style innovation could be a fad. Moreover, because jugaad essentially means inexpensive invention on the fly, it can imply cutting corners, disregarding safety, or providing shoddy service. "Jugaad" means 'Somehow, get it done,' even if it involves corruption," cautions M.S. Krishnan, a Ross Business School professor. "Companies have to be careful. They have to pursue jugaad with regulations and ethics in mind."

More than a Fad? The rise of jugaad raises another question: Do companies really need to pay someone to tell them something that's as elementary as keep it simple? "Having a consulting industry built around jugaad is almost anathema to the word itself," says Robert C. Wolcott, executive director of Northwestern University's Kellogg



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1. Challenges of 'Sound Healthcare Practices' in Indian Villages -Human Resources Perspective'

Dr. M.A.Lahori

Director, Anekant Institute of Management Studies (AIMS) Baramati- Pune 413102

ABSTRACT: Goodness of health is blended with sound healthy practices pertaining to the 'Human Resources Driven' at source and that is what major lacuna in our villages and rural part of India *and it is the mainstay of the study*. In the study it is noted that, most of the Indian religion has given prioritize and significance to 'Cleanliness' and it has been referred '*Cleanliness is next to Godliness*'. And as a human being we too preferred cleanliness, which gives us better health, feel good environment, energy stimulation and ultimately happy living. It is observed that, largely with some awareness tools suburban and urban dwellers are scaffolding of Sound Health Care Practices with their available human resources. But in rural India and villages, Health care management practices is a really a herculean task unless we make a habit on it by practicing every day-in day-out. When we know the benefits and betterment of Sound Healthcare Practices, we certainly intend to stimulate our self, a self-initiative 'Human Resources' with ownness endowment.

Without any doubt, it is inherent feeling that, one should be hygienic and do healthy practices to keep the surrounding neat in general and more particularly the dwelling place. Such 'sound health practices' is a Human Resources Initiatives by the various government schemes as to do the 'right healthy things' rather than doing things right, which may have multi-polar effect on money, time, loss of health and man-days and serious inconvenience cause to the associates.

Key words: sound healthcare practices, condition to unhygienic, self-initiative 'Human Resources', ultimately happy living, local 'Panchayat'.

INTRODUCTION: In fact the 'Sound Healthy Practices' are the basic essence of the Healthcare Management and all the persons involved in the process are Human Resources, let it be from family, departments, NGO and even from the local 'Panchayat'. Indeed, Healthcare Management certainly a way to lead *Happy Life*. The Human Resources are our own persons who are practicing the healthcare activities on daily basis, a healthcare practices at instance source is very vital point, where

Engagement & Autonomy of Management and Science in the Enterprise

Dr. M.A.LAHORI

Director

Anekant Institute of Management Studies (AIMS)

Baramati- Pune 413102

ABSTRACT

Indeed a study on the engagement of various resources including tangible and intangible capital and job related autonomy / empowerment plays very vital role in management and science for the development of an enterprise. Management is an ancient science and it never grows old rather becomes latest. Management has distinctive permutations and combinations of various variables like Technological Factors, Economic Factors, Cultural Factors, and Environmental Issues and most important is the Time Element (effective services) to drive the very suitable decision. Modern Management has applied tools like science and research to set the enterprise on pinnacle. Modern Management basically churns on the 'time element' and the wholesome of the science revolves on the 'systematic study, experiments and observation of knowledge' about the natural world based on facts (such as biology, physics, or chemistry) a particular branch of science. In this paper author has made very distinctive efforts to find out the amalgamation of management and science in the enterprise with the veracity of engagement and autonomy in tangible and intangible capital.

Key Words: ancient science, innovative entrepreneurs, transformed, development and accomplishment, concept of right person (resource) at right place and time for optimum productivity.

INTRODUCTION

The term 'Engagement' was first coined by Kahn in the year 1990. In engagement, employees are expressed themselves physically, cognitively, and emotionally on role performances. Employee engagement is the thus the level of commitment and involvement. Enterprise with high levels of engagement provides employees with opportunities to develop their abilities, learn new skills, acquire new knowledge and fetch better productivity. Further the study reveals that, there are three types of 'Engagement' in Enterprise namely;

Engaged--'Engaged' enterprise are builders. They naturally perform at consistently high levels, because they use their talents and strengths every day.

Not Engaged--'Enterprise' tend to concentrate on tasks rather than the goals to accomplish.

Actively Disengaged--'Enterprise' are the 'cave dwellers'. They're consistently virtually against for everything.

Autonomy is derived from the Greek word which means 'Self Governance' as to achieve best results. However the term '**autonomy**' was first time defined by Immanuel Kant in 1804. And autonomy has three dimensions according to Kant; Firstly, autonomy as the right for one to make *their own* decision and interference. Secondly, autonomy as the capacity to make such decision through one's own independence of mind and personal reflection. Thirdly, as an ideal way of living life autonomously. Basically Management is an art of managing manpower, resources with the concept of right person (resource) at right place and right time for optimum productivity. Frederick W. Taylor (1856-1915) in his book titled '*The Principles of Scientific*

1. Apply Economics Basics to ‘Grow’ Really, I mean it...

Dr. M.A.Lahori
Director

Anekant Institute of Management Studies (AIMS) Baramati- Pune 413102
Email: drmalahori@yahoo.com

Overview: One of the vacation days, author had a bitter talk with his noble better half on family growth and grooming. This led to a desire to pen down a thought as to how a volatile situation whether be of a business or a family can be handled by young budding generation?

As a relaxation skill author by stretching legs, hand-up sitting on his arm-chair in his tiny home-Eden Villa-garden looking on the primary school pupils passing by (a school adjunct to his villa), a thought came to his mind about ‘the application of Basics of Economics’ in one’s life and business for growth and grooming. While shuffling the ‘Coffee Table Book’ he was served with nicely brewed coffee by his better half, of course with smile and fresh look! Author finishes his last sip of the coffee coupled with concluding cigar-puff from his chillum, giving additional freshness to himself, the mind delved into two off-shoots of growth viz.,

- Family growth and grooming
- Business growth and learning

The growth, grooming and learning are purely based on the application of ‘Basics

of Economics’ in two different situations either in family or business house, as to keep growing, grooming and learning respectively. The situations would be;

Situation 1: Application of ‘Basics of Economics’ in growth and grooming family or business.

Situation 2: Complacent on the ‘Basics of Economics’ in growth and grooming family or business.

Then the thoughts started vigorous churning while the hand slowly un-cluttering book shelves, almost concurrently the eyes browsing and surfing on his system.

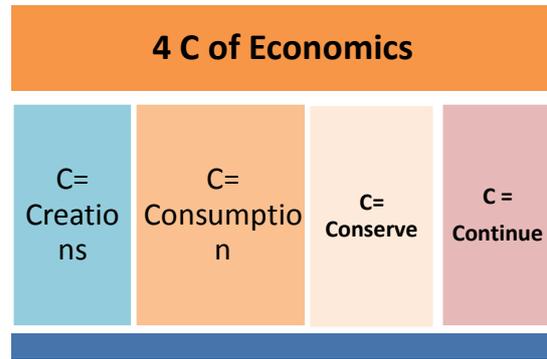
Keystone: The father of Economics and philosopher Adam Smith in 1776 has defined, the economics as, "an inquiry into the nature and causes of the wealth of the nations,". Thus, he construed that, economics is a science with two fold objectives, providing a plentiful revenue or subsistence to the people and to supply the state or commonwealth with revenue for the public services.

Alfred Marshall provides a still widely cited definition in his textbook *Principles*

of *Economics* (1890) that extends analysis beyond wealth and the societal to the microeconomic level, creating a certain synthesis of the views of those still more sympathetic with the classical political economy (with social wealth focus) and those early adopters of the views expressed in the Marginal Revolution (with individual needs focus). Marshall's inclusion of the expression wellbeing was also very significant to the discussion on the nature of economics. Hence, Economics is a study of *mankind in the ordinary business of life*; it examines that part of individual and social action which is most closely connected with the attainment and with the use of the material requisites of wellbeing. Thus, if it is a study of wealth on one side; it is also equally true that *and on the other side (perhaps more importantly) it is the study of mankind*.

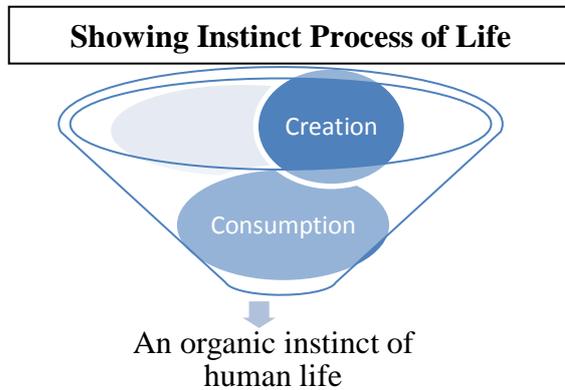
In a nutshell the substance and summary of the entire study of economics right from 1776 or earlier age, has different thought of school, but in precise and to sum up, *economics is a study on man and its wellbeing*. The attributes of economic theories has been classified into 4C namely....

Chart / Diagram No. I:



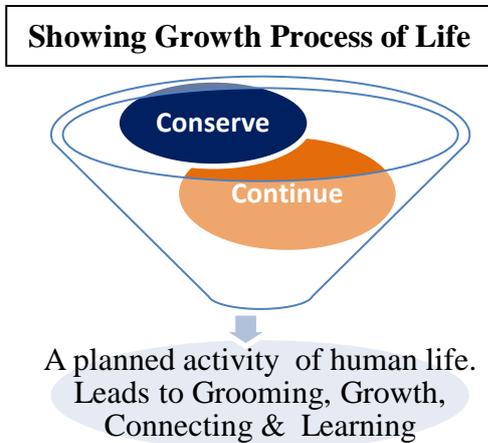
Application: Let us see, how author applies for the ‘Growth of family (Generations) and Business’ in two distinctive situations. **Situation 1;** One who ‘Applies the basics of economics’ in the growth and grooming of family or business. The very *First tenet C stands for the creations*. In simple term, it means, acquiring, having, acquisition, getting, generating are nothing but *creations* of wealth, knowledge, generations, goodness, fame and good will etc. For instance, we have created wealth, families, organizations, knowledge and lot more. The second *C stands for consumption*; it gives inferences of application, utilization and usages of creation, what we did in the first C. These both Cs have an interlocking relation in growth and grooming.

Chart / Diagram No. II



Thus, creations and consumptions are two faces of human life and indeed, that is the very precursor as well as yard stick of growth, via input and output process that is happening. To take further leap into that, other two Cs will work:

Chart / Diagram No. III



A very critical analysis depicts that; the basic fundamental of Economics '*Conserve and Continue*' is a fulcrum of the "GROWTH & GROOM". Hence in a family or business these two tenets of economics need to be in existence and prevail for keeping "Majesty".

Now let's discuss the **situation 2** as follows:

Situation 2: Complacent on the '*Basics of Economics*' in growth and grooming of family or business.

Once we are 'COMPLACENT' the hurdles begin, because of the comfort zone and 'self centric' behavior and attention. In this situation the two tenets of '*Basic of Economics*' (Creations and Consumptions) certainly exist and prevail, and probably the third one also have its presence (Conserve) but certainly fourth one will be missing (Continue). The very obvious and envisage apprehension is that, the progress and development of either family or business is based on the "continuity". It means continuity in generation growth and continuity in business diversification for revenue growth is very much absolute. An absence of 'continuity' may lead to obsolescence.

Further it is observed that, most of the family is headed by the patriarch member, hence his generation growth will keep continuity of family and his wealth. Likewise scion of business is generally from a wealthy and marketable community; hence the 'Continuity' will keep the business growing. The obstinate refusal to comply with the tenets of

'Basics of Economics' may certainly deplete and doldrums the growth of the family and business respectively.

Thus '**Timely Right Action**' without an iota of doubt is a pathway to 5 Trillion Economy. Application of 4 Cs of Economics certainly ignites engine to 'Mass to Masses' process...with this ramp-up thought and stint plan author moved for spade-work with definitive action of "Timely Continuity" to sustain overall growth and grooming of family as well as business.

With this foresight, Author arranged a get together of his family folks and had one to one discourse on the title of the case or rather on 'Emerged Thought' to uplift their respective individual family for betterment and happy long living. The assembly of the family had a happy celebrating ending... And with a note that, the bitterness of author's better-half indeed transformed into a healthy, meaningful and fruitful solution for all family members.

Lockdown; a Constructive Episode – Humanity Approach

Dr. M.A.Lahori

Director,

Anekant Institute of Management Studies (AIMS)

Baramati- Pune 413102

Email: drmalahori@yahoo.com

Abstract: *The lockdown phenomenon is a complementary product of COVID-19. In December, 2019 a pneumonia outbreak was reported from Wuhan, China and subsequently it was traced as a Novel Corona virus. Later it has global spread, the World Health Organization (WHO) on 11th March, 2020 declared COVID-19 as Pandemic virus. As far as India is concerned, the first confirmed Corona virus patient was noticed on 30th January, 2020 when students from a University of Wuhan travelled back to Kerala State.*

The novel Corona virus is basically a soft and invited virus. Generally the victims are those with poor immunity particularly, old-age and children. The best, easy and economical way to treat Corona virus is by keeping ourselves hygienic and distancing physically and mentally from others. The Covid-19 is a soft virus potentially leading to exponential multiple infections, which will spread unnoticed, during first 2-3 weeks but on ascertaining the symptoms it will have very less time to cure the infection. Therefore, it is a dangerous enemy of human being. The Covid-19 in fact characterized by exponential multiple infection, hence to eradicate this, Govt. of India took a decision to lockdown; which is the only answer to stop the spread of Corona virus. The very purpose and essentiality of 'Lockdown' is the social and physical distancing since it curbs the spread and it is said that, distancing is the sole effective measure.

Keywords: *soft and invited virus, poor immunity, hygienic, social and physical*

Keystone:

Primarily, lockdown means an official order that restricts people from outdoor activities and confine at home due to the pandemic situation. The transport services like road, rail, water and air were

suspended with exceptions like essential goods, fire and police, medical and emergency services. All educational sector and manufacturing sector were put on halt. A strict social and physical distancing norm announced and if fails to comply with, an

enforcement is in place. Nonetheless, the Lockdown mantra (be indoor/at home) was very much essential to control the spread of the Novel Corona virus, at large in the communities.

A study done at Shiv Nadar University, Greater Noida Uttar Pradesh said, India could have witnessed a surge of 31,000 cases in between 24th March, 2020 to 14th April, 2020 without lockdown. Further, a research team at the University of Oxford rated India's Lockdown to counter the pandemic as one of the most stringent in the world scoring '*100 out of 100*' on their tracker.

As a whole, lockdown at initial phase has see-saw situation because most of the people never understood what is lockdown and why for it is. The vacuum of understanding was really a herculean task to handle and there was a lack of cooperation from the general public. However the time, situation and enforcement of laws have made the people to understand the pandemic and effect of lockdown but still it has hiccups. Thus, the risk of lockdown today outweighs the huge potential benefits for human wellbeing and economy as a whole.

Objectives of the Study:

The core objectives are;

- a) To study the significance of the lockdown.
- b) To examine lockdown as a counter to pandemic.
- c) To analyse new normal concept of work from home during lockdown.

Crux of the Study:

In today's competitive and race like scenario man is all the time trying to do lot for 'Hype & Hoopla' for lifestyle and chasing for superfluous things for their lives. In fact man is not sparing any quality time or rather no time slot for their family members, neighbours, relatives, friends and even Almighty obeisance, just on the pretext of "I am busy and I don't have time" syndrome. The real problem and crux of the study is the paucity of the time. Hence to test availability of time, this study has carried out '*Lockdown; A Constructive Episode-Humanity Approach*'.

Study Method:

This is basically a descriptive type of study and it strengthens the existing concept. All the information is driven from the relevant and authorized sources. The tool of observation of the happenings in the different parts of India is also used.

The author of the paper has selected 5 (five) known families as realistic respondents in the study. The size of the family is nuclear and author has directly

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commenced the inferential analysis in the study. The constructs of framework has variant (variables) of connect with family, neighbour, relatives, friends, colleagues have been tested in real term of lockdown episode. As said by Aristotle that, man is a social animal. It means that man has an intrinsic social connect habits knowingly or unknowingly in his/her lives. But due to the busy schedule, engagement after

engagement has created the situation of paucity and lack of time resulting into the priority hiatus. In real sense the lockdown is the golden opportunity/lesson to review the ‘Priority Schedule’ of our happy living by ‘Connect’ of our relations with our kith and kin. The author has reviewed opinions of 5 families on the variables. The analysis and interpretation is as follows;

Table/Figure 1:

Significance of Variables in the Lockdown (out of 10)

Fly	Family		Neighbours		Relatives		Friends		colleagues		
	Y	10	-	Y	10	-	Y	10	-	Y	10
1	Y	10	-	Y	10	-	Y	10	-	Y	10
2	Y	10	-	Y	10	-	Y	10	-	Y	9
3	Y	10	-	Y	10	-	Y	10	-	Y	10
4	Y	10	-	Y	10	-	Y	8	Y	2	
5	Y	10	-	Y	10	-	Y	10	-	Y	9

Source: Family opinion

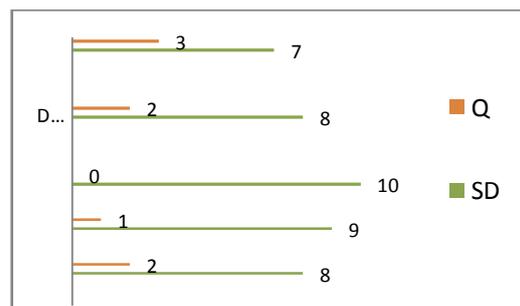
The matrix of the above table is, Y stand for yes (agreed), and the significance level is 10 is the maximum and 1 is the minimum. The level of significance for all the variables has taken in for maximum and minimum from the families in study.

It is revealed in the above table all the 5 families have indeed given importance and significance to the variables viz., family, neighbour, relatives, friends and colleagues ranging from 8 to 10. And a sporadic response of 1 and 2 out of 10 doesn’t have any significance in this study. Thus, during

the lockdown period, the study revealed that, the families have realised the importance of others in their life or rather learnt a lesson on importance of relationships with other in own life.

Table/Figure 2:

Lockdown to Counter Pandemic (Out of 10)

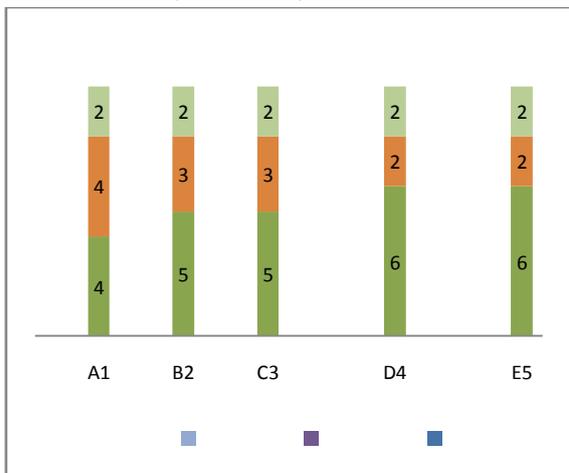


Source: Family opinion

The above table is read as, all the 5 families are shown in A1 to E5 and the red colour bar indicates Q=Quarantine and green colour bar stand for SD= Social/physical Distancing. The counter (treatment) and protection tentacles for pandemic are the Quarantine and Social/physical Distancing.

In the above graph the best way to counter pandemic Covid-19 is the ‘Social Distancing’ secured the score 7 to 10 out of 10 whereas for ‘Quarantine’ the score is 0 to 3. It means the social distancing and quarantine are the best weapons to fight with Covid-19 as per the opinion of the above families. Thus, lockdown prefer to read as social distancing and quarantine are the only suitable counter reply to the pandemic Covid-19. And in the study of Shiv Nadar University it is stated that, India could have witnessed a surge of 31,000 cases in between 24th March, 2020 to 14th April, 2020 without lockdown. Even a research team at the University of Oxford rated India’s Lockdown to counter the pandemic as one of the most stringent in the world.

Table/Figure 3:
Leanings of New Normal Work Culture from Home (out of 10)



Source: Family opinion

In the above table the 5 families has classified into A1 to E5. The dark green colour refer to SC=Soft Communication (bottom colour) the middle brick colour indicates BL=Better Language and the top faint green colour read for PD=Prompt Documentation. And the weightage given by families are out of 10.

The analysis of the above data says that, the new normal work culture from home during lockdown has significantly improved the hand on soft combination, followed by the better language because in soft communication verbal mode of communication is emphasised more rather than non-verbal. Hence there is always opportunity to improve upon the language. The final is the prompt documentation; since all the work is paperless without any cumbersome and shuffling the papers it will be documented. Thus, in new normal work culture from home has taught people to use soft communication as their meeting tool, reading has increased to improve the language/vocabulary and folders-wise work system leads to proper documentation.

Findings:

Based on the above analysis, the following interpretation and findings have been recorded;

1. Without any doubt during lockdown the connect and relationship among family

members, neighbour, relatives, friends and of course with co-staff has affectionately increased.

2. A review of table No.1 summarily depicts that, all the 5 families in the study gave significance to family members connect, neighbour, relatives, friends and colleagues ranging from 8 to 10. Thus, during the lockdown period, the study revealed that, members of the families have realised importance of others in their life instead of being self-centric. It has developed the human relationship and KYR-know Your Relations.
3. Covid-19 has been declared as pandemic by (WHO) World Health Organization on 11th March, 2020. Yet, the preparation of the vaccine is on its way. Hence to counter, stop and treat the Novel Corona virus; social distancing and quarantine are the best tools.
4. During the study, it is found that, one has to take care of hygienic housekeeping practices in and around the places as well as often ablutions and bathing.
5. The lockdown has brought-in new culture of work, internet has become place of meeting, and home has become convenient place of working (Office)

and these are new normal. In the above table No. 3 the important skills learnt are the soft combination, use of better vocabulary for verbal communication and documentation methodology.

Conclusion:

Thus, the lockdown precisely has taught us to be among kith and kin in the descending order family members, neighbours, relatives, friends and colleagues. Further our human relation between family members also improved by respecting each other and understanding the magnitude of the household work and parenting.

The Covid-19 pandemic essentially being a *pandemonium* controlled by ‘Lockdown’ means social distancing, quarantine is being at home as one of the best tool/medicine to eradicate. And the ‘Lockdown’ has shown us the greater value of human life and relations. The humanity approach towards our known ones has re-appeared. The phobia of paucity of time on pretext “I am busy or don’t have time “syndrome has disappeared and a new life has begun. Thus, lockdown indeed has proven to be ‘*A Constructive Episode – Humanity Approach*’.

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IN DIGITAL ENVIRONMENT; CHILD GROOMING, A STORMING CHALLENGE

Dr. M.A.Lahori

Director

Anekant Institute of Management Studies (AIMS) Baramati- Pune 413102

Email: drmalahori@yahoo.com

FACTS:

A child in Indian context is a '*Gift of God*' and *God's Avatar* in many families and it has been thought-ware from ages. Thus a child is a very important, valuable and charismatic happening in the family. The Child has the natural power of cynosure in the family. No matter the economic condition and lifestyle of the family, the birth of a child either by choice or chance is welcome and taken in the right spirit. Thus, right from the inception of the world, a child as a whole plays a very important role in the growth and continuity chain of human life. Hence basically the child is *family seed*; proper caring and nourishing certainly pay dividends over a period of time.

This is a working paper totally based on the experiential, closely-held family process and keenest observation in amalgamation of the Digital Environment. Generally most of the downtrodden community though they welcome the arrival of the baby but miserably fails to groom them, resulting in the '*Child as a Liability*' in due course. To overcome this crux, the author took an earnest, thoughtful, pragmatic approach to resolve the polemic issue of '*Child as a Liability*' into '*Child is a Resourceful Asset*'.

GROUND REALITIES:

The today's scenario is leading towards Digital Life and Environment, in the growth process of family or otherwise day today maintenance. But still few families' attention has been given to the primary essentials of life like food and clothing and their major portion of energy, time and money is being spent to secure and get these essentials to carry on their lives. It means certainly there shall be paucity of energy, time and money to groom the child in this Digital Age; alas child will have a mushroom growth phenomenon.

The spade-work done in the field study it is observed that, male members of the families are out for earning livelihood and female members in general supposed to take care of their child. But due to so many reasons like illiteracy, lack of environment, guidance, electronic gadgets (TV, smart mobile phone etc.,) and other lot more reasons the female member (mother) fails to give attention to grooming of their child. And in a few cases both husband and wife are out for a job leaving the child to the elderly people at home (with electronic gadgets, toys, smart phone etc.,) In this situation the parenting quantum is totally missing and that is the real gap in grooming of the child in this Digital Environment. The well to do family leaves their child to the servant-maid or crèche with all latest electronic toys, games and virtual attachments.

The study proved that, in the Digital Environment, grooming child is indeed big task. To over the attachment, involvement, oneness, belongingness, right spirit of compromise and sacrifice is inculcated or ingrained in the child by virtue of parents' investment of Time, Energy and Money as shown in the following diagram;



Impact of Recession in Automobile Industry on Residential Real Estate Industry

Upendra Dilip Shukla

Research Scholar
Neville Wadia Institute of Management Studies
and Research Pune
upendradshukla@gmail.com

Prof. Dr. Vinod N. Sayankar

Professor & Research Guide
Anekant Institute of Management Studies
Baramati Pune
vnsayankar@gmail.com

Abstract : *The Real Estate Sector is the second largest industry in India. It contributes in massive development of our country by providing housing, public infrastructure and huge employment to masses. In past few years, Real Estate Sector has been of prime importance as it has inherent function of developing rural areas to towns and towns to cities. In past 2 decades, the State and Union Governments have acquired hectares of land and established Special Economic Zones (SEZ) and rendered enough scope for large, medium and small enterprises to setup their industrial units. One of such initiative is the massive Chakan MIDC Industrial Estate which is one of the biggest Automobile Manufacturing hubs in Asia. The development of Real Estate Sector in and around Chakan Industrial Area has been the fastest and biggest boom in the vicinity. The Real Estate development has inherently established a bonding and dependency on Automobile Sector which feeds the former with potential consumers to buy residential properties. Apparently, in the last 2-3 years, Automobile sector has been going through slowdown due to certain economic factors. This Research studies the Impact of this slowdown on sales performance of Residential Real Estate Projects in TalegaonDabhade, which is the most popular and preferred residential hub preferred by employees working in Chakan.*

Keywords : *Real Estate, Automobile Industry, Sales Performance, Market Segmentation*

INTRODUCTION

Real Estate investment is one of the main goals of an Indian in Life. Purchasing a house is a crucial agenda for every working individual. Traditionally, all Indians are backed by their parents to purchase a house as soon as he begins his career. Few years back, purchasing a property was simpler and real estate investments were considered only for preserving hard earned savings. But now, buying a house is a basic need especially after an individual gets married and has family of his own. In India, such evolving preferences are demand multipliers for residential properties and great opportunity for Real Estate developers. In the real estate sector in India, majority of residential real estate projects have been established in and around the industrial belts. Many people pursue professional education and migrate to cities and suburban areas with an intention to take up a job and settle down. In the last two decades, the Government of Maharashtra has been taking multiple initiatives in establishing Special Economic Zones (SEZ) in which many industries are set up. These industries employ semi-skilled and skilled people who look forward to establish their careers in the long term. This is not possible without proper public infrastructure and basic facilities like housing, education, hospitals, transportation and other socio-economic facilities. The most important facility is housing.

It is always win-win situation for the industries as well as employees of these industries to have their residences in the vicinity or nearby areas as the employees can maintain work-life balance. One such socio-economic setup prominently known for automobile manufacturing is Chakan area in the district of Pune.

Chakan hosts hundreds of multinational companies as well as small and medium enterprises which are primarily engaged in the manufacturing of automobiles and its components. Being into manufacturing sector, these industries work all three shifts therefore multiplying the requirement of human resources three fold. Lacs of employees working in Chakan prefer to reside in nearby places and towns like Talegaon and Moshi. However the most prominent and affordable residential area has been TalegaonDabhade which is barely 12 kilometres from Chakan. Talegaon has excellent public infrastructure and social amenities. Hence, Talegaon has emerged as extremely attractive real estate market from last 15 years. Along with these attractions, the Real Estate Industry in TalegaonDabhade has established crucial dependency on the performance of automobile industries and their sustainability. In an attempt to establish their dependency and impact of the recessionary conditions of automobile industries on the sales performance of residential properties



A Study on Financial benefits to Stakeholders of Sugar Industries in Baramati Area

Yogesh Shripati More

MBA II Year Student
 Anekant Institute of Management Studies Baramati
 ymore490@gmail.com

Prof. Dr. Vinod Sayankar

Professor
 Anekant Institute of Management Studies Baramati
 vinodsayankar@aimsaramati.org

Abstract : Stakeholders benefits are now being an important fact to attract and retain stakeholders in an organization. Health insurance and other benefits are now necessary but not sufficient with the evolving needs of modern families the interests of millennial employees, stakeholders and the elusive goal of achieving work or life balance, the stakeholder want more for their benefits. At many companies in office perks such as free snacks and games have gone from exclusive main stream. Employer now also use financial and benefits as a powerful tool to recruit and retain employees instead of increasing salary. Some organization provides assistance with employee's feedback, they are usually impressed by the fact that the organization is doing this, and they are more likely to devote themselves to the organization and stay longer. The wages and other payment department plays an important role as the company needs for keeping stakeholders financially happy and feel satisfied. Thousands of company fail each year due to poor employee benefits policies and their proper management hence, in every organization management of this particular department is vital as respect to other department.

Keywords : Stakeholders, Benefits, Recruit, policies

INTRODUCTION

Employee benefits are the various forms of compensation provided to employees in addition to their normal salary. Today as companies compete globally for the best talent, employee benefits form a fundamental part of any organization's reward strategy. When designed, implemented and managed correctly, employee benefits enable you to support your employees while engaging them in your company's values. Your employee benefits package provides employees with increased economic security and helps them feel individually valued by your company. In turn, employee benefits generate a range of benefits to your business, from better rates of recruitment and retention across the organization, to high levels of employee engagement. Ultimately, you can achieve return on your employee benefits investment. Employee benefits can cover a broad spectrum. These range from financial benefits, such as a workplace pension and mortgage advice, to health and wellbeing benefits, such as private medical insurance and gym memberships. Employee benefits can be made available to employees in a variety of ways. Core benefits are those that are provided to employees regardless of whether they have chosen them. Flexible benefits are those that give employees flexibility over what they choose. Find out more about flexible benefits.

Review of Literature

The implications of stakeholders benefit decisions are

among the most relevant for remaining competitive in the labour market. From a total compensation perspective, indirect compensation or benefits plays a significant factor in the attraction and retention of stakeholders. This is particularly true for costly benefits such as health insurance and pension plans, the provision of which is an increasingly important issue to both stakeholders and stakeholders. Executives have long been concerned about the costs of providing competitive stakeholders benefits (Conference Board, 2007). Typically, benefit costs comprise about one-third of an organization's total labour costs and such costs have steadily increased (Hewitt, 2002). As such, benefit decisions often have a significant effect on a company's bottom line. For example, the decision to promise current employees health benefits or certain types of pension plans following their retirement has long-term financial implications. The general managerial focus and concern regarding benefits such as health care is reflected in statements by CEOs such as Bill Ford who said: "Clearly, it's our biggest issue we have, bar none. The health care issue is one that I find intractable" (Wilson, 2003). Stakeholders refer to those individuals or a group who has vested interest in the outcome or the results of the body of a work in an organization. (Johnson, Scholes, & Whittington, 2008) defined stakeholders as the "people or small groups who depend on the organization to fulfil their own goals and on whom, in turn, the organization depends". They may be actively involved in the project and may have an interest on the total performance or completion of the project. They



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A Comprehensive study of Existing & Future CSR strategies for Corporate Sustainability: An Interdisciplinary Perspective

Prof. Dr. Vinod N. Sayankar
Anekant Institute of Management Studies,
Baramati
vnsayankar@gmail.com

Dr. Swati M. Yeole
ASM's IBMR Pune
swatiyeole@asmedu.org

Dileep M. Pawar
ASM's IBMR Pune
dilippawar@asmedu.org

Abstract : *In 21 century the concept of management theory has evolved with different B-school wherein the approach is common and that is to make the society better than yesterday and to uplift the life of every individual. In this research paper research are encompassing the corporate social responsibility which make the society realise that the corporate are not to exploit the consumer but to take care and satisfy unserved need of the consumer. The attempt of the researcher is to study recent trends of CSR (Corporate Social Responsibilities) strategies prevailing in corporate, to analyse pattern of CSR Expenditure in different Industries. In this Research paper the researcher embraces the phenomenon change in approach of the Industry and allied aspects of industry to create a sustainable model of business, which could be a symbiotic relationship in between the Industry and Society. In today's world doing business with the ease of consumer and by consent of society only make the possibilities of the growth and development, because on everyday basis new technologies are coming in place and making thing more and more superior which could combat the competition created by globalisation. So to cater the individual in all possible way while taking care of the premise and serve the consumer more effectively and efficiently could be the ultimate aims of every corporate house. Through this research paper the authors is trying to co-relate the latest CSR activities like, AI, Sustainability, Supply Chain Pressure and Audit, Ethical Product-line and packaging, Sustainable development goals with thrive, and transportation and many more . In this research paper the overall focus is on the interdisciplinary point of view from HR & Marketing perspective and to analyse the expenditure of the big corporate houses industriewise and what make them invest in CSR activities as it is made compulsory in today's industry governance..*

Keywords : *CSR, Corporate, Interdisciplinary, strategies, Sustainability*

INTRODUCTION

Corporate social responsibility (CSR) aims to contribute the social goals of a humanitarian or charitable nature or by engage in or support volunteering or ethically-oriented practices. While once it was possible to describe CSR as an internal organisational policy or a corporate ethic strategy. Now situation is changed by implication of international laws development in different organisations to push it beyond individual or even industry-wide initiatives. Since the last decade CSR has been changed as voluntary decision by organizations rather it is to be considered as self-regulation for organizations. Corporate social responsibility (CSR) is a self-regulating business model which leads organization as a socially accountable entity for stakeholders, public and organization itself. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental. To engage in CSR a mean that, in the normal course of business, a company is operating in ways those enhance society and the

environment, instead of contributing negatively to them.

Consumer perspectives : Different perspectives on CSR such as, certain organizations consider it as achieving business targets, or charity work in consumers' perspective which receives a positive response. Through research it is also found that consumers are loyal and willing to spend more on retailers that support charity. Consumers also believe that retailers selling local products will gain loyalty. Smith (2013) shares the belief that marketing local products will gain consumer trust. However, environmental efforts are receiving negative views given the belief that this would affect customer service on the other hand it is found through research that not all CSR activities are attractive to consumers. The social initiative done by the company is not aligned with other company goals it will have a negative impact. Emphasis of CSR through most of the researcher is given to reach of the organization to maximum consumers.

Approaches : Different countries have different approaches to CSR. From Chinese consumer perspective CSR for an organization means, a socially responsible company that makes safe, for German consumers it is high-



A Study on Business Process Reengineering in SME's And Its Impact on Organizational Performance

Shrikant Waghulkar
Research Scholar SPPU, Pune
shrikant.beed2011@gmail.com

Prof. Dr. Vinod Sayankar
Research Guide SPPU, Pune
vnsayankar@gmail.com

Jayant Ubhedal
Research Scholar SPPU, Pune
jubhedal@gmail.com

Abstract : Today organization compete on the basis of cost, quality, speed, flexibility so organization must always be innovative to survive in competitive edge. The competitive environment facing all industries has forced many organizations to choose strategies for increasing organizational effectiveness and efficiency and reducing organizational slack (Perrow, 1979). Firms may decide whether they are focused on growing or changing markets or on reducing costs in a stable or declining market share. Or, alternatively, they seek ways to improve efficiency (Leatt et al, 1994).

Nowadays organizations are exposed emerging concerns like fast and unpredictable changes, customers 'changing taste, expecting a high-quality product, and competition across the world. They take different shapes to keep their position in the global market and stay alive. Many organizations have to choose either to fail or doing fundamental changes in many aspects including their processes, the latter is named Business Process Reengineering (BPR). Business process reengineering means redesign and change presently used practices. it is used to bring dramatic improvement in performance of the organization. Business process reengineering is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance such as cost, quality, service, and speed (Chase et al, 2004). Gouranourimi (2012) described business process reengineering as discrete initiatives intended to achieve radically redesigned and improved work processes in a bounded time frame. According to him an organization is considered as a collection of processes characterized as strategic, operational and enabling. Business process reengineering is the approach for redesigning the way work is done to better support the organization's mission and reduce cost.

Keywords : Business Process Reengineering, Organizational Performance, SME's, Employee Performance

INTRODUCTION

Small and medium-sized enterprises having contribution in global economic growth. Near about 80 % global economic growth is due to small and medium-sized firms. In developing countries SMEs act as backbone of economy. In maintaining an appreciable growth rate and in generating employment opportunities. This sector has been regarded as engine of economic growth and social development in many developed and developing countries. Contribution of MSMEs to the Indian economy in terms of employment generation, containing regional disparities, fostering equitable economic growth and enhancing export potential of the country has been quite phenomenal. As a catalyst for socio-economic transformation of the country, the MSME sector is extremely crucial in addressing the national objectives of bridging the rural-urban divide, reducing poverty and generating employment to the teeming millions. Every industrial and business organization has to take up the responsibility to meet the challenges posed by globalization. Not only the big business, but even a small business

enterprise in India has to take up the responsibility to meet the standards, qualities, technological up gradation, skills technical know-how needed in the global market. It means that even a small scale unit operating anywhere in India has to fulfill the standards set by the global giants which operate in India. Nowadays organization face time based competition. Customer expected more from product in terms of quality with less cost. Hence organizations require becoming more flexible to satisfy customer needs. To survive or grow in this globalized competition instead of continuous improvement in performance organization require dramatic improvement in quality, cost and productivity. Many organization use BPR as tool. SMEs produced product with traditional methods which having inferior quality that large organization. They find difficult to survive in stiff competition. Business process reengineering (BPR) is significant suitable for (SMEs) restructure, redesign, and reengineering of their process in order to improve enhance the productivity and efficiency and to have an impact in the completion. Very limited research carried out on BPR but that is subjected



Wireless Sensor Based Precision Irrigation Monitoring and Controlling Systems

Chakradhar Borkute

PhD Research Scholar, Neville
Wadia Institute of Management Studies & Research, Pune
chakradhar.cc@gmail.com

Prof. Dr. V N. Sayankar

Professor
AIMS, Baramati
vnsayankar@gmail.com

Abstract : A major concern is in many cropping systems that is in semiarid and arid areas efficient water management. A potential solution is to support site-specific distributed in-field sensor-based irrigation systems offers irrigation. This paper describes details of the design and instrumentation of variable rate irrigation management that allows producers to maximize their productivity while saving water, software for real-time in-field sensing and field conditions were site-specifically monitored by number of in-field sensor stations distributed across control of a site-specific precision linear-move irrigation system. The system supports water management decision, used for monitoring. The system continuously monitors the water level (Water level Sensor) in the tank and provide accurate amount of water required to the plant or tree (crop). The system checks the temperature, and humidity of soil to retain the nutrient composition of the soil managed for proper growth of plant. The field is based on the soil property map and periodically sampled a wireless sensor network and wirelessly transmitted to a base station. A programming logic controller by a differential wirelessly communicates with a computer that updates geo referenced location of sprinklers from communication signals from the sensor network and the base station irrigation controller to an irrigation machine was converted to be electronically controlled at. The base station were successfully interfaced using Graphic user interface-based software developed and real-time control.

Keywords : Soil moisture sensor, Smart agriculture, Cloud computing, IOT, Smart controlling, Wi-Fi networking

INTRODUCTION

India's major source of income is from agriculture sector and 70% of farmers and general people depend on the agriculture. Most of the irrigation systems are operated manually In India. These outmoded techniques are replaced with semi-automated and automated techniques. The available traditional techniques are like ditch irrigation, terraced irrigation, drip irrigation, sprinkler system. The global irrigation scenario is categorized by increased demand for higher agricultural productivity, poor performance and decreased availability of water for agriculture. These problems can be appropriately rectified if we use an automated system for irrigation.

Automatic Irrigation:

1. Saving energy and resources, so that it can be utilized in proper way and amount.
2. Avoiding irrigation at the wrong time of day, reduce Run off from overwatering saturated soils which will improve crop performance.
3. It is precise method for irrigation and a valuable tool for accurate soil moisture control in highly specialized greenhouse vegetable production.

4. It is time saving, the human error elimination in adjusting available soil moisture levels.
5. Farmers would be able to smear the right amount of water at the right time by automating farm or nursery irrigation.
6. Simple and easy to install and configure.
7. Automated irrigation system uses valves to turn motor ON and OFF. Motors can be automated easily by using controllers and no need of labor to turn motor ON and OFF.

Soil Moisture Monitoring and Controlling : Soil moisture monitoring provides valuable information about water levels is crucial to ensuring you reduce risks and efficiently manage your water supplies take the guesswork out of irrigation. Soil moisture monitoring is a core component. Irrigation is meeting your crop needs without wasting important inputs like water and nutrients. . What is happening below the surface of the Soil. It provides confidence knowing your farm's. It helps you to monitor and control valve remotely so you can improve the operation of your entire farm, combined with water monitoring you can save your time, hours and improve productivity by using your automating farm system. We can help you to monitor



Corporate Governance and its Importance in Corporate Finance

Vedashree Mali

Research Scholar
 Department of Commerce & Management
 North Maharashtra University, Jalgaon,
 vedashree.mali3@gmail.com

Prof. Dr. Vinod Sayankar

Professor,
 Anekant Institute of Management Studies
 (AIMS), Baramati
 vn_sayankar@yahoo.com

Abstract : *Corporate governance is the catchword in corporate world now a days. It involves ethics, values and moral which need to be incorporated in every decision-making in the field of corporate finance. There is relationship between corporate governance and the growth, value creation and financial performance of corporates. It can also be interpreted that the not on growth but the existence of the corporates itself is a very difficult for the corporates. In this paper, we tried to discuss the importance of Corporate Governance through some of the case studies of Indian corporates which either lack in effective implementation of Corporate Governance or the corporates which have implemented it effectively.*

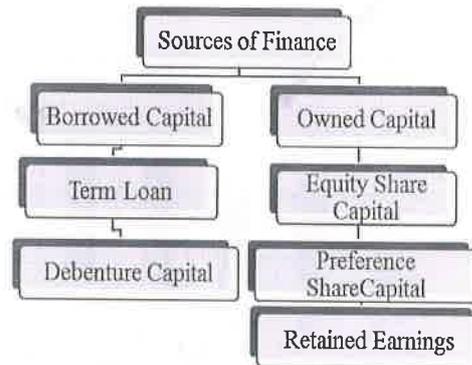
Keywords : *Corporate Governance, Value Creation, Corporate finance, financial performance*

INTRODUCTION

Corporate governance is the set of guidelines, practices, and procedures which will be guiding force for the corporates to be well directed and controlled. Corporate governance primarily includes harmonizing the benefits of a corporates all stakeholders i.e. owners, managers, lenders, the government of any country, customers, suppliers, society etc..It also involves the framework for accomplishing a company's objectives as it incorporates all domains of management because it starts with preparing action plans for a corporate strategy implementation to the disclosure of the result of the strategy to all the above-mentioned stakeholders. Corporate Governance makes strategy implementation effective because the strong internal control system is the backbone of good corporate governance. Corporate Governance is said to be good when there is transparency between the stakeholders and the managers and it would said to be bad Corporate Governance if anything raises doubts on dependability, honesty or accountability of any company towards the shareholders and then would have an implication on company's financial health and its existence.

Corporate governance is playing a very significant role in the current economic condition of India as India is one the fastest developing countries all over world. After the implementation of economic policy of 1991, Liberalization, Globalization and Privatization came into existence which made Indian corporates operate beyond the geographical boundaries of the country. It resulted into the introduction of Multinational Corporations(MNCs) and then the corporates needed more investment. This corporates generally raise

finance from different sources which can majorly categorised into two categories-



Apart from the above mentioned traditional sources of finance Indian Corporates have now started raising funds from other countries in the form of Foreign Direct Investment (FDI) and Foreign Institutional Investors(FIIs) as well. These international investors expect returns (Padmini& Vasanti,2011), so they tend to invest more in the companies which follow the best practices based on good Corporate Governance. That's why Corporate Governance has now become the most important aspect of Corporate Finance.

METHODOLOGY

This article is based on secondary data which have been collected from research papers, news articles, books and internet sources. The details of the sources is mentioned in references in the last section of the article. The objectives of this paper are-

4. E-Commerce – an Emerging Trend in Indian Retail Sector and Catalyst in Development of Indian Economy

Prof. Amar P. Narkhede

Assistant Professor,
Lexicon Management Institute,
Wagholi

Email [Id: amarpnarkhede@gmail.com](mailto:amarpnarkhede@gmail.com)

Dr. V.N.Sayankar

Professor
Anekant Institute of Management Studies,
Baramati

Email Id: vnsayankar@gmail.com

Abstract: E-Commerce is a very popular concept and gaining the rapid pace in Indian retail sector. It is the future of the shopping. It is gaining very rapid acceleration in India. Indian E-commerce industry witnessed handsome growth in the last few years and the reason behind it is increased internet user base and favourable demographics. E-Commerce will also have a great future in India but the same time there are many challenges also which needs to be addressed properly. This paper mainly emphasizes on present status future, scope and challenges of E-commerce in India.

Keywords: *E-Commerce, Indian Retail Sector, Challenges of E-Commerce*

1. Introduction

E-Commerce stands for electronic commerce, which is the exchange of goods, service and information via internet. It is not only selling of goods and services online but also process of developing, promoting, spreading awareness, delivering, serving and paying for goods and services. If you are doing business online then you are involved in E-commerce. It is nothing but any commercial activity that takes place directly between the various parties like business, vendors and customers through an electronic communication and digital technology. E-commerce is considered as a modern business methodology and it perfectly

address the need of businesses, merchandisers and customers. E-Commerce provides ease of doing business to the organizations and most important convenience to the customers. It has become the important tool for large and small business in the area of sales but also engaging them throughout their shopping journey.

In the beginning growth of E-Commerce was very slow and it is because of low internet penetration and low users of internet but now the scenario is changed. E-Commerce is growing exponentially and gaining importance in the Indian market.

2. Objectives of the Study

1. To study the present scenario of the E-Commerce in India
2. To study the challenges faced by E-Commerce in India
3. To understand the future of E-Commerce in India

3. Research Methodology

This research is descriptive types of research where the analysis is done on the basis secondary data from various literature, Research papers, books and data which are readily available online.

4. Theoretical Background

a. Models of E-Commerce

- i. *B2B (Business to Business)*

Under this model one business sells to other business. It involves those companies doing business with each other like manufacturing selling to distributors, wholesalers selling to retailers. An example of B2B E-Commerce is Alibaba (*In B2B model the major game is on quantity and price negotiations*).

ii. *B2C (Business to Consumers)*

This model is the general model in which business sells products to consumers over the internet. In this manufacturer displays products on their own websites or Mobile App and consumer order it through their platform. Example if any consumer ordering mobile phone from Flipkart then it is the example of B2C E-Commerce.

iii. *C2B (Consumer to Business)*

This model includes consumer selling products and services to business. In this consumer creates values and business directly consumes value. For example when consumer gives opinion and review and business adopts it for the improvement purpose then it is the case of C2B E-Commerce.

iv. *C2C (Consumer to Consumer)*

It majorly focused on transaction of products and services between consumers, in this innovative way in which consumer interact with each other. It involves electronic transaction between two consumers through third party.

v. *M-Commerce*

This is the famous and most demanded category of E-Commerce. Consumers are very much demanding because of the convenience (*All the purchase can be done with Mobile*). Example All the E-Commerce websites are

now also having their applications readily available on mobile.

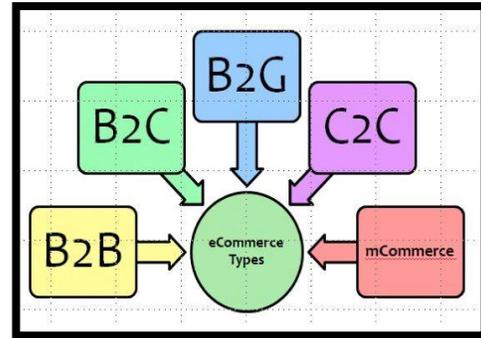


Figure No. 1: Categories of E-Commerce

5. Review of Literature

(Mr. Abhijeet in 2013) in his research noted that e-commerce is changing the way the business is transforming is phenomenal. Technology played very important role which altered the geographic boundaries and proved its metal.

(Mr. Madhukar sarode in 2015) in the research commented that the E-Commerce development had reduced the gap between the manufacturer and consumer

(Mr. Saxena in 2015) in her research explained the role of E-Commerce in Indian economy. It basically supports the small and medium enterprises to flourish and accelerate their business. It also has the challenges when it comes to cyber security and internet penetration.

(Elizabeth and Mc Gregor 2000) mainly analysed the impact of E-Commerce on consumer behaviour. In his research he focused on policies initiatives, and novel idea for future research.

(Dasgupata and Sengupta 2002) focused on future prospects of E-Commerce in India.

(Raghunath and Panga 2013) commented that many times new internet users are very reluctant to interact with online business. In case of Adaptation of e-services there are so many confusion in consumers regarding online business. It provides the very much opportunities in E-Commerce growth and also focused on the consumer protection issues.

6. E-Commerce in India

E-Commerce in India growing in rapid pace and also provide tremendous opportunities in the developing countries like India. In 1996 E-Commerce banded Indian Market with matrimonial website and Job providing sites. At that time the main issue was the speed of internet and penetration in general public. The First E-Commerce website in India was reddif.com (*It was the high traffic website in terms of Indians and Non Resident Indians*). In last five year there is the exponential growth of E-Commerce in India which is also the boosting factor in Indian economy. Today E-Commerce is the very important factor which influences the consumer behaviour in significant way. The websites are involved in the selling of goods and service. E-Commerce basically targets each possible customer/consumer for every possible goods and services. These websites are known as ‘Multi-Product E-commerce Sites’. There are single product selling E-Commerce sites that focused on the single product and special target customers/consumers. The changing technology is changing the scenario of shopping in significant way. Out of total internet users in India more than 60% visits E-Commerce websites and shop there. The enhanced standard of living and technology

adoption provides a readymade platform for the E-Commerce growth in India.

E-Commerce companies like Flikart, Snapdeal and India Times shown the potential in the growth of Indian Economy. Due the E-era and the E-Commerce Buzz in Indian Market many new players are also trying their luck, but the same time huge competition is also the triggering factors which keep the balance in the competitive environment.



Fig No. 1: Total Retail and Retail E-Commerce sales in India, 2013-2018

Leading Online stores in India

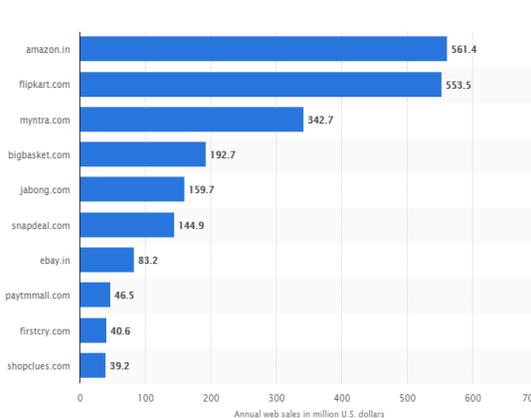


Fig No.2: Leading Online stores in India by net E-Commerce sales

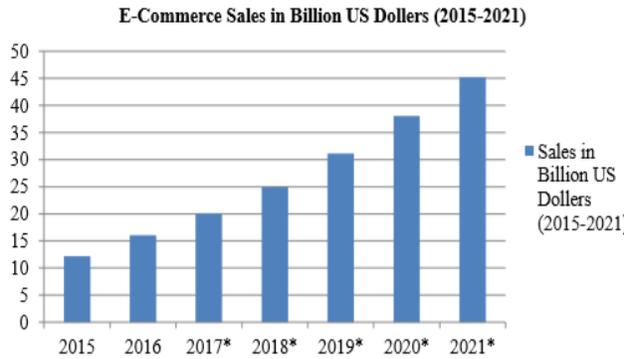


Fig No. 3 E-Commerce sales in Billion US Dollars (2015-2021)

The above statistics shows the development of E-Commerce and its contribution in the overall development economy of the Nation.

7. Barriers to E-Commerce in India

Particular	Details
Poor Internet Infrastructure/Facility	Internet is the soul of the E-Commerce. In India the penetration of internet especially in rural India is very poor which is a great barrier to the development of E-Commerce in India.
Insecurity feeling	Most of the public is thinking that the use of the E-Commerce especially the monetary transaction is not secure and they feel that there may be chances of fraud.
Supply Chain and Logistics	The issue is of the supply chain especially to remote area still E-Commerce companies are finding it difficult to serve these remote customers.
High Competition	With the success of the Flipkart now mostly entrepreneur started thinking

	about the E-Commerce development and it created huge competition from domestic and international players.
Tax Structure	Changing and different Tax structure which majorly created accounting problem. Different countries are ever charging the separate TAX structure which is again the problem.
Cyber Law	The unorganized structure of the law which is hindrance in E-Commerce safety and Security.

8. Conclusion

E-Commerce made our lives very easy. It mainly provided convenience and luxury in shopping. This also changed the consumer behaviour in significant way. In present scenario E-Commerce is in boom in Indian Market and also growing in fast pace. There is expectation of 4 fold growth in the sale of E-Commerce in India up to 2021 as compared to 2015. This growth is due to the advancement of technology in telecom and Computer world, government initiatives in digitization, digital mode of payment, and easiness in shopping (24X7) which boosts the confidence to customers/consumers so that they can easily interact with E-Commerce (*Excluding some percentage of consumer/customer who still think E-Commerce as not secured*).

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A Study on Lessons Learnt for Mankind from the Novel Corona virus Disease

Dr. Vinod N. Sayankar

Professor, Anekant Institute of Management Studies, Baramati

vnsayankar@gmail.com

Abstract: *Corona Virus Disease or COVID19 is a new virus disease was first found in Wuhan, China. The virus spread all over the world. Most of the countries were infected by this virus. Moreover all the countries are combating against this virus and are trying their best to curb the spread of COVID19 as much as possible. The World Health Organization (WHO) has declared it as a Pandemic. This virus disturbs the day today life of humans in entire world. In the past epidemics of viruses such as the Middle East Respiratory Syndrome and Severe Acute Respiratory Syndrome, the lessons from these epidemics lessons were learned globally. Currently, as a global pandemic, COVID-19 forcing the entire world to lockdown and poses major challenges. However, the disease has prepared humankind in facing such epidemics at present as well as in the future. Additionally it has also taught various lessons and implementing to prepare the world a better reality.*

Keywords: *Corona virus, World Health Organization, Severe Acute Respiratory Syndrome, lockdown, etc.*

Introduction

A novel corona virus was first reported and identified in the province of Hubei, China in December 2019. As of 20 April 2020, a total of 24, 16,135 cases and 1, 65,939 deaths have been detailed globally. Corona virus disease is an infectious disease caused by a newly discovered corona virus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness. This can be infected to anybody, to an elder people, and cardiovascular disease, diabetes, chronic respiratory disease, and cancer problem people are more likely to develop serious illness. In order to prevent and

minimize the spread the transmission is to aware the people about the COVID-19 virus regarding the disease it causes and how it spreads. Inform the people, the best practices to follow and government instructions. Peoples have to the utmost care so that it should spread. As of now there are no specific vaccines for COVID-19. However, there are many ongoing clinical trials evaluating potential treatments.

Objectives of the study

To study overview of Novel Corona virus Disease.

To study overview of other disease in the past.

To know the common symptoms of Novel Corona virus Disease.

To Analyse lessons learned by Health Care Sectors

Research Methodology

The research paper is a conceptual research, based on the secondary data sourced from various research journals and articles.

Theoretical background:

1. Overview of Novel Corona virus Disease.

Corona virus disease 2019 is an infectious disease caused by severe acute respiratory syndrome coronavirus. The disease was first recognized in December 2019 in Wuhan, the capital of China's Hubei province. It has since spread globally which was resulted in the ongoing 2019–20 corona virus pandemic. The first confirmed case identified in the month of November year 2019 at Hubei province, which was then an unknown corona virus traced back. Fever, cough, and shortness of breathier the common symptoms of this disease. Fatigue, muscle pain, diarrhea, sore throat, loss of smell, and abdominal pain are the other symptoms. The time from exposure to onset of symptoms is typically around five days however may range from two to fourteen days. While the

majority of cases result in mild symptoms, some progress to viral pneumonia and multi-organ failure. As of 21 April 2020, more than 2.47 million cases have been reported across 185 countries and territories, resulting in more than 170,000 deaths. More than 651,000 people have recovered.

The spread of this virus is primarily between people during close contact, often via small droplets produced by coughing, sneezing, or talking. These droplets are produced when breathing out; they generally fall to the ground or onto surfaces rather than remain in the air over long distances. This may also become infected to people by touching a contaminated surface and then touching their eyes, nose, or mouth. The virus can survive on surfaces for up to 72 hours. It is most contagious during the first three days after the onset of symptoms, although spread may be possible before symptoms appear and in later stages of the disease.

2. Common Symptoms of Novel Corona virus Disease.

The recommended measures to prevent this infection by following frequently hand wash by a soap or sanitizer, by maintaining physical distance from others, covering coughs and sneezes with a tissue or inner elbow, and keeping unwashed hands away from the face. Recommended the use of masks is for those who suspect they have

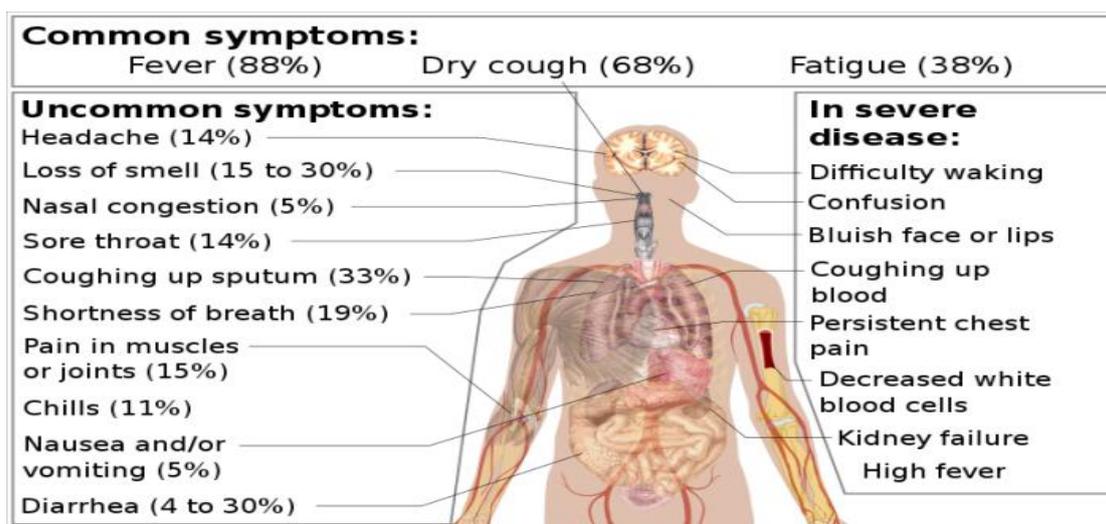
Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

the virus and their caregivers. Recommendations for mask use by the general public vary, with some authorities recommending against their use, some recommending their use, and others requiring their use. There is no vaccine or specific antiviral treatment for COVID-19 till now. The requirement of management which involves treatment of symptoms, isolation, supportive care and experimental measures. The World Health Organization (WHO) declared the 2019–20 corona virus outbreaks a Public Health Emergency of

International Concern (PHEIC) on 30 January 2020 and a pandemic on 11 March 2020. Local transmission of the disease has been recorded in most countries across all six WHO regions.

Common symptoms:

Common Symptoms	Percentage
Fever	88
Dry Cough	68
Fatigue	38



By supportive care, which may include fluid therapy, oxygen support, and supporting other affected vital organs, the people are managed. Those who suspect they carry the virus wear a simple face mask, the CDC recommends that. Extracorporeal membrane oxygenation (ECMO) has been used to address the issue of respiratory failure; however its benefits are still under consideration. A

healthy lifestyle, personal hygiene and proper diet have been recommended to improve immunity. Those with mild symptoms at the early stage of infection, supportive treatments may be useful.

3. Overview of other Disease in The Past

Currently India is tackling the novel corona virus outbreak (COVID-19)

responsible for more than 7,000 deaths across the world. A similar outbreak in 1918 can be the basis of many vital lessons for the country. The ‘Spanish Influenza’ of 1918 has many parallels to the current outbreak, according to experts. It was initially noticed in military camps during World War I. The ‘Spanish flu’, as it was also known. When the disease emerged in Spain, the outbreak was reported with accuracy and was hence dubbed the Spanish Flu. The flu reached the shores of Mumbai then known as Bombay on May 1918. It was responsible for the deaths of around 10 to 20 million people in India: A fifth of the total number of 50 to 100 million deaths across the world. The severity of the disease in Mumbai led researchers to call it ‘The Bombay Influenza’ or ‘The Bombay Fever’. “In one day alone, 6 October 1918, there were 768 registered deaths from influenza in Bombay city,” wrote researcher David Arnold, in a paper titled *Death and the Modern Empire: The 1918-19 Influenza Epidemic in India*.

It was in two waves, The Bombay Fever came. The first wave affected children and elderly people. The second wave much more aggressive claimed the lives of people between the ages of 20 and 40. Those infected with the disease had very violent deaths. They coughed blood, bled from their ears and noses and suffered

extremely painful body aches. Precautionary measures like self-isolation or self-quarantine were recommended to keep a check on the outbreak at that time. Similarly, the union and state governments were spurred into issuing several advisories and precautions on March 17, 2020 for citizens, including the closure of movie theatres, shopping malls, postponement of major cultural events and curbing inessential public gatherings.

The government also suspended issuing visas to foreigners. India must learn from China and South Korea and adopt two measures immediately. Large-scale gatherings should be banned and a massive information and awareness campaign on basic hygiene and social protection must be conducted.

4. Lessons Learned by Health Care Sectors

The health care sectors in tackling the conditions of this unpredicted calamity. It should be a major lesson to be learned from COVID-19 that is preparation is a key. In India hospitals are implementing disaster readiness and just-in-case scenario plans. Hospitals are stocking up on equipment and personal protective supplies, including gowns, eye protection and masks. While the risk of COVID-19 to the public is on the rise day by day. They

are not taking chances and are doing workouts for worst-case scenarios. Thus, hospitals are getting equipped by setting up quarantine centers, arranging for the extra beds in accommodating the patients. Also facilitating for infection control, ordering more medical supplies in advance, and organizing cross-departmental emergency response committees.

Recommendations that India must build strong manufacturing bases for medicines and medical devices. Every time a health emergency challenges the world, the mask comes off. Even the best of healthcare systems struggle to cope with increasing numbers of patients during such times. India, on its part, see-sawed between stopping the export of masks, fearing supplies may fall short internally, to eventually allowing exports. However this has led to a situation where some manufacturers have stopped taking calls, unable to manage the demand from other countries. Ground reports further suggest shortages of products like digital and contact-fever thermometers, used in screening people for infection at entry points into the country.

Several lessons were learned globally because of COVID 19. Some of the vital lesson is:

Lesson 1: Leveraging Technology

To adopt QR codes for medical service, Hangzhou, the headquarters of tech giant Alibaba, was the first Chinese city. The local city government asked citizens to register themselves with their names, telephone number and social security card on an online system that rated infection risks as red, yellow or green based on a self-reported survey about recent travel history, contact with infected people/people from Wuhan and prevailing symptoms. Government is using technology for contacting people on various media. Government, private sector officials, teachers, students are using the latest technology in their respective areas.

Lesson 2: Complete nationwide lockdown

First time China imposed an extremely harsh lockdown in the areas most affected, in its effort to stop the spread of Covid-19. Everyone who entered residential communities had their temperature taken by a government volunteer. Shoes, the biggest source of infection, were disinfected using bleach solution before entering the gates and, at the height of quarantine, one needed a ration ticket to go outside. India has chosen to go down a similar path with complete nationwide

lockdown. The emergency services were open during lockdown. Special timings were given for essential services.

Lesson 3: Free testing and treatment

China did not make people pay for tests and treatments. The risk of charging for testing and treatment is that patients with early and mild-symptoms will not test, which could lead to further spread of the disease, as appropriate steps might not be taken. It would be like flying blind.

For example, while both China and India imposed a lockdown, India could have prepared better to strengthen supply chains, and maintain availability of essential commodities.

Lesson 4: Mobilizing society and redistributing resources

Using their “signature red” propaganda banners, China was able to convey the seriousness of the disease to its people, and enlist them in the fight against the pandemic. Through messages such as “to eat together is to seek death, to visit relatives is to harm them” and “staying indoors in your contribution to the party and the government”, they were successfully able to sensitize the masses to stay indoors.

The corona virus outbreak, which was earlier supposed to be a crisis within

China, has now reached more than 165 countries and caused more than 8,000 deaths including in the Indian subcontinent. Henk Bekedam, the WHO Representative to India, was quoted as saying that the "commitment of the Indian government from the top level has been enormous, and very impressive".

Discussion:

The Indian government was quick to activate its health management system and issue necessary travel advisories. Many state governments followed suit, leading to the early detection and isolation of infected patients. The state machinery led by the Ministry of Health and other related agencies were prompt enough to issue 'valid precautionary guidelines' to keep the public well informed and prepared. The action and well-coordinated plans which include careful airport checking, active health laboratories and the quick establishment of quarantine facilities across the country. The prevention is better than cure model is the strategy of the government. Indian efforts have remained completely aligned to guidelines from the WHO, which has been monitoring the crisis since it began and advocating the aggressive testing, tracking and isolation of as many Covid-19 cases as possible. Moreover it has also taught various lessons

and implementing to prepare the world a better reality.

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A Study on Feasibility of Cattlefeed Market

Ashish Rajkumar Abbad

MBA IInd Student, Anekant Institute
of Management Studies
I) Baramati

Dr. Umesh Kollimath

Associate Professor, AIMS, Baramati
umeshkollimath@aimsaramati.org

Abstract : Indian cattle feed industry is about 50 years old and it primarily consists of cattle feed and poultry feed segments. Cattle feed industry in India is gradually evolving into an organized sector and the feed manufactures are increasingly using modern and sophisticated methods that seek to incorporate best global practices. Indian cattle feed industry has got high growth potential, given the country's top position among the world nations in respect of livestock population and also The high expected growth rate of about 4 per cent. Compounded Cattle Feed (CCF) products, particularly the branded ones are fast gaining popularity India, including in rural areas. The major drivers for the growing demand for cattle feed are the actors like (i) shrinkage of open land for cattle grazing, urbanization and resultant shortage of conventionally used cattle feeds, and (ii) introduction of high yield cattle requires specialized feeds. Earlier research studies by the present authors based on the feedback from the farmers have revealed the good growth prospects of the branded cattle feed industry, the feed consumption pattern and the relatively high share of branded feeds, feed consumption pattern based on product types (like, pellet and mash), composition of cattle feed market and the relatives shares of major brands, the major factors influencing the purchasing decisions etc. As a continuation of the earlier studies, this study makes a closer look into the exact nature of the growth potential of the market from a macro perspective, feedback from the field study with dealers and industry experts and relative significance of factors influencing buying decisions.

Keywords : Global Practices, Compounded Cattle Feed, Purchasing Decisions, Relative Significance

INTRODUCTION

Cattle feed industry, a major ingredient of animal feed industry is currently evolving from a

Fragmented industry into an organized sector. The feed manufactures are increasingly adopting modern and sophisticated methods in an effort to incorporate best global practices. This industry has got high growth potential in India, given India's top position among the world nations in respect of livestock population. The cattle population is expected to grow at compounded annual growth rate of 4 per cent. The way the rural farmers makes their purchases of feed and have their buying priorities is quite different from those of their urban counterparts. Thus, the factors influencing the buying behavior of farmers and their relative significance needs to be ascertained for the meaningful formulation of marketing strategies for cattle feed products. Equally important is the need to consider the feedback from dealers of such products and also industry experts in this field.

In our competitive world profitability, growth and survival are the key issues that confront any business organization. No enterprise can survive and grow unless it is profitable in the long run. Profit is the result of two

factor forces- revenue and cost. Revenue is the product of selling price and volume output that is selling price multiplied by output it can sell. Selling price is influenced by market forces and it is generally beyond the control of management. Similarly how much the output of a firm can be sold again depend upon market structure, price structure, marketing mix of the enterprise and host of the other factors like government policies concerning tariffs and taxes etc.

This report is FAO's latest assessment of the long-term outlook for the world's food supplies, nutrition and agriculture. It presents the projections and the main messages. The projections cover supply and demand for the major agricultural commodities and sectors, including fisheries and forestry. This analysis forms the basis for a more detailed examination of other factors, such as nutrition and undernourishment, and the implications for international trade. The report also investigates the implications of future supply and demand for the natural resource base and discusses how technology can contribute to more sustainable development. One of the report's main findings is that, if no corrective action is taken, the target set by the World Food Summit in 1996 (that of halving the number of undernourished people by 2015) is not going to

7. Export Oriented Agriculture: A Road Map to Doubling farmers Income

Dr. Umesh S. Kollimath
Associate Professor, AIMS, Baramati
umeshkollimath@aimsaramati

Abstract:

Since Independence, agriculture has received importance at checkered degrees from the policy makers at India. If it was self-sufficiency in the early formative years of planned economy, high yielding varieties; scientific farm practices assumed paramount importance during the green revolution years. Export of farm produce has received significant attention from India's policymakers in the recent years. Yet, the various government agencies mandated with the task of export promotion — whether the Agricultural and Processed Food Products Export Development Authority (APEDA), Marine Products Exports Development Authority (MPEDA) or the Spices, Tea and Coffee boards — have showcased little by way of actual achievement.

The present article attempts to examine various causes and possible remedies to rectify the systemic anomalies in this regard.

Key words: Integration, Doubling farmers' income, Exports, Testing Infrastructure, Fruits & Vegetables.

Many agronomists and academicians may be influenced by the spectacular growth of Indian agricultural exports (\$ 7.5 billion to

\$ 43.25 billion between 2003-04 and 2013-14). The global commodity boom was the reason for the growth and not the excellent policy initiatives as one may infer. The fact that exports fell to \$ 33.7 billion by 2016-17 (end of the boom), before recovering somewhat to \$ 39.2 billion in 2018-19, endorses the authors claims. The occasional spike in shipments of certain produce has often been short-lived primarily because of the peculiar nature of the demand for that commodity — for instance, that of guar-gum from the US shale gas and oil industry.

The precarious situation of Indian farm sector creates lots of self-doubt around the goal \$ 5 Trillion Economy by 2025. For instance, are we on track of Doubling of farmers' incomes by 2022? Can the upheaval task imaginable without creating conducive atmosphere for agriculture exports? There are enough evidences world over to support the statement that, developing a robust and sustained market for our farm exports is the only way we can enhance the farmers income.

The author suggests some concrete measures which may contribute to a much required export push for Indian farm produce:

1. **Integration of Stakeholders:** We need to shed away the prevailing bureaucratic approach towards agriculture exports. A single, empowered agriculture export promotion authority with a visionary leadership must replace the present clutter of too many institutions. Government must initiate national programs and policies to boost agriculture export. Since agriculture in India is a state subject, state governments must take into confidence and consultation. Industry & trade associations and recent agricultural counselors deployed across countries must be part of the game plan. Managing market intelligence, translating it to demand for Indian farm produce, and devising strategies for multilateral/bilateral dispute settlement and trade-related matters can change the scenario. Eliminate completely the political indulgence and empower industry to control commodity boards and agencies. All India Rice Exporters' Association and the Maharashtra State Grapes Growers Association are the shining cases of autonomy in this regard.

2. **Testing infrastructure:** Agricultural export products are subjected to sanitary (human and animal health-related) and phytosanitary (plant health) checks. The very rigorous safety regulations often demanded on produce

from importing countries include their originating from certified disease-free areas and adhering to prescribed standards pertaining to pesticide MRLs (maximum residue limits), use of permissible additives, and special treatment in processing. Strict compliance with these standards is paramount for fresh fruits, vegetables, and other agri produce in order to avoid rejections and develop confidence of trading partners.

This NRL has been crucial to enabling export of fresh grapes from India, which was valued at \$ 334.78 million (Rs 2,335.25 crore) in 2018-19 alone. If India is to double its agricultural exports, there should be at least four such NRLs, one for each region, dedicated to the testing of exportable produce. Each NRL can cater to the requirements of units in all the agri export clusters of the particular region. These could be complemented by the creation of large-scale processing and pack-house facilities adjacent to inland dry depots or designated airports having export cargo handling infrastructure. A recently established integrated agri export hub at Varanasi, with a supply chain linking four farmer producer organizations (FPO) in the region with the Mumbai-based Vafa Fresh Vegetables & Fruits Exporters Association, is a model

worth replicating across different agri clusters.

3. **Focus on Fresh Fruits & Vegetables:**

A big chunk of India's agri exports now comprises cereals (basmati and non-basmati rice), meat and marine products. We have hardly exploited the huge potential for export of fresh and processed fruits & vegetables (F&V), which can be a game-changer in meeting the goal of doubling farmers' incomes. This is even more so, given that F&V is produced mostly by smallholders across a very diverse portfolio and spread over a vast geography. Recent policy interventions with regard to the adoption of a model Agricultural Produce and Livestock Marketing Act, e-NAM (electronic-National Agricultural Market), FPOs and the Varanasi agri export hub model can go some way in overcoming the bottleneck of aggregation, processing and packaging of produce for the export market.

Additionally, the government should emphasize on registration, standardization and promotion of specialty products with proper GI (geographical indication) protection. Today, we have Darjeeling tea, which is the only such protected GI product in the European Union market. As of 2019, the Indian government has issued 322 GI tags under the Geographical Indications of

Goods (Registration and Protection) Act, 1999, which includes 120 food items. What stops us from unlocking an exclusive export market for Indian GI-protected agri-products? Doing this even for a dozen of the 120 protected produce can be an excellent beginning.

In summary, creating a single apex authority for promoting agricultural exports, encouraging exporters to use the e-NAM platform for sourcing export-quality produce, engaging FPOs in aggregation and linking them with exporters, and establishing robust infrastructure, including NRLs, at identified agri-export hubs are some of our critical asks. State and Central Governments may think to form a consortium of enthusiasts from the Finance Ministry and Commerce & Industry Ministry, who can work in the form of a taskforce to implement the above-cited measures which will spearhead the twin objectives of doubling agricultural exports and farm incomes by 2022.

The author is compelled recount the vigor and intensity with which Green Revolution and Operation Flood were rolled out in India. If we have a handful of Swaminathans and Varghess who can lead our confused policy makers and disgruntled farming community, we may double the farmers income for sure, and may be shall

go beyond to become the food basket of the world, in future.

COVID-19 Pandemic: An Antecedent to the Spiritual Rise of India

Dr. Umesh S. Kollimath

Associate Professor

Anekant Institute of Management Studies (AIMS), Baramati-413102

umeshkollimath@gmail.com

Abstract: *If we track the history of Indian subcontinent, a consensus may be arrived that there were three distinct periods marking different political rulers when the region was considered as 'the most powerful' in the world: (i) Mauryan Empire (268 BCE to 232 BCE under Ashoka), (ii) The Gupta Empire (380 AD to 415 AD under Chandragupta Vikramaditya) (iii) Mughal Empire (1658 AD to 1707 AD under Aurangzeb) in the given chronology. Among these three periods, arguably the Mauryan period under Ashoka was considered as the most influential power globally. The point to be made here is, even though Ashoka began as a military might expanding his empire, subsequently took to Buddhist-spiritualism to win over the world rather than conventional warfare. Therefore, understanding, nurturing and disseminating spirituality has a greater potential to restore past glory to the region. Empirical studies have highlighted the need for exploring philosophical and cultural concepts to facilitate a fuller understanding of Indian spirituality so that Indian subcontinent can guide the contemporary world crippled with materialism. This article explores Indian spirituality and ancient philosophy to regain the world order and restore human life to normalcy from the present onslaught of COVID 19 outbreak.*

Keywords: *Spirituality, Indian philosophy, Ashrama, COVID 19, personal wellbeing, etc.*

Introduction:

Indian subcontinent has been in the spotlight for international travelers, historians, merchants, academicians, researchers, anthropologists for its exquisite tourist/archeological destinations, spiritual structures, monuments, spiritual

centers, universities, and indigenous commodities. But, irrespective of the reason, the countries across the world hold this region as a remarkable place where spirituality is part of everyday life for the most. As Dr. Asha Goswami says "In India, spiritualism is not an obsession of the

human mind, rather it is a heritage as well as a continuous tradition”

Indian culture is woven with diverse values evolved over thousands of years by many civilizations, several rulers (domestic and foreign; dynastic, imperial, democratic) and multiple religions. Albeit this dynamism, those based on spiritualism have only contributed to our ethos harnessing the spirit of the Indians throughout the ages. With the result, the spiritual-minded Indians have succeeded in maintaining their originality which otherwise could not have been possible. It has been also possible due to the fact that the Indian life is dominated by the temperament which is well marked with spiritualism.

Consequent upon that, the Indians have developed various thoughts of philosophy and spiritualism and gave to the world maximum number of systems of spiritualism in the form of philosophical thoughts such as Nyaya, Vaisheshika, Yoga and Vedanta. The Vedas provide spiritual orientation to the Indians giving them the basics of spiritual and moral life. Hence, the Vedic rishis should be acclaimed as the earliest spiritual masters on earth as their mantras resound with the kernel of spiritualism, and the Indian nation as the cradle of spiritualism. This is exactly the reason for emergence of Indian Spiritual Gurus coming to global limelight time and again: SwamyVivekanand-late 19th

Century, Jiddu Krishnamuthy-20th Century, Mother Theresa-20th Century, Sri SriRavishankar, Jaggi Vasudevan-21st Century; continue to influence the world by their spiritual and philosophical invocations.

Thus, the Indian spiritualism Indian philosophy have always coexisted and have intrinsic synergies when practiced together. Darshana or sight, and the Upanishads form the base of Indian spiritualism. According to Swami Vivekananda (1863-1902), a great spiritual leader, thinker and reformer of India, spirituality is the very backbone of India. He observes that every nation has a particular ideal running through its whole existence, forming its very background. With some it is politics, while with others it is social culture, intellectual culture, and so on. Vivekananda says, Our motherland has religion and religion alone for its backbone, for the bedrock upon which the whole building of its life has been based.’ Since spirituality is the essence of religion, we should mark that Vivekananda has used the term religion in the same sense as spirituality. However, under the purview of spiritualism are also included queries regarding the nature of God, about the creation of the world; essential values of a human being and his ethics.

Thus, Spiritualism, as a philosophy of values if adapted at large by people, would usher in civilization that is socially just

(satyam); emotionally integral (shivam); and aesthetically beautiful (sundaram). No wonder, if the age-long spiritual formula of India claiming creation is full so the creator, the individual is full equally, the absolute is full, turns out as the highest watermark of man's spiritual speculations about the supreme power. If India wishes to regain its preeminence (prehistoric or historic), spirituality is the only way ahead.

The relevance of Indian Spiritualism to the Contemporary World

The foremost noble laureate writer and philosopher of India i.e., Rabindranath Tagore, who became internationally acclaimed for professing love for the common man, had said in his acceptance speech after he was awarded the Nobel Prize in Literature in 1913: "Is not the East the mother of spiritual humanity and does not the West, do not the children of the West amidst their games and plays, when they get hurt, when they get famished and hungry, turn their faces to that serene mother, the East?" There are contradictory views among the Indian and Western intellectuals about the authenticity of Indian spirituality, yet every time the material world starts haunting the human souls, Indian spirituality has rescued them.

Empirical studies conducted by scholars of various disciplines-ranging from psychology to occult sciences-from the Indian context indicate the influence of Indian philosophical thoughts and the spirituality across the globe. Indian philosophical and spiritual concepts often appear in fresh brands of Meditation, Yoga, and devotional practices attracting people troubled by the ruthlessness of materialism. Considering the profound relationship between Indian spirituality and Indian philosophy, exploring the philosophical foundations of aspects of Indian thought and worldview that impact the understanding of spirituality have become crucial to the contemporary materialistic world.

Components of Indian Spirituality

Indian Spirituality, if studied comprehensively without prejudices, one may realize that there are multiple components to it which suit multiple religions. Following is an attempt to put them together:

1. Realization of self and the divine : As Swami Vivekananda says, 'Religion is realization; not talk, nor doctrine, nor theories' In contrast with spirituality as perceived by rest of the world, Indian spirituality focuses on being and becoming, not hearing or acknowledge; it is the whole

soul becoming changed into what it believes. That is religion. Therefore, here spirituality transcends the boundaries of manmade religions.

2.The practice of Yoga: Spiritual growth can be achieved only through a comprehensive spiritual technique called yoga. The word yoga ('union'), primarily signifies the process by which an aspirant is unified to his highest ideal In order to suit the different natures and temperaments of men and women. There are different forms of yoga. For the spiritual development of four main types of personality - the intellectual, the active, the emotional and the psychic or introspective - the respective forms of yoga are jnana yoga, karma yoga, bhakti yoga and raja yoga. Through hard practice of the yoga, the ancient sages of India realized spiritual truths and prescribed them as ways of verification of these truths. The same continues in the present world through the new age spiritual gurus.

3. Pluralism of Castes, Beliefs and Religions:The Rig Veda proclaims, "*Ekam sat viprabahudhavadanti*", meaning: Truth is one but sages call it by different names.' This universal Vedantic truth lived and taught by the illustrious guru of SwamyVivekanand i.e., Sri Ramakrishna, and Vivekananda's own realizations forming the basis for his message of the unity of all religions. In his view, though

the different religions of the world differ from one another, their underlying purpose is the same-God-realization. He illustrates this point in the following way. Just as the same water can be collected in vessels of different sizes and shapes, Truth can be seen through different religions. In each vessel (of religion), the vision of God comes in the form of the vessel. So, it is the unique Indian spirituality which acts as a binding force among the often conflicting plural socio-cultural entities of the subcontinent.

4.Indian Ethos and Values: In the history of India, we find concretization of the two ideas viz., tolerance and Universal Acceptance.Through centuries, India has sheltered the persecuted and the refugees of all religions and all nations of the earth. Further, frugality-living happily with the less; generosity-donating to the needy; bravery-protecting the weaker (children, women and elderly) from the evil, truthfulness, transparency and so on are common to all, irrespective of their faith. Further, Indians wish to identify themselves as affiliated to a particular religion or cult rather than being part of a political movement or party.

The Context:

When COVID 19 outbreak began by the end of 2019, there was a simultaneous and more lethal mistrust emerging among the

countries and regions. The so called global powers started blame game of who is responsible for the outbreak, rather than focusing on timely measures to save their masses. India, on the contrary took measures at lightning speed to lockdown with single most objective of saving lives.

Fallouts of COVID 19 Lockdown

As known to all, COVID 19 is a universal nomenclature to an infectious virus, that erupted from Wuhan, China in December, 2019. There are political arguments over the origin, hostility, longevity of the virus on all possible platforms of human debate. But, the virus has put havoc on the human life across the world like never before. The anthropologists may agree that COVID 19 is completely different from the earlier devastations imposed during World Wars, Plague and Famines.

Worldwide, the people at the helm of the political affairs, the rich, the middle class and the poor are realizing certain harsh truths of life. Some are mentioned below:

1. The conventional modes of global supremacy have become irrelevant:

Today, leadership of the most powerful countries in the world are standing clueless in arresting the sabotage of COVID 19. Put together, US, Germany and Japan form roughly USD 30 trillion of GDP (10 times that of India). But, they have miserably failed to counter the havoc played by the

tiny virus. Whereas, India, in spite of inherent weaknesses such as populous cities, poor migrant labours, diverse political viewpoints, heterogeneous masses have stood in unison to fight against the potent killer virus. The military might or the economic affluence of the developed world has least helped in checking the onslaught of COVID 19 on its citizens' life. On the contrary, the relatively closed economies of Asian countries have helped them keep the virus at bay.

2. Too much of human development is harmful to the flora and fauna:

There are recurring reports of wild animals freely moving in deserted human habitats; rivers and beaches becoming uncharacteristically clean; environment becoming purer; rare birds appearing in the galleries of housing societies, etc., in the social media. It is indeed amazing to note that, just one month halt of human activities has generated so much of ecological wellbeing. Then the question arises: whether economic development that we boast about really worth? We must replace the materialistic western models of economic growth with our ancient holistic and humane growth models with necessary alignment to the modern life.

3. Social Connectivity:

We all have experienced over last two decades that the real person-to-person social connectivity has reached extinction

and we have become slaves to the electronic gadgets and virtual social media. Thanks to the (perhaps the most rigorous) lockdown executed in our country, most of us have realized and the excitement and goodness of being connected to our families, neighbors, friends and relatives. It is high time one must realize that virtual connectivity at the best can augment social connectivity and cannot replace it altogether.

4. Importance of personal wellbeing

The practice of meditation is intrinsic to all the religions practiced in the Indian subcontinent. The author, while working on this article, discussed with people from different walks of life, practicing religions such as Hinduism, Buddhism, Jainism, Sikhism, Islam, and Christianity. The revelation was: all the religions have one thing in common, i.e., physical and mental wellbeing of the individual is single most purpose of practicing religion. Therefore, people are increasingly adopting the concept of personal wellbeing by accepting to ancient breathing techniques, meditative science, and Yogic exercises cutting across the religions. Thus, modern age spiritual Gurus of India have emerged as universal influencers of lifestyles and beliefs; be it Mata Amrutanandmayi preaching universal brotherhood, Ramdev Baba preaching Yoga, Sri SriRavishankar preaching

breathing and meditation or JaggiVasudev for his philosophical discourses.

5. Slowing down

There is a concept of “Ashrama”discussed in Indian texts of the ancient and medieval eras,which essentially isfour age-based life stages.The four ashramas are: Brahmacharya (student), Grihastha (householder), Vanaprastha (retired) and Sannyasa (renunciate). Following table signifies each of these stages in an individual’s lifecycle:

Ashrama / Life Stage	Age (Years)	Description	Significance
Brahmacharya (Student)	Till 24	Academic pursuits: science, philosophy, Literature and logic. Career goal: Earn stipend(Dakshina) to be paid for the Teacher(guru)	Imbibing Values: self-discipline, righteousness, morals, duties
Grihastha (Householder)	24-48	MaterialPursuits: intense physical, sexual, emotional, occupational, social and material attachments	Marriage, raising a family, educating children, and leading a family-centred and a religious(dharmic) social life
Vanaprastha (Retired)	48-72	Transition from material pursuits to the practice of Moksha (spiritual liberation).	Transferring household responsibilities to the next generation, taking advisory role, and gradually withdrawal from the material

			world
Sannyasa (Renunciate)	72+	Renunciation of material desires and prejudices	Focused on Moksha, peace and simple spiritual life.

As the Indian subcontinent was subjected to Colonial rule for about 200 years, and western philosophy and education system was systematically instilled in the Indian society, we lost the profound influence Ashrama Concept on our lives. Consequently, our lives became an endless pursuit of materialism (characteristic of Western Lifestyle). This, in effect has completely deteriorated the human life in India as much as in Western culture.

Conclusion:

After going through several spiritual / philosophical references, opinions of life coaches, and deliberations with peers, the author has come to the conclusion that Indian Spirituality can only salvage the mankind from the current ordeal of COVID 19 outbreak. The spread of disease is not to be taken as another Viral infection which eventually find a remedy in some kind of

vaccine. Rather, it is to be taken as a final warning bell for the mankind to wake up. We must weigh higher the ecological coexistence over individualism, humane values over materialism, and conservatism over consumerism. We may be able to achieve this only by promoting Indian Spiritualism to suit the contemporary setting of human life world over. If an individual plans his/her life complying with four Ashramas, many miseries of modern life can be spared.

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5. Generic Medicine for Masses: Performance, Problems, Prospects and Empirical Insights

Dr. Abhishek Yogendrakumar Dikshit,

Associate Professor, A.E.S's Anekant Institute of Management Studies, Baramati
draydikshit@gmail.com

Abstract:

Generic pharmaceuticals are increasingly becoming a formidable force in the market. Generic drugs are being increasingly used as substitutes for the branded drugs due to the cost and many other factors. After the expiry of patent or marketing rights of the patented drug, generic drugs are marketed. Generic drugs are available at affordable prices with maintaining quality. These 'Generic' formulations balance public interest as critical disease like cancer, AIDS etc. We have good production of them but still there are so many issues and challenges due to which Indian population is still struggling to find out the generic medication easily accessible to them. Even doctors are not prescribing generic drugs. There are few government regulatory bodies which take care of the availability of the generic medicines and try to make them available to the Indian population especially to the ones who are below poverty line. The Indian pharmaceutical market is primarily guided by the behaviour and attitudes of patients and doctors. Thus, this study highlights the impact of generic drugs on the behaviour of various stakeholders and its effect on the branded drugs market. Researcher also explores the pharmaceutical drug distribution in area of study, the various issues and challenges relating to drug distribution and its use by stakeholders.

Keywords: Generic drugs distribution, societal consumption pattern, prescription behaviour, brand building.

Introduction to study:

1. Generic Pharmaceutical Market: An Overview

The generic pharma-market reached 500 billion dollar in 2018. The generic growth is three times higher than the overall growth of drugs [1]. Furthermore, 20 drugs will lose patent protection between 2020 and 2024 with the total market value 507 billion dollar [2]. According to expectation of pharmaceutical industry, percentage of generic drugs in the US market will rise from 44 to 61. This growth will enhance the export of pharmaceutical products from India will double every year [3]. Contribution from the Indian pharmaceutical companies is all set to increase due to low cost of worker, innovation, recent success in track record in design operation of high tech manufacturing, testing, quality control, research, clinical testing and biotechnology [4]. Most of the Indian companies have United States Food and Drug Administration (USFDA) approved plants, about 20% of all Abbreviated New Drug Applications (ANDA) to the USFDA are filed by Indian companies. Now India's share of the generic market is about 45%. Hence the contribution of the Indian pharmaceutical industry for the growth of generic drugs in the world is very high [5]. In India, the pharmaceutical marketplace is dominated by doctors and patients [6]. They have a large choice in terms of medication and procedures. This requires a greater reliance on scenario-based planning, a sharper focus on realizing productivity gains from sales and marketing expenditures, and proving the

value of medications [7]. Prescription drugs are increasingly being branded and sold to consumers with traditional marketing tactics such as advertising and promotion [8]. Thus, brands will have a stronger influence on the behaviour and attitudes of patients and doctors.

2. Indian Pharmaceutical Industry:

The Indian pharmaceutical market is in a phase of transition. Companies are converging their resources and redefining their value chain to face the challenges posed by the product patent [9]. Domestic pharmaceutical companies have been churning out new drugs at a never seen before frequency and have gone on a brand acquisition spree to strengthen their market position [10].

The major players in the Indian pharmaceutical market are Sun Pharma, Dr. Reddy's, Lupin, Cipla, Aurobindo, Candila, Glenmark, Torrent Pharma, Alkem Lab, Divis Lab, Piramal Enter, Ipca Lab, Glaxo SmithKline, Abbott India, Biocon, Jubilant life, Sanofi India, Wockhardt, Pfizer, Dr Lal Path Lab, Merck, Hikal, Novartis India and Eris Life [11].

The Indian pharmaceutical market is estimated to be \$ 5.1 billion in year 2004 which is approximately 1.3 percent of the global pharmaceutical sales that stand at USD 317.2 billion. India has 8 percent value share of the global pharmaceutical production market and stands fifth in volume terms [12]. The Indian patent laws (1970) gave Indian companies the opportunity to reverse engineer molecules that were under patent (without payment of royalty) and to sell them at 8-15 percent of the price of the patented drug. The benefits given to SSI units resulted in a mushrooming of small units and this has resulted in the industry

being highly fragmented (there are nearly 20,000 licensed companies). The top 10 companies control 30 percent of the market, eight of these are Indian companies. By comparison, the global top ten companies account for about 45 percent of the International market (Parmar, 2005) [13].

Thus from an overall perspective, given the pace at which the market is growing, India will be most likely be among the top three pharmaceutical markets by 2020 in terms of value and 6th largest in terms of absolute size [10].

With the advent of the awareness about health in the masses, domination and penetration of health insurance schemes countrywide coupled with the improvement in the medical technology and infrastructure, the growth in the pharmaceutical sector especially in the field of generic drugs is inevitable in days to come.

Scope of the study:

As number of drugs are gradually going off patent and also a blend to push more of generic drugs to have better margins, resulting in the erosion of brand positioning of branded drugs and hence creating a competitive market with the entry of generic versions of the same formulation of branded drugs. This study emphasized on the role of generic drugs on the societal consumption pattern. Thus, providing a linkage between the brand image of the branded drugs and the benefits offered by generic and branded drugs to the society. This research was an attempt to match the theoretical concepts of brand positioning with the actual prescription behaviour of medical practitioners.

Limitations of the study:

First limitation is an attitudinal issue. Patients may be resistant to going on a

generic medication because they perceive them as inferior to their branded counterpart. Secondly, Generics are often considered second-rate medications due to perceived poor compliance with standard manufacturing practices, lack of patient knowledge about generics, and influence of the brand-name company. Thirdly, we often need to consider our patient's personality and past experience when deciding between generic and brand drugs as well. One important question to ask our patients is whether they have taken generics before and what the outcome was. If the patient had a poor experience, they may be biased towards branded medications and willing to pay the higher price. Lastly, the geographical scope is limited to Baramati city; so that issues and challenges in distribution of generic drugs can be correctly identified. It also suits researcher's convenience for data collection on issues relating to use of generic drugs by stakeholders.

Review of Literature:

It was an attempt to undertake research in the area of pharmaceutical branding and promotions in India and abroad. Books and Journals available at Jaikar Library - SPPU, Tilak Maharashtra Vidyapeeth Library - Pune, Anekant Institute of Management Studies - Library, Baramati, Tuljaram Chaturchand College Library etc. have been referred. Articles available from online sources such as World Wide Web, EBSCO, Sciencedirect, Blackwell, Emerald etc. have also been used for the review.

The literature review has been carried in following broad areas namely:

1. Prescription process of General Practitioners (GPs)
2. Cost of treatment in Branded and Generic drugs

3. Attributes perceived important while prescribing
4. Impact of promotions on the prescription behaviour
5. Impact of Generic drugs on the brand positioning of Branded drugs
6. Impact of Medical Representatives on the prescription.
7. Generic drug distribution system in India
8. Issues and Challenges in use of generic medicines in India

Objectives of the Study:

1. To assess the impact of brand image of branded drugs compared to generic drugs on the prescription behaviour of medical practitioners.
2. To study the impact of brand image of branded drugs on the social consumption pattern i.e. the societal benefits offered by branded drugs compared to generic drugs.
3. To study the various issues and challenges relating to generic drug distribution and use by stakeholders.

Hypotheses drawn for the Study:

H1: Relative influence of brand image of branded drugs is more than the generic drugs on the prescription behaviour of GPs.

H2: Relative impact of brand image of branded drugs is more than the generic drugs on the social benefits offered to the customers.

H3: Relative impact of branded drug promotions to the GPs is more than the generic drugs on the prescription process.

H4: Relative impact of branded drug promotions is more than the generic drugs on the pharmacist's preferences.

Research Design and Tools:

1. Data Sources:

Data had been collected from four sources i.e. Doctors, Pharmacists, Patients and

Medical Representatives for understanding the impact of generic drugs on the buying behaviour pattern and brand sustainability of branded drugs. The literature reviewed regarding the role of each stakeholder in the pharmaceutical market provided the base for generating hypothesis for this study.

2. Data Types:

The nature of the data relevant to the research was demographic and behavioural. The demographic profile of the respondents and their behavioural aspects were gathered for the fulfillment of the objectives of study.

3. Sample Size:

In order to select the representatives among the four category of respondents i.e. doctors, pharmacists, medical representatives and the patients, convenience sampling method was chosen followed by judgment sampling method. Considering the large population of the respondents, in all four categories, 1 per cent sample was selected under each category. Therefore, 250 respondents each were chosen from doctors, pharmacists, medical representatives and patients.

4. Validation of Data:

Validation of data was carried out by checking whether accurate samples were drawn as per the guidelines. The internal consistency of the data was measured using Cronbach's Alpha.

5. Data Interpretation and Analysis:

Various tools such as Mean, Standard Deviation, Analysis of Variance (ANOVA), and Factor Analysis were used for analysis.

Data Interpretation and Analysis:

1. Doctors Response:

The medical practitioners normally read medical literatures besides looking at the drug advertisements to update with the latest drug developments. They are generally rational and cautious while prescribing a

medicine brand for a specific disease. Before prescription, they normally prefer listening to the patient's personal belief about their illness besides referring the published finding regarding efficacy of the medicine brand. They usually refer multiple sources of information to check the efficacy of the medicine brand. Sometimes, they refer to the other medical practitioners to consult about the medicine brand for a specific disease. They believe that relationship with the medical representatives and pharmacists not only helps them in deciding a preference set of medicine brands but also assure them about the efficacy of drugs. They sometimes compare the cost of medicine brands with same efficacy while prescribing for a specific disease. They prefer medicine brand of the drug companies, which offers regular gifts,

samples, and promotional schemes. The frequent visits by medical representatives and pharmacists help prescribers to fix pre-determined set of medicine brands for a specific disease.

2. Patients Response

Patients had a perception that the doctor whom they prefer for treatment, prescribe medicines for a fixed set of days with pre-determined set of medicines and advise them to visit again. They are not relying purely on the doctor's treatment but take medicines for the protection from further aggravation of disease. Patient's trust on the doctor increases if he/she behaves patiently and listens to their brief and writes medicines which are effective. They believe that the treatment cost is mainly because of the location and ambience of the place where doctor sits. Patients pay the prescription fee, as asked by the doctor, with an expectation that the prescribed medicines are effective and there is no other equally qualified or

effective doctor near-by. Patients, after receiving the prescription slip from the doctor, sometimes inquire about the medicines from their

known pharmacist to get their opinion about the prescribed drug efficacy. They normally stick to the medicines prescribed by the doctor. Sometimes they do ask for the substitute medicines having same efficacy and relatively more cost effective, in case the prescribed one is not available with the known pharmacist.

3. Pharmacists Response:

Pharmacists normally keep substitute medicines or generic version of the original formulation with the same efficacy. They do this to carry a range of medicines for a specific disease. These generic medicines fetch better margins and sales volume to the pharmacist. They prefer those medicine brands which offer gifts, promotional schemes, trade discounts and relatively better margins while deciding on the range of medicine brands for a specific disease. Pharmacists meet the doctors, who sits near-by their store, to fix a set of medicine brands for a specific disease. Patients also, sometimes, do ask for a generic version of the prescribed medicine as they are relatively cheaper. Thus, pharmacists carry the regular prescribed medicines and their generic version. Pharmacists, while deciding on the purchase of the set of medicine brands for a specific

disease consider the specialty of the doctor, the preferences of doctor, the frequency of prescription slips that comes to their store counter and the medicines prescribed.

Pharmacists normally keep certain common products, apart from medicine brands, which help in increasing the frequency of visits of customers to their store. They carry the stock of medicine brands and non-drug items

looking at their fast or slow moving trends. The stock level of the medicine brands for a specific disease is decided primarily based on their shelf life. Pharmacists regularly refer to the latest index of medicine brands listed in the Chemist Association Circulars to procure their stock of medicine brands for a specific disease.

4. Medical Representative's Response:

Medical representatives, who provide genuine information about their medicine brands and possess adequate knowledge, are more likely to receive doctor prescriptions for their set of medicine brands for a specific disease. Doctors, apart from the efficacy of the drug also look at their cost, while prescribing the medicine brands for a specific disease. Promotions, gifts, samples and other obligations offered by the drug company does influence the doctors in their prescription behaviour. Frequency of visits of medical representative help in gaining trust of the doctor which, in turn, sets the final choice of medicine brands for prescription for a specific disease. Medical representatives visit doctors to insist them for prescribing their medicine brands for a specific disease and meet pharmacists regularly to push their stock of medicine brands in their store. Medical representatives visit their sales territories regularly to assist the sales team and monitor their performance.

Findings:

(Objective 1 and Objective 2)

1. This study supports the previous findings and suggests that the doctors normally prescribe a combination of both branded and generic drugs with the same efficacy for a specific disease.

2. This study proposed that the patients do look for both branded and generic medicines

with the same efficacy for the treatment of a specific disease, to manage the cost of treatment.

3. This study suggests that the doctors while prescribing medicine brand for a specific disease, consider the combination of branded drug promotions from the medical representative, regular visits of the local pharmacists and inquiry from company's promotional ads and materials.

4. This study investigates that pharmacists while procuring the generic or branded medicine normally consider the preferences of the doctor nearby their store, the frequency of the prescriptions that they receive and the kind of preferences of patients that they receive.

(Objective 3):

This research work includes a review and critical synthesis of literature relevant to the buying behavioural pattern for branded or prescription medicines. Through an empirical investigation of the impact of generic drugs on the buying behavioural pattern and brand sustainability of branded drugs in Baramati, this research contributes to the overall knowledge of understanding the buying behaviour of branded or generic drugs and the factors that contribute to the buying behaviour pattern of branded drugs in Indian context. In addition, this research presents insight into the impact of generic drugs on buying behaviour of branded drugs, is worthy of consideration by academics, industry professionals and other key stakeholders.

Critical Insights from Literature review and focused group discussions with stakeholders:

A) In developed countries such as the US, only patented drugs are sold under a brand, which is marketed through their ties to doctors. Off-patent drugs are sold only as pure generic, without using any brand name.

It helps in making pure generics cheaper. But in India, most of the generic drugs are sold as their brand name (brand generics) [11].

B) Commission on sales of brand name drug is much higher for everyone in the supply chain. Since the generics are priced considerably lower, the revenue earned by everyone in the supply chain is lower. So brand sellers in Baramati could prevent government's move to generics.

C) Despite stringent price control, big pharma companies manage to spend exorbitantly on marketing and branding of their drugs. Since advertisement of prescription medicines are not allowed in India, companies or medical representatives push their products through doctors, chemists and distributors in lieu of freebies, junkets and incentives [6].

D) In Baramati, Quality of generic drugs is not considered at par as brand name drugs. For obtaining quality standard of brand drugs, generic producers will have to invest in equipment and necessary approval process which may increase the cost of generic drugs.

E) Also, in developed countries like U.S., community pharmacists play an important role in dispensing medicines and hence their cost awareness becomes crucial [3]. But in Baramati, the concept of community pharmacists doesn't exist and hence the onus for cost reduction, from the point of view of drug selection, lies with the doctors and doctors have poor knowledge of cost of different brands. This can reduce sells of economic generic drugs.

F) If the doctor prescribes only a generic name, it will be left to the chemist to decide which particular brand to push. Further,

Generic producers may supply with questionable quality in shortage unless government frame policy with appropriate penalties. Also, proposal of writing generic name in prescription will make difficult to prescribe combination drugs or drugs with multiple ingredients.

In addition to this, guidance of physician is required while patient switching to generic drugs from brand name drug with narrow therapeutic index (antiepileptics, antiarrhythmic, thyroid hormone, lithium, etc) [8]. Monitoring is also required for first couple of weeks afterwards. Some patients may have allergies or intolerances to excipients such as lactose, gluten, sulfites or tartrazine. Although the active ingredients are the same, the excipients (inactive ingredients) may differ. This is only important in rare cases when a patient has an allergy or sensitivity to one of the excipients.

In present scenario, Generic drug is looking best option for India but progressive changes require in mentality of Indian people to adopt this truth. Besides this, there is greater need for a harmonized drug regulation globally for overall growth of pharmaceutical sector. Major goal of patient care should be accessibility and availability of quality health care service and infrastructure. Incentive and tax relief to research are require to promote betterment of human health. Through use of cost effective and sustainable technology and methods, entrepreneurs must reduce the cost of drugs.

Recommendation and Discussion:

Most generic drugs sold in the retail pharmaceutical stores are branded, which come at a premium. But it should be noted that unbranded generic drugs are comparable to the branded drugs in the market. The quality depends on research, processing and

manufacturing of the molecule. These generic drugs are as effective in treating the patients as the branded medicine, provided the necessary care is taken at the manufacturing stage to take care of product quality. If good quality manufacturing (GMP) practices is adhered to this could result in better affordability of pharmaceutical drugs to the common man.

In 2016, Medical Council of India (MCI) released guidelines to physicians to prescribe drugs to patient by their generic names only and to avoid mention of branded names in the prescription. The medical community is asked to follow MCI's 2016 notification in which it had amended clause 1.5 of the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002, in this regard. It states that every physician should prescribe drugs with their generic names only. Those found violating this clause, suitable disciplinary action by MCI would be undertaken against that individual. All the registered medical practitioners under the IMC Act are directed to comply with the aforesaid provisions of the regulations without fail," said the MCI circular as quoted by PTI. But for various vested reasons this is rarely followed in practice [2].

Doctors continue to prescribe branded medicines to the patients without any second thought. This turns the table towards the emerging upliftment of fake and deleterious drugs in the market. Doctors prescribe it to improve their business and to maintain their tie-up with these brand holders. Due to lack of transparency in the licensing procedures of Drugs, it has resulted in the increased supply of low quality, spurious and substandard drugs. With reference to a WHO study, Mashelkar Committee has declared the data that nearly 30% drugs in Indian

market are spurious, substandard, counterfeit drugs. Although there are various bodies present but their actual implementation to maintain the quality of drugs is not sufficient as government is itself coming up with data like there are 8-10% substandard drugs and 0.3 to 0.5% spurious drugs in the Indian market [4].

However it should be taken note that despite being the third largest pharma market (in terms of volume) in the world the regulatory bodies set up to implement the laws related to drug production are not functioning effectively. If this can be done and all manufacturers comply with GMP/ICH norms, India can ensure that its generic drugs will be of similar quality as the branded drugs. India can borrow from China in implementing such an approach [6].

In rural areas of India viz. Baramati; the fact that even if doctor does prescribes a generic drug, the pharmacist without regard to the cost impact on the patient, sells only branded medicines, as these are more lucrative. This practice hits at the very root of the aim to make medical care affordable to all strata of the society. This relates to the fact that prescribing the generic drugs by doctors will merely shift the focus of the pharmaceutical industry's unethical drug promotion to the pharmacist, away from the prescriber. This will again result in the spread of business and false commissions.

Pharmacists in Baramati seem to be unhappy with the unavailability of appropriate generic names equivalents of branded medicines sold in the market. Nearly 90 percent of the Indian pharmaceutical market is faces this issue where more than 1,00,000 crore drugs are there [9]. Add on to this issue, the problem of naming a fixed dose combination (FDC) - when two or more Active Pharmaceutical Ingredients (API) are

combined to form a single dosage form or drug, it results in the formation of Fixed-Dose combination (FDC) which is manufactured, dispensed and distributed in the fixed doses [4]. There are many FDC drugs and innumerable brand names for same purpose FDCs. Further complications arise when FDCs have more than two APIs which in some cases goes up to 8 or 9 APIs. To prescribe a generic name for each of the eight or nine ingredients is a very tedious and impractical task.

Conclusion:

This study attempted to analyze various factors that motivate the prescription behaviour of the medical practitioners and measure the impact of generic drugs on the buying behaviour pattern of branded drugs; and the benefits offered by them to the society. During the course of this study, some areas had been identified, which offer scope for the further meaningful research that may stress upon the complexities of brand positioning of branded drugs and its impact on the prescription behaviour of medical practitioners. Indian Pharmaceutical industry is worldwide famous for its export of generic pharma products. After China, India is the second largest producer of generic drugs. We have good production of them but still there are so many issues and challenges due to which Indian population is still struggling to find out the generic medication easily accessible to them. Even doctors are not prescribing generic drugs. There are few government regulatory bodies which take care of the availability of the generic medicines and try to make them available to the Indian population especially to the ones who are below poverty line.

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Work from Home: The New Normal: Adapt to Enable

Dr. Abhishek Dikshit

Associate Professor

AES' Anekant Institute of Management Studies (AIMS), Baramati

abhishek.y.dikshit@aimsaramati.org

Abstract: *Interestingly, work from home being practiced during the ongoing corona virus-induced lockdown might become a trend in coming days, IT and Telecom Minister Ravi Shankar Prasad on Thursday said at a meeting of G20 ministers. The minister highlighted India's action plan to fight corona virus by leveraging digital technology and called for a coordinated global digital response to fight the pandemic. "Work from home may become a new norm. Spoke about the tremendous role played by Indian IT/ITeS industry in providing uninterrupted support to global businesses during COVID-19 by switching to the work from home mode," Prasad said on social media platform Twitter.*

The best practices of "Adapt to enable" have shown to provide consistency, visibility, and structure for virtual and remote-work teams. Above all, remember that each person on your team is experiencing this international crisis from their own perspective. Maintain awareness of stress levels. Be flexible. And look for opportunities to support each other in this time of need.

Keywords: *Work from Home, Adapt to Enable, Corona virus impact, etc.*

Every dark cloud has a silver lining: India accepts working from home

In 1973, NASA engineer Jack Nilles coined the term "telecommuting" or the use of electronics to work remotely. At the time, he estimated this style of work to become the norm in about 20 years. His estimation was right and remote working did pick up in many parts of the world in recent decades, but in India, its acceptance has remained limited. A majority of Indian

employers—particularly in traditional industries—do not allow work from home. Even as new-age startups are open to remote working, at larger companies, it's an option that is often offered as a perk or for special needs. The corona virus outbreak has, however, made remote working a necessity overnight.

Over recent weeks, several Indian companies have mandated their staff to work from home in an attempt to socially

distance people and reduce the spread of Covid-19. But why did Indian companies wait for a pandemic to adopt a practice that has many benefits, for both employees and employers? “With globalization, teams are spread all over the world and technology facilitates us to work from anywhere, anytime,” said Harriet Molyneaux, managing director of Hot Spots Movement, a London-based specialist research consultancy focused on the future of work. “The rise of the gig economy means that many people work for themselves and do this from their own homes as a cost-effective solution to office space.”

“Work” is not a place

Meera Sapra knows the benefits of working from home all too well. A marketing lead at Chennai-based online office suite provider Zoho, Sapra has been working remotely for 12 years now. After her employer recently made it mandatory for all of its over 8,000 employees to work remotely, she feels her peers are performing better than before. “Remote working enables my team to think at its own pace,” she said. “Everyone has their own physical and mental space and I have noticed better quality of ideas that have come up. Digital presence has its own kind of serendipity that physical presence does not; digital presence makes you value a co-worker’s time much more.”

At Delhi-based software testing startup Wingify, the staff is “learning to use existing technology more efficiently and creatively” while working from home, said founder and chairperson Paras Chopra. The company’s staff of over 230 has been working remotely for about 15 days now. “The silver linings we will see are the benefits to the environment as more conferences go virtual,” he added. Despite all its benefits, a sudden shift to remote working can prove disruptive.

....But cans it happen overnight?

While smaller startups are swiftly finding workarounds, in some businesses, such as banking, financial services or firms that deal with critical data, it might be almost impossible to make teams work remotely all of a sudden. Even for young companies, it isn’t a cakewalk. When Bengaluru-based human resource tech startup Spring Works (previously Spring Role) recently asked all of its 150 employees to work from home, they complained about missing their water cooler conversations. “Our challenge was to mitigate loneliness,” said Spring Works CEO Kartik Mandaville. “We have come up with a couple of solutions, including a mass coffee break where all employees login over a video call in the evenings for coffee or virtual birthday celebrations.”

It is essential that companies that have been forced to roll out remote working for

Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

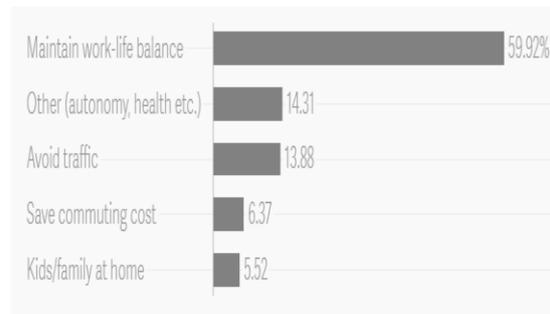
employees amid corona virus outbreak, interact with their staff frequently and clearly, Mandaville said. In addition, a conscious effort must be made to document each conversation and make it available to employees so they can reference it as and when needed. For remote working to be effective, an organization needs a shift in its culture and managerial mindset. Companies must prepare for situations where employees hesitate in asking certain questions over emails or instant messengers, or managers are not effective in virtually responding to queries. “Managers will have to be trained to handle people differently in this new world of work,” said Gautham Ghosh, a digital HR consultant. “Policies will have to change. Take for example, what is the etiquette of conducting meetings online and who follows it up?”

India’s millennial love work from home: Research based evidence

Over three-quarters of Indian respondents in a recent survey said they should have a work-from-home option. The survey was conducted by jobs portal Shine.com and included over 1,200 respondents aged between 22 to 30 years, of which 70% were office goers, 10% involved in work-from-home jobs, and the rest a combination of the first two. Work-life balance is the top reason Indians don’t want to work within

the four walls of their offices—nearly 60% of the survey participants said so. Avoiding traffic, saving on commuting, and tending to kids were the other factors.

Graph 1: Why Indian employees want flexible work options:



Secondary

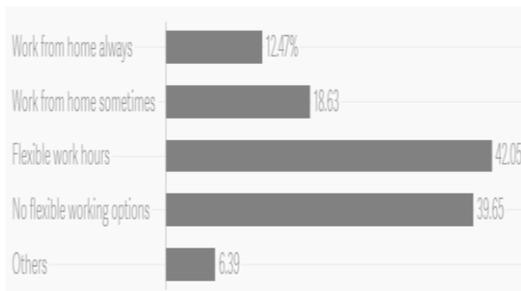
Source:

https://theatlas.com/charts/C7SJMeY_C

A two-year-long Stanford study found that work-from-home boosts productivity in a big way. Earlier, research done at Harvard Business School had displayed half the rate of attrition compared to office goers, while they reported much higher job satisfaction. Moms with flexible work hours and work-from-home options make more money than those who do not, a recent study found. It’s also a more environment-friendly concept as fewer commuters implies lesser pollution. Some employers have already included these options, considering their merits. Over seven in 10 employees surveyed said their firms offer work from home—always or sometimes—or flexible work hours.

Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

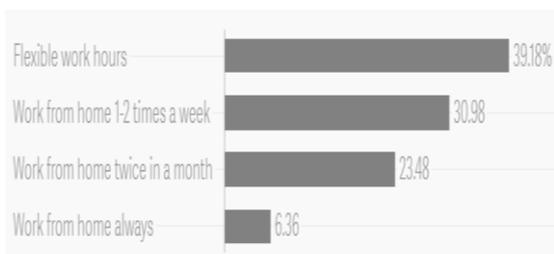
Graph2: Indian employees on flexible working options their firms already give



Secondary Source: <https://theatlas.com/charts/UuhFZPa3y>

Also, only 6% of the employees wanted the work out of home option always. It's the flexible hours that topped their wish list, so that they get to control their schedules better.

Graph3: How frequently Indians want employer's flexible working privileges



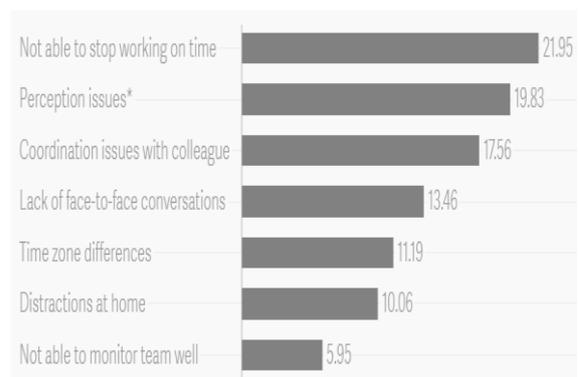
Secondary Source: <https://theatlas.com/charts/gaHthELDp>

All work, no play

However, Indian workers recognize that out-of-office work comes with its own set of challenges. One in five found it difficult to put an end to their work day, attending calls, checking emails, and completing tasks beyond the stipulated working hours. A similar share felt their bosses and

colleagues have perception issues and do not realize how much they really work from home. "Without any visibility and appreciation for the work that put in from home, such perception issues can bring down employee morale significantly," the survey found. A lack of coordination with colleagues was also a pressing concern. "Factors like slow data connections or weak phone signals can cause major communication roadblocks," the report noted.

Graph4: Challenges of working from home, according to Indian employees



Source: <https://theatlas.com/charts/BN56r9-p9>

What if it continues over next six months: India Inc.'s single biggest concern?

The ongoing health crisis is also forcing organizations to re-look at the HR processes and operations through a digital lens, said the EY survey titled 'HR resilience planning - COVID-19 impact and preparedness'.

Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

As many as 72 per cent of organizations feel that the impact of the corona virus pandemic will be felt beyond six months and the single-biggest concern for continued remote working is fall in productivity, according to a survey by consultancy and advisory services provider E&Y. The ongoing health crisis is also forcing organizations to re-look at the HR processes and operations through a digital lens, said the EY survey titled 'HR resilience planning – COVID-19 impact and preparedness'. The survey incorporates first-hand perspective of HR heads or chief human resource officers of over 100 organizations across sectors in India on the impact of COVID-19 and their preparedness to tackle the current situation, E&Y said in a statement.

"While the COVID-19 impact can be felt by organizations across sectors, 72 per cent of the organizations stated that its impact will be felt beyond six months," the survey said. It further said, "Around 70 per cent of the organizations believe that the single-biggest concern for continued remote working is fall in productivity." As a result of organizations re-looking at their HR processes, the survey said, "More than 70 per cent of the organizations are now moving to virtual methods of recruitment, and emerging technologies like artificial intelligence, robotic process automation

and machine learning are leading this change."

The survey also said that less than 50 per cent of the organizations are prepared to manage this unprecedented crisis that they are facing today, while less than 35 per cent are prepared if the crisis escalated and less than 10 per cent have undertaken contingency and scenario planning. Commenting on the findings, EY India Partner and India Workforce Advisory Leader, People Advisory Services, Anurag Malik, said, "Today, organizations are grappling with an unprecedented crisis that is fundamentally different from what they have ever experienced. In this hour of crisis, the HR function has to be a business partner in anticipating change, co-creating a range of scenarios and planning for the future."

He further said, "It is also the right time for the HR heads to recalibrate their priorities, focus towards managing remote workforce, digitalize the HR function, and re-imagine workforce models." Highlighting the changing ways of working in India, the survey said, "Around 87 per cent of the respondents currently have travel restrictions in place in addition to the mandated ones."

At this time of crisis, organizations must adopt to the changing ways of working, and

invest in the right information technology (IT) infrastructure and build in structured mechanisms to institutionalize remote working, it said adding that those that were not accustomed to virtual working have faced the heat and have had to mobilize IT infrastructure and set up data security protocols at a short notice. According to the survey, ensuring workforce productivity while working remotely is a concern area. EY India Partner, Workforce Advisory (Africa, India and Middle East), People Advisory Services, Gopal Nagpaul said, “Organizations will need to focus on building work alignment and work control through a structured work allocation and communication protocol.”

Providing meaningful work to employees, increased focus on business improvement and transformation initiatives, and e-learning and certifications can be explored in this time of crisis, he added. He further said initial priorities of IT infrastructure, basic communication and operations support are now fading into the background as new priorities emerge. “Going forward, we need to focus on sustaining productivity in the context of remote working and shutdowns, ensuring wellbeing and engagement in case of sustained remote working, and building cost management options in case we face a deeper economic downturn,” Nagpaul added. When it comes

to cost management, the E&Y survey said 55 per cent of organizations foresee medium-to-significant impact on employee cost, while others are still unclear. “Many organizations have adopted an employee-centric view and trying to protect the junior management, a few are also offering additional pay-outs, hazard pay to support their workforce through these tough times,” it added. Only 22 per cent organizations are thinking about manpower optimization in the short term (maintaining an employee-centric view), while 35 per cent organizations want to look at optimization in the future, basis business impact and in line with the newer ways of working, the survey said.

Adapt to enable: Corona virus impact: Work from home may become new norm...

The last couple of weeks have been an entirely new experience for Indians. Never in my memory have so many people been confined to their homes, and never have we been forced to find overnight solutions for maintaining work or learn ‘normality’. While working from home may now be the ‘new normal’, the speed at which individuals and organizations have had to adapt to this change has left them grappling. Not only do they have to find ways of making sure business continues

with the least disruption, but they also need to do it in a safe and secure manner.

Interestingly, work from home being practiced during the ongoing corona virus-induced lockdown might become a trend in coming days, IT and Telecom Minister Ravi Shankar Prasad on Thursday said at a meeting of G20 ministers. The minister highlighted India's action plan to fight corona virus by leveraging digital technology and called for a coordinated global digital response to fight the pandemic. "Work from home may become a new norm. Spoke about the tremendous role played by Indian IT/ITeS industry in providing uninterrupted support to global businesses during COVID-19 by switching to the work from home mode," Prasad said on social media platform Twitter.

The best practices of "Adapt to enable" have shown to provide consistency, visibility, and structure for virtual and

remote-work teams. Above all, remember that each person on your team is experiencing this international crisis from their own perspective. Maintain awareness of stress levels. Be flexible. And look for opportunities to support each other in this time of need.

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“Impact of Covid 19 Outbreak on Rural Economy”

Dr. D. P. More

*Associate Professor
AES' Anekant Institute of Management Studies (AIMS), Baramati
dr.dpmore@aimsaramati.org*

Abstract: *Outbreak of Covid 19 has produced an unstable environment across entire globe. This has spread all over the world including India and called as a pandemic by World Health organization. This has resulted in shutdown of economic activities. It has produced economic impact and entire world is facing and going to face economic crisis. It may have cyclical impact economies of many countries across the globe. Indian rural economy will have strong setback due to ongoing lockdown. The households and other economic units in rural area are characterized by deficit or hand to mouth financial resources hence sustainability of these economic units is under question mark.*

Keywords: *Outbreak, economic activities, lockdown, sustainability, etc.*

Introduction:

Slowed down of economic activities in urban areas has an effect on rural areas as well. Numerous studies and experience from the field indicate that a significant proportion of rural household incomes come from migration and daily-wage laborers. The informal industry in cities being badly affected has resulted in loss of rural income. What's more, massive layoffs and lack of relief measures are pushing migrants to return to their villages, which would increase the risk of the spread of the virus.

The feared effects on rural populations have already started to materialize. Take for example:

1. Poultry producers in Jharkhand are bearing the brunt of the decreasing demand for broiler chickens, with rates falling as low as INR 20 per kg, from the regular rate of INR 90 per kg.
2. There are rotting vegetables in some regions of Tamil Nadu as a result of the transport system partially breaking down, as observed by the field staff of the Tamil Nadu State Rural Livelihoods Mission.
3. Rural *haats* in Odisha, West Bengal, and Chhattisgarh, and *mandis* in Madhya Pradesh and Maharashtra are being closed down, as observed by our

team members on the ground, making it difficult for smallholder farmers in these areas to sell their produce



The entire supply chain of fruits and vegetables is disturbed due to restrictions laid down by government. The AMC markets across nation have stopped functioning hence farmers are not able to sell huge quantities of agri-produce directly to consumers. This has resulted in massive reduction of earnings of farmers. In this crisis situation farmers are not thinking to earn profits trying to recover the costs incurred. The daily wages labors are jobless and economy of their family is entirely collapsed.

Challenges emerged due to Covid 19 in Rural Economy

1. **Reduced Prices of Agri Produce:** Prices of agricultural commodities such as perishable vegetables, grapes and sugar have fallen 15-20% as bulk demand from hotels and restaurants has nosedived and there is uncertainty over exports. Various industry bodies,

including those representing textile and poultry, have started approaching the government, seeking loan restructuring and financial incentives to survive. The export price of grapes at farm gate has fallen from about Rs 100 per kg to Rs 70-75 per kg.

2. **Effect on Poultry:** The poultry industry indifferent parts of the country has been hit hard amid rumor that the novel corona virus can transmitted through consumption of chicken, the prices of which have fallen considerably as a result. About two crore people employed in the poultry industry across the country have been impacted. People were avoiding consumption of meat, fish, chicken, and egg etc. Due to the fall in demand, wholesale price of chicken had dropped by as much as 70 per cent.

3. **Job Cut in Agriculture Sector:** The major impact of COVID-19 is the expected job cuts in the agricultural sector. As per the government, there are nearly nine crore farmers along with a similar number (if not more) landless agricultural labour. While the farmer will be receiving relief from the government directly, the latter is placed in a difficult position at this time.

4. **Reduced Export of Agri Produce:** India has been a major exporter of crops and as per APEDA; India's overall agri-exports in 2018-19 were to the tune of Rs 685 billion. Currently, all the ports have been locked and huge inventory has piled up with the traders and huge inventory has piled up at farmers and traders.

5. **Agriculture Supply Chain:** The government has issued permits to trucks allowing them to carry groceries, fruits, and cereals, a large number of transporters are yet to receive their permits. This has increased the time taken for the farm produce to reach the market. On the other hand, there is a slight impact on the demand side as the restaurants have been ordered to shut down for the interim period. This is causing a sizeable revenue loss to many farmers across states. As per a published report, the railway ministry suggests that freight loading has dipped from a usual 10,000 cargo rakes per day to just about 3-4,000 now. As a result, the farmer has to sell his crop at a cheaper price, settle with a lower profit.

6. **SME's in Rural Area:** These include small industry units, businesses/traders, and shops that manage a decent size inventory and employ numerous direct

and indirect employees. Post lockdown, their businesses are shut down and facing a revenue hit. They may have to let go of their employees for a variety of reasons including financial viability, migration, health and other. People stand to lose jobs without a clear idea of when the situation is going to stabilize.

Conclusion:

Covid19 pandemic has severely affected entire country. Government has imposed lockdown to reduce the magnitude of this damage. Saving the life is only priority and has opportunity cost is in terms of shut down of operations, reduced or no income, unemployment etc. The impact of this lockdown on economy can be more severely seen during post Covid19 period. Government has taken various policy initiatives to reduce this impact. Sound policy measures are required to revive the situation in rural area. The efforts should be taken to increase disposable income of marginal farmers, farm workers, construction labors in rural area. Though, RBI has directed all Banks to defer EMI's for 3 months, post Covid it will be a huge burden especially on rural people. Initiatives such as restructuring their existing loan, guaranteed employment for 1 year, subsidies in agriculture inputs, etc. are required to improve their economic condition. To sustain the demand for

agricultural commodities, investments in key logistics must be enhanced. Moreover, e-commerce and delivery companies and start-ups need to be encouraged with suitable policies and incentives. The small and medium enterprises, running with raw materials from the agriculture and allied sector or otherwise, also need special attention so that the rural economy doesn't collapse.

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Indians and COVID- 19

Dr Tanaji Vitthal Chavan

Associate Professor, Anekant Institute of Management Studies, Baramati

tanaji.chavan@aimsaramati.org,

Abstract: *Entire World is facing the trouble due to Pandemic situation. The natural living is rarely possible in this century. We human beings are part of nature and adaptability is the major characteristic of living animals. We needs to be a part nature, live in the nature, and then we can sure the survival of human being as per the law of Einstein “Survival of fittest”*

Keywords: *COVID 19, Corona Virus, World, Impact, etc.*

Introduction

In the upcoming years the situation will be more uncertain. Every year we must be ready for new challenge and our well being should not be too much depends on the artificial things. The natural way of living with limited wants will lead to stay happier.

Review of Literature

In December, 2019, Wuhan, Hubei province, China, became the centre of an outbreak of pneumonia of unknown cause, which raised intense attention not only within China but internationally. Chinese health authorities did an immediate investigation to characterize and control the disease, including isolation of people suspected to have the disease, close monitoring of contacts, epidemiological and clinical data collection from patients, and development of diagnostic and treatment procedures. By Jan 7, 2020, Chinese scientists had isolated a novel

corona virus (CoV) from patients in Wuhan (Wang et al. 2020).

The economic shutdown in China cleared the map of China viewed from the sky, the halt in travel, counseled first within the country, then internationally, was too late to stop the diffusion outside of China, and meanwhile has destroyed enterprises such as Flybe, while changing the economy of airlines and airports the world over. Hospitals and medical structures, in China, then Korea, Italy and France, abound with people either infected, or afraid of being so. The stock of respiratory machines has never been used so prominently, while facial masks, visors of all sorts and handkerchiefs, wipes and tissues have never been expended more often, and are even depleted in certain regions. (Min Hua Zheng, Luigi Boni 2020)

With dealerships shut and uncertainty over when the walk-in retail will open up, embattled companies have started to roll

out 'lockdown offers' to prospective customers, valid only while the movement restrictions are in place. The offers are on luxury products such as watches, cars and shoes, just as many other players also join the 'lockdown bandwagon'.

The rollout of the offers makes more sense considering that even the big online retail giants such as Flipkart and Amazon are barred from selling the so-called 'non-essential' products, which basically prohibits the sale of nonfood and non-medicine goods. The offers allow you to pre-book, and then make the full payment and take deliveries once the lockdown is lifted.

Ethos Watch Boutiques, a luxury watch retailer, is offering discounts of up to 50% on high-end watches. So, a Rs 8 lakh watch can now be bought for only Rs 4 lakh by paying half of the discounted price upfront. Similarly, BMW retailers in the national capital are offering a flat cash discount of Rs 2 lakh across most of the line-up to attract buyers, along with a special service package worth Rs 1.25 lakh..(TNN 2020a)

The United Nations' main labour body again raised its prediction of job losses due to the coronavirus pandemic, estimating the equivalent of 305 million full-time jobs could be lost in the second quarter alone.

The International Labor Organization says the expansion of longer lockdown measures has underpinned the increase from its

previous estimate of losses 195 million full-time job equivalents -- based on an average 48-hour work week -- in the current quarter.

The agency, which unites business, labour groups and governments, estimated how many work hours are likely to be lost, and calculated how many full-time jobs that would make.

The ILO also projects that 1.6 billion workers in the "informal economy," which includes work without proper contracts or oversight by government regulation and taxes, "stand in immediate danger of having their livelihoods destroyed." (AP 2020)

The government has begun consultations with stakeholders on ways to step up foreign investment into the country, with commerce and industry minister launching discussions with investment bankers, consulting agencies and law firms.

While the ministry was already engaged in a dialogue with potential investors, the efforts had slowed down due to the corona virus pandemic and have gained momentum over the last few days after Prime Minister repeated calls to focus on domestic production. Besides, companies are also looking to diversify their production bases beyond China, which had become the mainstay for many global corporations.

The focus will be manifold. For instance, one approach will be to focus on areas where India has competitive strengths, such as textiles and auto parts, and scale them through more investments, especially from international companies, so that they can develop local facilities that meet international standards.

The other approach is to look at products, where large imports are taking place, and try to substitute them through domestic production, something that the government has been trying to do but has seen little gains so far. This will mean greater attention to sectors such as electronics and defense, which are large items on India's import bill.

A list of so-called champion sectors has been prepared, which can be among the focus areas. A third strategy is to get Indian MSMEs to scale up and an attempt is being made to identify some of the areas, where it is impossible to do so. But policy constraints such as investment caps are seen to be hobbling the plan.

A source engaged with the deliberations, however, said these are initial consultations as companies are currently focused on battling the corona virus pandemic, with many of them trying to resurrect their existing operations and also looking for liquidity.

One of the concerns for the government is the inability of local industry to build

Brand India, which is recognized worldwide. This is seen to be crucial to attract international investors. (TNN 2020b)

Findings

As per the review of literature some of the findings are as follows:

1. Government is doing well to control the spread of disease.
2. Corporate are also agree for working aligned with mission of government.
3. There is high chance to face situation of job cuts in the various sector.
4. The informal sectors will suffer due to disturbance of supply chain.
5. Farm sector has to face the challenge for demand and supply equilibrium.
6. There is high profanity of less recruitment in the market.
7. Unemployment and inflation will be the biggest challenges for all Indians.

Conclusion

The government is doing effort to recover the situation, but there is responsibility of each constituent to be a part of nation building. Each has to think of others, sensitivity towards the others will lead to stabilize the satiation.

Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

The natural living with limited wants is the need of era. Finally the most thing matters in the life is the peace of mind

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A Study of Development of Household Balance Sheet

Dr. Tanaji Vitthal Chavan

Associate Professor
Anekant Institute of Management Studies,
Baramati, Pune
c.tanaji@yahoo.com

Abstract: Considering the life course as a series of stages provides a means of thinking ahead and seeing an overall pattern. The graph illustrates a 'typical' pattern where youth, adolescence and young adulthood lead to becoming part of a couple, where adulthood entails working and having dependent children who later on become independent themselves. The later part of the life course is usually marked by old age and retirement and working. Of course, the life course won't be the same for everyone; some people won't form part of a couple or won't have children, and some will experience family breakdown or bereavement. In relation to personal finance, the idea of the life course is helpful because it encourages planning ahead for the financial implications of each stage. For example, many people delay thinking about their provision for retirement because they don't want to think about growing older, but they often come to regret this later in life when they realize that they would have benefited from earlier planning. Thinking in terms of stages in the life course might help to overcome this natural aversion. It provides a framework for thinking about possible life events such as marriage, parenthood, retirement, or even death, and this can make it easier to think ahead constructively. No one can know exactly what will happen in the future. Financial capability – the ability to understand finances and make sound financial decisions – involves thinking ahead and planning for what might happen in the future; it includes not only things that we hope for, but also things that we hope will not happen. Sensible planning takes into account the fact that the future may bring events that can be anticipated, as well as unexpected events with financial implications – unexpected bills or periods of illness or unemployment. Planning for the unexpected is one important aspect of financial capability.

Keywords: Planning, Financial Implications, Financial Capability, Financial Decisions

INTRODUCTION:

When thinking about personal finance it's important to distinguish between income and what is commonly called 'wealth'. This might appear strange – having a high income and being wealthy are sometimes perceived as being the same thing, but they are two different concepts.

Income is a flow of money received over time – such as salary or benefit payments. An income flow might be, say, Rs. 46200 per year, or the same amount could be expressed as Rs. 4620 per month, or Rs. 462 per week.

Wealth is a stock of assets owned and valued at a particular point in time. There are several ways of categorising these assets. The Office for National Statistics (ONS) splits assets into financial assets and non-financial assets (Social Trends, 2007). Financial assets are those assets which are not consumed and are held in order to produce a

flow of income and/or a monetary gain. Examples are deposits in a savings account (which pays interest) or

shareholdings (which usually pay dividends). By contrast, non-financial assets are those assets – usually tangible, physical items – that do not normally provide a flow of income, such as property, jewellery or an expensive work of art. Usually in order to obtain money from these assets you would have to sell them.

Assets can be categorized in other ways too. All of the examples so far are assets for which a market value (or price) can be realised, and so they're said to be 'marketable' assets. However, there are some

assets – such as money held in an occupational pension scheme – that normally cannot be sold, and so these are classed as 'non-marketable' assets.

A third way of categorising assets is perhaps the most important for personal finance. This is dividing up assets according to how 'liquid' they are. Liquid assets are those that can be converted into cash easily and readily. The most liquid asset is cash. Other liquid assets include the balance on a current account or a savings account. There are other assets that cannot be sold or liquidated so easily, such as a



Transformation of Quality Vision for Higher Educational Institute

Manisha Vhora

Research Student, SIOM, SPPU, Pune.
manishavhora@gmail.com

Prof. (Dr.) Dhananjay Mandlik

Research Guide, Sinhgad Institute, Pune.
100djay@gmail.com

Prof (Dr.) Gopal S. Jahagirdar

Unique Institute of Management, Pune
gopalsjahagirdar@gmail.com

Abstract : This paper highlights the capability of using dual or multiple monitor. It also shows the interface with which we could connect the monitors. This paper gave an interface using which transmission of multi-screen or dual screen monitors in higher educational institute become feasible. Transmission capabilities and adaptability to suit the requirement of faculty members or marketing executives during the demonstration of the products. The prime focus of the paper is understand the usage of dual-monitor or multiple monitor and imaging the bidirectional output in higher educational institutes.

The researcher is highlighting a detail process wherein the process could gain importance and permit the copyrights in future endeavors.

Keywords : Multi-Screen, dual-screen, bidirectional output monitors.

INTRODUCTION

A dual monitor setup one in which you use two screens side by side to extend screen real state of mind, as opposed to just one.

In most cases, connecting two or more monitors to your laptop is as simple as plugging them into a spare video output. Depending on the age of your laptop, however, and the graphics chipset inside, there may be hardware limitations. Older laptops may only support two displays – that is, the laptop display and a secondary monitor – whereas newer models may allow as many as three external displays. For devices with a DisplayPort 1.2 connection, either you can buy a DisplayPort hub that splits your single DisplayPort connection into multiple outputs or all you need is a spare USB port to add another display.

There are a variety of reasonably priced USB to DVI, VGA or HDMI converters on the market. You shall make sure to think about the resolution issue we mentioned earlier when connecting multiple monitors.

Multiple monitors up to a computer, you can move your mouse back and forth between them, dragging programs between monitors as if you had an extra-large desktop. One can also use the Snap Feature to quickly place multiple Windows applications side by side. But how useful this feature is depends on your monitor's size and resolution.

Dual monitors can come in handy, you have a large, high-resolution monitor, it will allow you to see a lot, things will seem very cramped.

Traditionally, dual monitor setups would be composed of two monitors, each with a standard 16:9 aspect ratio and

resolutions all the way up to 4K. In this type of dual monitor setup, each monitor's resolution can either be the same or mixed, such as two monitors, one 1080p and one 1440p monitor – basically any combination you can imagine.

The traditional monitor screen ratio of 16:9

Ultra wide monitors are monitors that utilize a 21:9 aspect ratio rather than if you're not familiar with a 21:9 aspect ratio, it is similar to the ratio of traditional movie theater screens.

If you've ever seen an ultrawide monitor then you already know how easily distinguishable they are from traditional monitors. Their widescreens are the most obvious indicator and the result is an increase in horizontal screen space.

BENEFITS OF USING DUAL MONITORS

1. Enhanced productivity: Published studies conclude that by working with dual monitors, overall productivity increases by 20-50%.
2. Better multitasking.
3. Easier cutting and pasting. ...
4. Image and video editing. ...
5. Product comparison. ...
6. New gaming experience.

Benefits of using dual monitors:

Enhanced productivity : Published studies conclude that by working with dual monitors, overall productivity increases by 20-50%. Computer programmers can use one screen for source coding and the other for programming; by using dual monitors, they no longer need to toggle back and



A Study of Investors Behaviour in Stock Market

Rahul Mahendra Solanki

Student (MBA II),
AIMS, Baramati, Pune
rahulmahendrasolanki167@gmail.com

M. A. Vhora

Assistant Professor,
AIMS, Baramati, Pune
manishavhora@gmail.com

Abstract : Investing prudently is an important part of financial security. An Individual is always seeking for such investment alternatives which give maximum and faster returns. As it is well known fact that more returns being accompanied by more risk. The one such alternative of these kind i.e. faster returns with more risk is investment in stock market. It is being observed over a period of time that the individuals are attracting towards stock market due to the liquidity and multifold returns, although the proportion of loss of funds invested by the investors is also very high at some instances. Thus the present study is a small attempt to understand the behavior of investor while investing in share market. The study is based on the various factors that investor considers before investing in share market and also there pattern of investment. For the purpose of this study, primary data has been gathered from the clients of the Shripal Investors and Consultancies, Baramati using simple random sampling method.

Keywords : Share market, risk, returns, liquidity, investments

INTRODUCTION

In today's scenario there has been a major change of economic prosperity all over the world. The entire world talking about the high growth rate of the economy. This means there is availability of high investible surplus. The investors with higher risk appetite want to experiment and try and exotic products in the name of diversification. This has resulted in emergence of new options within the same asset classes. There are more products available in each asset class be it Equity and Stock, Debt Market, Mutual Funds, Insurance, Real Estate, Commodities, Bank Deposits, etc.

The common perception of investors is to buy when the market supports when there is an uptrend and not to invest in the falling time. They wait for the market to stabilize; so in this research, we would like to draw a clear picture on the trends and behaviour of traders and investors. Markets are ultimately driven by people and stock prices are what individuals make them out to be. People have a tendency to follow their own actions and decisions as totally rational, but the truth is they may not be. Investor Behaviour studies the cognitive factors (mental processes) and the affective (emotional) issues that individuals, financial planners and traders reveal during the financial planning and investment management process. In practice, individuals make judgments and decisions that are based on past events, personal beliefs, and preferences.

The three golden rules for all the investors are:

1. Invest early
2. Invest regularly
3. Invest for long term and not for short term.

OBJECTIVES

1. To understand in depth about different investment options available in market.
2. To analyze from total saving how much portion of amount people invest in stock market.
3. To find out the factors that investors consider before investment.
4. To understand the pattern of the investors at the time of investing.
5. To know about the people's preference for investment whether investment or trading.

This study will help in gaining a better understanding of what an investors look for in an investment option. The study could also be used by the financial sector in designing better financial instrument customized to suit the need of the investors.

THEORETICAL BACKGROUND & LITERATURE REVIEW

Investment Management & Security Analysis

8. Software Economics: A Roadmap for Software Product Development

Manisha A. Vhora,
Assistant Professor, AIMS, Baramati

Abstract: In the Information technology sector software is the medium through which economy expresses itself with a strong performance of all economic variables In software development process Software economics is an investigation area that deals with the challenging issue of valuing software and estimating the costs involved in its production. Software economics deals with the software cost estimation models which considers process of function points, gathering and analyzing data Software Metrics, Source line of code (SLOC) etc. Software development deals with technical parameters while software economics focus on value creation by investment. Development process passes through the number of stages for better results. An economic objectives and constraints consideration leads Software engineering to provide more advanced capabilities to take major software decisions in economic terms. Software cost models considered size, process, personnel, environment, and required quality for development. Software economics basic goal is to develop fundamental knowledge for value creation by enabling significant, software and

information technology projects, products, for the industry.

Keywords: Software engineering, Value Creation, SLOC

1. Introduction

Information technology zone is one of the most rapidly growing sectors. Software development process may be the largest single asset of the world. Software represents the core of most modern organizations, most products and most services. Operating, maintaining and creating software is the largest class of expenses than direct manpower cost. Software is the medium through which information technology (IT) expresses itself on the economy and with a relatively strong performance across all economic variables. The IT sector contributes directly to economic performance because of its dynamism, and software applications help lift growth across the whole economy through their use in an ever-expanding array of applications. Rapid growth in the sector is evident in terms of value added, employment, wages, Research and Development intensity, patents and investment. Software is becoming increasingly difficult to create, develop, durable to maintain

but it enables data analysis and variety of application domains. In principle Software engineering is a fundamental decision-making activity of software development process which focuses over time with limited resources and usually in the face of significant challenges or uncertainties. In software development process crucial challenge leads to system failure and inaccurate estimation. Due to the inadequacy of economic and business information software projects may be at risk. Software economics is an investigation area that deals with the challenging issue of valuing software and estimating the costs involved in its production. Software economics is a need for not only better cost estimation models but also stronger techniques for analyzing benefits.

2. Scope of the Study

Software economics is the study of how common project resources are allocated for software projects. Software economics helps software managers allocate those resources in the most efficient manner. The process of counting function points, gathering data, analyzing data is commonly referred to as Software Metrics, but in reality is a branch of economics which should be called Software Economics. As the size of software projects increase the unit cost (or average cost) rises. In

all software projects there are some basic principles which cause diseconomies of scale.

That is:

- i. There are low fixed costs relative to variable costs
- ii. Communication becomes difficult as project becomes larger
- iii. Multiple logical paths grow in a nonlinear manner as size increases
- iv. Interrelationships of functions grow geometrically as project becomes large.

3. The Need for Research

Software development involves the investment of valuable resources. The goal of central to all aspects of doing business is maximal value creation by investing in software. Software designers, engineers, and managers must begin to understand and reason systematically and effectively about the connections between software design decisions and value maximization objectives. But usually software engineers are usually not involved in enterprise-level value creation objectives. The connections between technical parameters and value creation are understood unclearly. There is lack of adequate frameworks for modeling, measuring and analyzing the connections between technical decisions and value creation. There is hardly any analysis can be done that how software engineering

investments at the technical level contribute to value creation. At the end, technical criteria tend to be applied in ways that are not connected to, and finally not optimal for, value creation. Software economics is situated at intersection of information economics and software design and engineering. It is concerned with improving the value created by investments in the development and use of software. The goal is to understand the relationships between economic objectives, constraints, and conditions, and technical software issues, and then to interrelate this understanding to improve software productivity.

4. Objectives

The purpose of this paper is to study the critical success factors, metrics, and tools and techniques for technical product development process majorly considering economic feasibility for each stage of the new product development process.

5. Methodology/ Approach:

To achieve this objective, a literature review was undertaken to studies on New Product Development process, research challenges and software economics policy and how it can be achieved. These studies were scanned for common factors for organizations that

considered for launching of new products in the market.

Software engineering techniques enable software developers to build more valuable software.

Software economics is the sub-field of software engineering that try to find improvements which enable software engineers work more effectively about important economic aspects of software development, including cost, benefit, risk, opportunity, uncertainty, incomplete knowledge and the value of additional information.

A software product development is formation of a market opportunity into application development product available for sale. There are common perspectives in the design and development research are marketing, organizations, engineering design, and operations management. As a deliberate business process perspective of product development involving hundreds of decisions, many of which can be usefully supported by knowledge and tools. Initial process is started with feasibility analysis which covers prior reviews of the literature; examine the importance of environmental and contextual variables, market growth rate, the competitive environment, or the level of top-management

support. The software engineering activity centers on decision making in very complex situations. Economics is "the study of how people make decisions in resource limited situations." An important problem is to empower high level managers to choose the best available economic reasoning techniques for use in their projects.

Booz, Allen and Hamilton (1982) found that companies that have successfully launched formal new products development process and those them generally pass through the number of stages.

The stages of the model are as follows:

- i. New Product Strategy: It links the new product development process to company objectives and provides focus for idea/concept generation and guidelines for establishing screening criteria.
- ii. Idea generation: It searches for product ideas that meet company objectives.
- iii. Screening: It comprises of an initial analysis to determine which ideas are pertinent and merit more detailed study.
- iv. Business Analysis: Further evaluates the ideas on the basis of quantitative factors, such as profits, Return-on-investment (ROI), and sales volume.

- v. Development: Turns an idea on paper into a product that is demonstrable and producible.
- vi. Testing: Conducts commercial experiments necessary to verify earlier business judgments.
- vii. Commercialization: Launches products.

6. Trends / Emphasis of Software Economics in Development Process

New product development process is the critical challenge for organizations. Many organizations are aware of the major role new products must play in their future and search for success. Organizations are constantly searching for ways to revitalize, restructure and redesign their new product development process practices and processes for better results. Software engineering researchers and practitioners are beginning to appreciate the need to provide more advanced capabilities to take major software decisions in economic terms. Economic objectives and constraints considerations lead almost all software development. New software development techniques demand new estimation methods. Currently Software engineering that is not formulated deeply in terms of economics, value, or utility. Most software design principles provide guidance that is indirectly

economic in its nature, but that guidance is not clearly economic in formulation.

There are the major factors of software economics are considered for new product development process as software cost schedule estimation and software decision support.

The major software cost and schedule estimation techniques commonly used are expertise-based, model-based, regression-based, composite-Bayesian, learning-oriented, and dynamics-based etc. Software decision support challenges in terms of the categorization of decision issues into strategic, operational and tactical decision issues which are interrelated and cost evolving implementation.

Most software cost models can be diverted into parameters: size, process, personnel, environment, and required quality.

1. The size of the end product is measured in Source Line of Code or Source Instructions. It is the number of function points metric required to develop the required functionality.
2. The process is the combinations of different methods and techniques used to produce the software end product.
3. The software engineering personnel are the team and particularly their capabilities and experience with the

computer science issues and the applications domain issues of the project.

4. The environment is made up of the tools and techniques available to support efficient software development and to automate the process of different software and hardware for the process.
5. The required quality of the product, comprising its features, performance, reliability, maintainability, portability and adaptability.

The relationships among these parameters and the estimated cost can be written as follows:

$$\text{Effort} = (\text{Personnel}) \times (\text{Environment}) \times (\text{Quality}) \times (\text{Size}) \times (\text{Process})$$

A number of parametric models have been developed to estimate software costs; all of them can be generally abstracted into above form. Important aspect of software economics is that the relationship between effort and size exhibits a diseconomy of scale. The diseconomy of scale of software development is a result of the process exponent being greater than 1.0. Contrary to most manufacturing processes, the more software builds, the more expensive it is per unit item.

6.1 Economics of Software

A good economic model of software suggests the declining costs for change into productivity

and quality improvements. In economics of software, period expense can be managed. Account for software is a balance sheet in which transaction adding both assets and liabilities. In reality value of software are considered with different phases. Firstly Programming costs are usually less than 10 percent of the total system costs. The systems designs are intangible assets because value grows and analysts with the operations and projections for the future development. The next phase of implementation is also an intangible asset of possibly huge value, to make design work valid, reliable and verified but it is also a liability for maintenance and evolved for suitable changes over a period of time. Over a time and the requirements the costs of maintenance, modification or updating is increase with the amount of added proportion change. On an average any new software product application has a useful life of 5 to 10 years after certain interval it goes through the updating, modification or replacement. This is because of two services either added change or a new evolution of technology.

6.2 Pragmatic Software Cost Estimation

Software Engineering Economics contained a summary of the major concepts and techniques of microeconomics (production functions,

economies of scale, net value, marginal analysis, present value, statistical decision theory), with examples and techniques for applying them to software

Decision situations. Software cost estimation is a critical studied point because that used an iterative development approach. Estimation should be based on several methods and actions. It should be taken to find out more accurate estimates pricing to win the only applicable method. But in Software development model, it is difficult to control on application size, SLOC, inconsistent function points, metrics and it is extremely difficult to homogenize data across different organizations with different processes, languages, domains, and so on. As there is several popular cost estimation models (such as COCOMO, CHECKPOINT, ESTIMACS, Knowledge Plan, Price-S, ProQMS, SEER, SLIM, SOFTCOST, and SPQR/20) available by considering different approaches like organizations histories, experiences, processes, tools, etc.

Mainly popular cost estimation model used are considering the main objectives are Source lines of code (SLOC) and Function Points (FP). For this approaches may be used top-down or bottom-up.

1. Top-down approach – It starts at the system level and assess the overall system functionality and this is delivered through sub-systems. It takes into account costs such as integration, configuration management and documentation and can underestimate the cost of solving difficult low-level technical problems.

2. Bottom-up approach – It starts at the component level and estimate the effort required for each component. It add these efforts to reach a final estimate and usable when the architecture of the system is known and components are identified. It is considered as an accurate method if the system has been designed in detail and under estimate costs of system level activities such as integration and documentation.

In practice mostly useful cost models is bottom-up (substantiating a target cost) rather than top-down (estimating the "should" cost). The software project manager defines the target cost of the software, and then manipulates the parameters and sizing until the target cost can be justified. The rationale for the target cost maybe to gain a proposal, to ask customer funding, to attain internal corporate funding, or to achieve some other goal. It is

important to analyze the cost risks and understand the sensitivities and trade-offs objectively. It forces the software project manager to examine the risks associated with achieving the target costs and to discuss this information with other stakeholders.

A good software cost estimate has the following characteristics -

- i. It is conceived and supported by the project manager, architecture team, development team, and test team accountable for performing the work.
- ii. It is accepted by all stakeholders as ambitious but realizable.
- iii. It is based on a well-defined software cost model with a credible basis.
- iv. It is based on a database of relevant project experience that includes similar processes, similar technologies, similar environments, similar quality requirements, and similar people.
- v. It is defined in enough detail so that its key risk areas are understood and the probability of success is objectively assessed.
- vi. Extrapolating from a good estimate, an ideal estimate would be derived from a mature cost model with an experience base that reflects multiple similar projects

done by the same team with the same mature processes and tools.

7. Roadmap for Improving Software Economics

Roadmap for the phase of research in software economics begins with the goal: to develop fundamental knowledge that will enable significant, measurable increase in the value created over time by software and information technology projects, products, portfolios and the industry.

For this five basic parameters of the software cost model can be utilized as -

1. Reducing the size or complexity of what needs to be developed.
2. Improving the development process.
3. Using more-skilled personnel and better teams.
4. Using better environments (tools to automate the process).
5. Trading off or backing off on quality thresholds.

Other important goals are -Making Decisions that are better for Value Creation, Links between Technical Parameters and Value Creation, Links between Software Economics and Strategic Policy, Better Monitoring & Control for Dynamic Investment Management, Improving Software Economics Within an Enterprise.

Value creation is the goal; value itself can be a complex and subtle quantity. In particular, designers at all levels must make design decisions that are better for value added by a key intermediate outcome. To understand better the links between technical design mechanisms (architecture), context, and value creation, both are enable better decision-making in any given situation.

Software design involves both technical and managerial decisions. The use of formal methods or the architecture is the technical issues. The continuation, a change in a program or new information is managerial. The selection of a model is a technical decision about the managerial framework for a system. Software engineering is concerned with technical issues; the connection of technical decisions to value creation is what matters.

Software engineering is about making smart choices about the use of software product and process technologies to create value; software engineering research policy is about making smart choices about how to change the software engineering design space so as to enable greater value creation over time. Change is one of the factors that demands that greater attention now be paid to software economics. Understanding technology-to-

value links is critical to making smart choices, but at the tactical project level in strategic policy-making deciding whether to promote certain results as having demonstrated value creation capabilities today, and in selecting research activities having significant potential to achieve long term. Therefore strategic value creation objective plays a vital role.

There is need of Software economics models for both the systems being developed and for sophisticated decision processes that support dynamic monitoring and control of complex software development activities. Dynamic management of investment activities are the significant uncertainties and gaps in knowledge is critical at levels from the single project to corporate and software Research and development investment policy.

Software economics within an enterprise involves using better data to produce better estimates of the likely costs and benefits involved in creating, sustaining, and employing a portfolio of software and information technology assets. These estimates can be used to initiate a dynamic management process in which progress toward achieving benefits is tracked with respect to expenditure of costs, and corrective action is applied when shortages or new opportunities arise. These tracking are also results in more relevant and

up-to-date data for improving the cost and benefit estimation models, modeling costs, benefits, and value; tracking and managing for value; design for lifecycle value.

8. Issues

New product development is the one of the key factors for progress and competitive advantage in each organization. The most significant way to improve affordability and return on investment (ROI) is usually to produce a product that achieves the design goals with the minimum amount of human-generated source material. Reusing existing components and building reusable components have been natural software engineering activities. With reuse in order to minimize Development costs while achieving all the other required attributes of performance, feature set, and quality and achieving a return on investment.

This research study offers an important step in the solution— to perform an analysis of innovation processes stage by stage. In a perfect software engineering domain with an immaculate problem description, an obvious solution space, a development team of experienced geniuses, adequate resources, and stakeholders with common goals.

Software economics execute a software development process in one iteration with

almost no wastage and rework. Therefore to manage engineering activities so that scrap and rework profiles do not have an impact on the conditions of any stakeholder. Teamwork is much more important than the sum of the individuals. So Select people who will complement, Use better and fewer people and harmonize with one another.

The tools and environment used in the software process generally have a linear effect on the productivity of the process. Tools and automation allows improvements of 20% to 40% in effort. However, tools and environments must be viewed as the primary delivery vehicle for process automation and improvement, so their impact can be much higher. Software best practices are derived from the development process and technologies. Development processes stressed early sizing and timing estimates of computer program resource utilization.

9. Conclusion

The rapidly increasing economic significance of information technology is creating comparable increases in demand for information and software economics analysis techniques. The important challenge is to close the gap between software cost analysis techniques and software benefits analysis. Both are needed for effective decision making,

but currently software-oriented benefits analysis techniques lag those for software cost analysis. Software cost analysis techniques require a strong understanding of software phenomenology and a reasonable level of understanding of econometric techniques (e.g. parametric modeling and analysis; probability and statistics). But software benefits analysis also requires a strong understanding of market factors (where to expect what kinds of economies of scale, network externalities, etc.). In the past, software engineering researchers have been relatively content to “tend their own garden” and concentrate on the software phenomenology they know best. But the pressures for improved cost–benefit and return on investment analyses are causing more software researchers and business-analysis researchers to come together to integrate their knowledge and tools into more effective capabilities, not just for analysis, but also for more effective software management.

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COVID 19 – Current Insights on IT Sector

Prof. Manisha A. Vhora

Assistant Professor, Anekant Institute of Management Studies,

Baramati-413102

manishavhora@aimsaramati.org

Abstract: *The outbreak of corona virus offers a unique opportunity for vendors offering communications and collaboration services. However, organizations need to continue to collaborate to remain productive. Estimation reveals that the overall communications and collaboration spending in coming year will be approximately US\$40.8bn in 2020. Of which, services alone are estimated to account for 91% in China. Further, software/applications are forecast to account for 8%. This can significantly go up, depending on how long the outbreak continues. This is just an indicator of what is going to happen in rest of the world.*

Keywords: *IT Sector, COVID 19, Insights, corona virus, etc.*

Overview of COVID-19

Corona virus hit is all over the world, and consumed all within months. Corona virus is spreading everywhere, various corners of the world failing to discriminate people based on their status, wealth, age or citizenship leading to a global lockdown. Various countries go for lockdown. A lockdown ensures safety to people. Lockdown has caused a worldwide disorder and has left people with fear and distress. Nobody expected that it would kill so many people, force countries to lockdown, shut schools and public places and put life on hold. It made the whole world bleed, and spreading like wildfire. During this disorder, all human realize the weight of humanity, the implications of human actions and how all are connected. There are so many lessons of humanity to take on

from there: racism, health, love and how to embrace uncertainty and make something out of it.

Pneumonia of unknown cause detected in Wuhan, China was first reported to the WHO Country Office in China on 31 December 2019.

WHO is working 24/7 to analyses data, provide advice, coordinate with partners, help countries prepare, increase supplies and manage expert networks.

The outbreak was declared a Public Health Emergency of International Concern on 30 January 2020. WHO released a substantial update to its COVID-19 information dashboard as -

- A mobile-friendly version of the dashboard.
- New and confirmed cases and deaths globally with daily statistics.

Global Lockdown: Reminisces, Repercussions, and Lessons for the Mankind

- National info by clicking on any country on the interactive map.
- Reported cases by WHO region including daily and cumulative statistics.
- Confirmed cases and deaths, and changes over time in a specific country, region, or territory, on the interactive chart.

A new explorer tab designed to provide complex datasets for easy access and use, with variables selectable across three axes.

In future, the platform should be updated with new data sets from national and sub-national levels, as well as clinical trials and country-specific public health measures.

An Overview on IT industry in the backdrop of COVID 19

For millions of individuals and businesses, the threat of COVID-19 is financial ruin, but there are parts of the technology industry that are benefiting from the considerable changes forced on society? More positively, the disruption has caused an acceleration of remote working, and a rapid focus on evaluating and de-risking the end-to-end value chain. The effects of COVID-19 are having a significant impact on the technology sector, affecting raw materials supply, disrupting the electronics value chain, and causing an inflationary risk on products. In addition, potential carbon emission reductions could result in

renewed focus on sustainability practices. This article considers the shifting landscape across a number of areas, including:

- Hardware/software
- IT services
- Semiconductors
- Network equipment

The fear is justified, considering the US and Europe, which together account for more than two-thirds of India's IT exports, are among the worst affected geographies by the pandemic. Clients could significantly reduce their IT spending this year.

In the short term, it is a challenge as IT spends is expected to decline in 2020. Over time, though, companies will consider revisiting their IT spend portfolio and consumption models, which will bring in more automation, remote working and collaboration, Indian IT services will be negatively impacted as companies in these markets will renegotiate existing contracts and put on hold growth initiatives and discretionary IT initiatives.

IT and IT-enabled services companies in India may have to trim their workforce or hire more flexi staff as part of cost cutting measures with projects getting delayed due to the Covid-19 pandemic. Contrary to popular belief that flexi staff could be the first to be laid off during such times, experts believe they may actually have an

advantage as they come with variable cost structures and minimal compliance requirements.

SanchitVirGogia, CEO and chief analyst, Greyhound Research opined that - a result of continued slowdown in business, companies will ensure tight control on costs and trimming of staff will be one of the many measures. Also when this stage does arrive, IT-IT eS companies will use factors like skills & competency, outcomes & impact, and costs & compliance when deciding which employee types will be given a trim.

Imaging Science Foundation (ISF) is the apex body of the domestic flexi staffing industry. The sector's flexi workforce is expected to grow to 720,000 by 2021 from 500,000 in 2018, according to ISF. Rituparna Chakraborty, president, ISF said that the IT-ITeS sector tops flexi-staff adoption with around 12 out of every 100 employees being contractual or flexi staff, according to Indian Staffing Federation. If Covid-19 becomes a long-term phenomenon, all companies will have to bear the brunt with varying degrees of impact. Flexi staff will be impacted in terms of the salary they can command amid subdued hiring.

Startups are already feeling the heat as they are unable to bear the losses. For the IT sector, a lot of the business comes from outside of India with high exposure to the

US and Europe, so it's even more uncertain.

Effect on IT sector

Corona virus outbreak has disrupted, trade, business cycles, halting global economic activity

Significantly to many industries and Information Technology (IT) industry is the major among them. Due to the fall in the economy, as a many of companies are compulsory to ask their employees to work from home (remotely) keeping in the account of the public health concerns.

The impact might be even more profound as spread seems to overcome many countries beyond China. While the major impact is expected to be on Hardware business, the Software and Services businesses are also expected to slow down as the spread of Corona virus.

The cancellation of international events for fear of corona virus translates into more direct and indirect financial losses to thousands of technology companies. In fact, most recently, Microsoft lowered its revenue estimates for the current quarter, saying it will feel the impact of the corona virus epidemic with lower sales of Windows software and Surface devices.

Existing project executions have also taken a hit due to travel restrictions in place. IT vendors will be forced to relook at their growth targets for the rest of the year as the

impact will become evident in the next few quarters.

According to the International Data Corporation (IDC), growth in global IT Spending is expected to reduce by 3-4% by the end of 2020, considering “Pessimistic Scenario” due to the outbreak of Corona virus disease (COVID-19) pandemic, as per IDC Worldwide Black Book Live Edition, February 2020.

Technology nowadays plays the most important part. In the case of COVID-19, facial recognition is a key player. Adoption of collaborative applications, security solutions, Big Data and AI are set to see an increase in the coming days. It has also given an opportunity for IT vendors to test some concepts of “Future of Work” and some of them might become mainstream as the dust settles. It also provides an opportunity to IT vendors to step-up as consulting partners to handhold their clients in helping them sail through the crisis. It has provided an opportunity to IT vendors to test their resilience on business continuity, remote connectivity, and security as they look at innovative ways to service their clients.

COVID-19, the tech industry is committed to playing a constructive role in responding to and helping to mitigate the spread of the virus. From free platforms that can help teachers connect with students to guidance on how to optimize managing a team of

employees remotely, technology companies are making tools and resources available to communities, educators, employers, and governments across the world that will help as we face challenges associated with COVID-19. Work from home is not a new concept for corporate, it certainly is a testing time to see the success at this scale. Enterprises are also exploring ways of working together that leverages conversations, meetings, and assets across platforms with employees working remotely from wherever they are located to serve customers better and ensure business continuity.

However, back-office and desk job working class is trying their level best to provide their services and complete assignments and projects online to meet their targets and deadlines. Professionals from sales, marketing, research, teaching and many more sectors are using modern tools of technology and different social media applications to run their routine work from their homes. The role and cooperation from top management of these sectors is also very effective and supportive during working from home situation.

Discussion:

In current pandemic crisis, modern tools and equipment of science and technology are available so majority of working class is contributing with their efforts to run the

system. Following are some illustrations of everyday work-life and life as a whole is continuing with the help of IT:

- **Cloud Computing**

The cloud computing segment has been on the rise for years, though as more employees find themselves restricted to their homes more workloads will have to be migrated to the cloud to ensure the business can function as usual.

For the cloud companies, the corona virus outbreak is effectively forcing some organizations through a very rapid digital transformation project, to embrace the cloud and mobility trends. From an IaaS perspective it means more money, from SaaS it means more engagement and PaaS more opportunity.

- **Video conferencing and collaboration**

Many businesses are encouraging more meetings to be conducted via video links rather than email to not only ensure effective communication but ensure well-being of employees. Contact with colleagues via video link, Zoom video Communications. It is a remote conferencing services for webcasting and webinar services to ensure lead generation projects can continue.

- **Electronic payments**

The likes of Visa, MasterCard and AMEX are already benefitting from long-standing trends. In the short-term, some shops are

now only accepting digital payments; this is change for some, both in terms of consumers who adopt digital payments and the shops who will now only accept digital currency.

- **Streaming, gaming and video content platforms**

In terms of video streaming, parents will need to occupy children, while adults will also need entertaining as clubs, theatres, parks, beaches, holidays. Netflix is already immensely popular, but with more people stuck at home in the evenings, it may well become more so, but this benefit is not limited to the content king. In terms of video platforms outside of streaming, YouTube is enjoying particular success.

Indian IT services industry is expected to see an adverse impact for a short-term due to COVID-19 outbreak with the sector clocking a lower growth of 3-5 per cent in current financial year, according to ratings agency ICRA. ICRA previously expected the sector to grow at 6-8 per cent. With the slowdown in growth during the first half of 2020-21, the margins will also be negatively impacted before a likely recovery in next the financial year.

New projects to be commissioned will be delayed by a minimum of 3-6 months, while projects in the pipeline will also face delays, the agency cautioned. Though management of IT companies has

restrained to quantify the potential impact of the COVID-19 breakout on the financials, there has definitely been disruption in service delivery and execution due to travel restrictions, client's confidentiality clauses, and work-from-home (WFH) advisories. COVID-19 outbreak will be evident in months to come, it has provided an opportunity for IT vendors to become more resilient and innovative. IT vendors should look at offering incentives on the existing contract extensions and also build conversations on business continuity and disaster recovery in the cloud.

Conclusion:

The outbreak of corona virus offers a unique opportunity for vendors offering communications and collaboration services. However, organizations need to continue to collaborate to remain productive. Estimation reveals that the overall communications and collaboration spending in coming year will be approximately US\$40.8bn in 2020. Of which, services alone are estimated to account for 91% in China. Further, software/applications are forecast to account for 8%. This can significantly go up, depending on how long the outbreak

continues. This is just an indicator of what is going to happen in rest of the world.

The overall data trace on the Telco's network is expected to surge exponentially, as companies will interact virtually with their counterparts in the outbreak affected regions. A large section of these people will be discussing on video chat apps or other productivity software/platforms like We Chat, Skype and Zoom. Thus, despite the challenges of the outbreak, the current situation offers a mutually beneficial scenario for both the vendors as well as potential clients under a real-world use-case scenario, until the coronavirus outbreak is brought under control.

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Testing Times: Radical Changes or Colossal Challenges for Virtual Learning

Smita Shyamsunder Khatri

Assistant Professor
Anekant Institute of Management Studies (AIMS), Baramati
smitakhatri22@gmail.com

Abstract: *World is fundamentally unpredictable —life feels more fragile than it once did. Around half of the world's population is on lockdown in an attempt to stop the spread of 'Contagion', a public health emergency that has claimed thousands of lives and sparked fears of the worst global recession since the Great Depression. This is much more than a health crisis. The world has really come to a standstill. It can be said that it has brought a radical change & also pose innumerable colossal challenges before us, be it an industry or people in general. One must agree with this fact that in a developing nation like India, 'Future is Digital' and this will be the 'New Normal.' Though in developed countries, the 'New Normal' may be 'Old Normal'; but a sea change is likely to appear particularly in Indian Education System. The current pandemic has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. This is an ideal time to experiment and deploy new tools to make education delivery meaningful to students who can't go to campuses. It's a chance to be more efficient and productive while developing new and improved professional skills/knowledge through online learning and assessment. This article deals with this 'New Normal' virtual learning; change that occurred & challenges posed for Indian students & teachers.*

Keywords: *Contagion, Sea Change, New Normal, Virtual Classroom, Change & Challenges, etc.*

Introduction:

With the sudden shift away from the classroom in many parts of the globe, some are wondering whether the adoption of online learning will continue to persist

post-pandemic, and how such a shift would impact the worldwide education market. Even before this pandemic, there was already high growth and adoption in education technology, with global edtech

investments reaching US\$18.66 billion in 2019 and the overall market for online education projected to reach \$350 Billion by 2025. Whether it is language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since arrival of ‘Contagion’.

In response to significant demand, many online learning platforms are offering free access to their services, including platforms like BYJU’S, a Bangalore-based educational technology and online tutoring firm founded in 2011, which is now the world’s most highly valued edtech company. Since announcing free live classes on its Think and Learn app, BYJU’S has seen a 200% increase in the number of new students using its product, according to Mrinal Mohit, the company's Chief Operating Officer. While some believe that the unplanned and rapid move to online learning – with no training, insufficient bandwidth, and little preparation – will result in a poor user experience that is un conducive to sustained growth, others believe that a new hybrid model of education will emerge, with significant benefits.

Changes in Indian Education due to Contagion:

1. Closure accelerated the development of the online learning environments.

2. Tested the readiness of centers to deal with a crisis that requires online and remote Measures.

3. Classroom learning to remote learning.

4. Changing pedagogy in digital education.

5. Parents are learning new digital ways to equally play a dotting role of a teacher for their wards.

Major Challenges Posed for Indian Students & Teachers:

1. For professionals across industries it has been an easier transition as many of them work on

Their laptops and smart devices even in office. They can simply plug in at homes now. But

Students and teachers have had to make far bigger adjustments as teaching & learning has

Always been in classrooms which they can’t go to now.

2. Some students & teachers in remote areas without reliable internet access and/or technology struggle to participate in digital teaching & learning thereby widening the digital divide.

3. The effectiveness of online learning varies amongst age groups & call for a ‘Structured Environment’ especially for kids.

4. To adapt digital teaching, teachers have to undergo online training programs & equip them with latest collaboration tools to give the best to their students. But the mindset of some of the teachers could challenge them in adapting this kind of learning.

5. Rigid mindset of teachers as well as students can make them redundant when the world is changing so fast & facing such a grim situation.

Discussion:

“There is no education like adversity.” (Benjamin Disraeli). The current pandemic is no different than this thought. True to fact is a change posing colossal challenges that can be welcomed with a flexible & changed mindset. Trainers are being trained, teachers are learning, students are acquainting with this change and parents struggling and juggling between their office assignments, ward’s online classes/assignments along with household chores. Any change is good if it brings out better performance out of an individual. This change due to the current pandemic is also a challenge which needs to be dealt with utmost persistence.

To overcome these challenges, Government of India, state governments and private players have had tried to come up with some of the solutions and have regularly been publishing information on various initiatives undertaken by ministries like MHRD, Department of Technical Education, NCERT and others to support and benefit students and other stakeholders of education sector.

A few of the initiatives are SWAYAM online courses for teachers, UG/PG MOOCs for non-technology courses, e-PG Pathshala or e-content containing modules on social science, arts, fine arts, natural and mathematical science, CEC-UGC YouTube

channel, Vidwan – a database of experts who provide information to peers and prospective collaborators, NEAT – an initiative by AICTE based on the PPP model to enhance the employability skill among students, in collaboration with Education Technology Companies and National Digital Library (NDL), a repository of learning resources with single window facility. Many noteworthy initiatives have been taken up like Spoken Tutorial, Free and Open Source Software for Education (FOSSEE), e-Yantra, Google Classroom and so on.

It is fact that the government of India as well state governments, through their various ministries/departments, have created infrastructure to deliver e-education. These include National Knowledge Network (NKN), National Project on Technology Enhanced Learning (NPTEL), National Mission on Education through Information and Communication Technology (NMEICT), National Academic Depository (NAD), among others. All these enhance our ability to connect easily with institutions and enhance our access to learning resources. Pandemic has only accelerated adoption of technologies to deliver education.

Conclusion:

Digital India vision of the government is emerging as a vital instrument for solving

the present crisis due to ‘Contagion’. In this alarming situation, adapting this change is the key to success. The occasion is to rise up and evolve much stronger than before.

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COVID-19 Pandemic: An Antecedent to the Spiritual Rise of India

Dr. Umesh S. Kollimath

Associate Professor

Anekant Institute of Management Studies (AIMS), Baramati-413102

umeshkollimath@gmail.com

Abstract: *If we track the history of Indian subcontinent, a consensus may be arrived that there were three distinct periods marking different political rulers when the region was considered as 'the most powerful' in the world: (i) Mauryan Empire (268 BCE to 232 BCE under Ashoka), (ii) The Gupta Empire (380 AD to 415 AD under Chandragupta Vikramaditya) (iii) Mughal Empire (1658 AD to 1707 AD under Aurangzeb) in the given chronology. Among these three periods, arguably the Mauryan period under Ashoka was considered as the most influential power globally. The point to be made here is, even though Ashoka began as a military might expanding his empire, subsequently took to Buddhist-spiritualism to win over the world rather than conventional warfare. Therefore, understanding, nurturing and disseminating spirituality has a greater potential to restore past glory to the region. Empirical studies have highlighted the need for exploring philosophical and cultural concepts to facilitate a fuller understanding of Indian spirituality so that Indian subcontinent can guide the contemporary world crippled with materialism. This article explores Indian spirituality and ancient philosophy to regain the world order and restore human life to normalcy from the present onslaught of COVID 19 outbreak.*

Keywords: *Spirituality, Indian philosophy, Ashrama, COVID 19, personal wellbeing, etc.*

Introduction:

Indian subcontinent has been in the spotlight for international travelers, historians, merchants, academicians, researchers, anthropologists for its exquisite tourist/archeological destinations, spiritual structures, monuments, spiritual

centers, universities, and indigenous commodities. But, irrespective of the reason, the countries across the world hold this region as a remarkable place where spirituality is part of everyday life for the most. As Dr. Asha Goswami says "In India, spiritualism is not an obsession of the

human mind, rather it is a heritage as well as a continuous tradition”

Indian culture is woven with diverse values evolved over thousands of years by many civilizations, several rulers (domestic and foreign; dynastic, imperial, democratic) and multiple religions. Albeit this dynamism, those based on spiritualism have only contributed to our ethos harnessing the spirit of the Indians throughout the ages. With the result, the spiritual-minded Indians have succeeded in maintaining their originality which otherwise could not have been possible. It has been also possible due to the fact that the Indian life is dominated by the temperament which is well marked with spiritualism.

Consequent upon that, the Indians have developed various thoughts of philosophy and spiritualism and gave to the world maximum number of systems of spiritualism in the form of philosophical thoughts such as Nyaya, Vaisheshika, Yoga and Vedanta. The Vedas provide spiritual orientation to the Indians giving them the basics of spiritual and moral life. Hence, the Vedic rishis should be acclaimed as the earliest spiritual masters on earth as their mantras resound with the kernel of spiritualism, and the Indian nation as the cradle of spiritualism. This is exactly the reason for emergence of Indian Spiritual Gurus coming to global limelight time and again: Swamy Vivekanand-late 19th

Century, Jiddu Krishnamuthy-20th Century, Mother Theresa-20th Century, Sri Sri Ravishankar, Jaggi Vasudevan-21st Century; continue to influence the world by their spiritual and philosophical invocations.

Thus, the Indian spiritualism Indian philosophy have always coexisted and have intrinsic synergies when practiced together. Darshana or sight, and the Upanishads form the base of Indian spiritualism. According to Swami Vivekananda (1863-1902), a great spiritual leader, thinker and reformer of India, spirituality is the very backbone of India. He observes that every nation has a particular ideal running through its whole existence, forming its very background. With some it is politics, while with others it is social culture, intellectual culture, and so on. Vivekananda says, Our motherland has religion and religion alone for its backbone, for the bedrock upon which the whole building of its life has been based.’ Since spirituality is the essence of religion, we should mark that Vivekananda has used the term religion in the same sense as spirituality. However, under the purview of spiritualism are also included queries regarding the nature of God, about the creation of the world; essential values of a human being and his ethics.

Thus, Spiritualism, as a philosophy of values if adapted at large by people, would usher in civilization that is socially just

(satyam); emotionally integral (shivam); and aesthetically beautiful (sundaram). No wonder, if the age-long spiritual formula of India claiming creation is full so the creator, the individual is full equally, the absolute is full, turns out as the highest watermark of man's spiritual speculations about the supreme power. If India wishes to regain its preeminence (prehistoric or historic), spirituality is the only way ahead.

The relevance of Indian Spiritualism to the Contemporary World

The foremost noble laureate writer and philosopher of India i.e., Rabindranath Tagore, who became internationally acclaimed for professing love for the common man, had said in his acceptance speech after he was awarded the Nobel Prize in Literature in 1913: "Is not the East the mother of spiritual humanity and does not the West, do not the children of the West amidst their games and plays, when they get hurt, when they get famished and hungry, turn their faces to that serene mother, the East?" There are contradictory views among the Indian and Western intellectuals about the authenticity of Indian spirituality, yet every time the material world starts haunting the human souls, Indian spirituality has rescued them.

Empirical studies conducted by scholars of various disciplines-ranging from psychology to occult sciences-from the Indian context indicate the influence of Indian philosophical thoughts and the spirituality across the globe. Indian philosophical and spiritual concepts often appear in fresh brands of Meditation, Yoga, and devotional practices attracting people troubled by the ruthlessness of materialism. Considering the profound relationship between Indian spirituality and Indian philosophy, exploring the philosophical foundations of aspects of Indian thought and worldview that impact the understanding of spirituality have become crucial to the contemporary materialistic world.

Components of Indian Spirituality

Indian Spirituality, if studied comprehensively without prejudices, one may realize that there are multiple components to it which suit multiple religions. Following is an attempt to put them together:

1. Realization of self and the divine : As Swami Vivekananda says, 'Religion is realization; not talk, nor doctrine, nor theories' In contrast with spirituality as perceived by rest of the world, Indian spirituality focuses on being and becoming, not hearing or acknowledge; it is the whole

soul becoming changed into what it believes. That is religion. Therefore, here spirituality transcends the boundaries of manmade religions.

2.The practice of Yoga: Spiritual growth can be achieved only through a comprehensive spiritual technique called yoga. The word yoga ('union'), primarily signifies the process by which an aspirant is unified to his highest ideal In order to suit the different natures and temperaments of men and women. There are different forms of yoga. For the spiritual development of four main types of personality - the intellectual, the active, the emotional and the psychic or introspective - the respective forms of yoga are jnana yoga, karma yoga, bhakti yoga and raja yoga. Through hard practice of the yoga, the ancient sages of India realized spiritual truths and prescribed them as ways of verification of these truths. The same continues in the present world through the new age spiritual gurus.

3. Pluralism of Castes, Beliefs and Religions:The Rig Veda proclaims, "*Ekam sat viprabahudhavadanti*", meaning: Truth is one but sages call it by different names.' This universal Vedantic truth lived and taught by the illustrious guru of SwamyVivekanand i.e., Sri Ramakrishna, and Vivekananda's own realizations forming the basis for his message of the unity of all religions. In his view, though

the different religions of the world differ from one another, their underlying purpose is the same-God-realization. He illustrates this point in the following way. Just as the same water can be collected in vessels of different sizes and shapes, Truth can be seen through different religions. In each vessel (of religion), the vision of God comes in the form of the vessel. So, it is the unique Indian spirituality which acts as a binding force among the often conflicting plural socio-cultural entities of the subcontinent.

4.Indian Ethos and Values: In the history of India, we find concretization of the two ideas viz., tolerance and Universal Acceptance.Through centuries, India has sheltered the persecuted and the refugees of all religions and all nations of the earth. Further, frugality-living happily with the less; generosity-donating to the needy; bravery-protecting the weaker (children, women and elderly) from the evil, truthfulness, transparency and so on are common to all, irrespective of their faith. Further, Indians wish to identify themselves as affiliated to a particular religion or cult rather than being part of a political movement or party.

The Context:

When COVID 19 outbreak began by the end of 2019, there was a simultaneous and more lethal mistrust emerging among the

countries and regions. The so called global powers started blame game of who is responsible for the outbreak, rather than focusing on timely measures to save their masses. India, on the contrary took measures at lightning speed to lockdown with single most objective of saving lives.

Fallouts of COVID 19 Lockdown

As known to all, COVID 19 is a universal nomenclature to an infectious virus, that erupted from Wuhan, China in December, 2019. There are political arguments over the origin, hostility, longevity of the virus on all possible platforms of human debate. But, the virus has put havoc on the human life across the world like never before. The anthropologists may agree that COVID 19 is completely different from the earlier devastations imposed during World Wars, Plague and Famines.

Worldwide, the people at the helm of the political affairs, the rich, the middle class and the poor are realizing certain harsh truths of life. Some are mentioned below:

1. The conventional modes of global supremacy have become irrelevant:

Today, leadership of the most powerful countries in the world are standing clueless in arresting the sabotage of COVID 19. Put together, US, Germany and Japan form roughly USD 30 trillion of GDP (10 times that of India). But, they have miserably failed to counter the havoc played by the

tiny virus. Whereas, India, in spite of inherent weaknesses such as populous cities, poor migrant labours, diverse political viewpoints, heterogeneous masses have stood in unison to fight against the potent killer virus. The military might or the economic affluence of the developed world has least helped in checking the onslaught of COVID 19 on its citizens' life. On the contrary, the relatively closed economies of Asian countries have helped them keep the virus at bay.

2. Too much of human development is harmful to the flora and fauna:

There are recurring reports of wild animals freely moving in deserted human habitats; rivers and beaches becoming uncharacteristically clean; environment becoming purer; rare birds appearing in the galleries of housing societies, etc., in the social media. It is indeed amazing to note that, just one month halt of human activities has generated so much of ecological wellbeing. Then the question arises: whether economic development that we boast about really worth? We must replace the materialistic western models of economic growth with our ancient holistic and humane growth models with necessary alignment to the modern life.

3. Social Connectivity:

We all have experienced over last two decades that the real person-to-person social connectivity has reached extinction

and we have become slaves to the electronic gadgets and virtual social media. Thanks to the (perhaps the most rigorous) lockdown executed in our country, most of us have realized and the excitement and goodness of being connected to our families, neighbors, friends and relatives. It is high time one must realize that virtual connectivity at the best can augment social connectivity and cannot replace it altogether.

4. Importance of personal wellbeing

The practice of meditation is intrinsic to all the religions practiced in the Indian subcontinent. The author, while working on this article, discussed with people from different walks of life, practicing religions such as Hinduism, Buddhism, Jainism, Sikhism, Islam, and Christianity. The revelation was: all the religions have one thing in common, i.e., physical and mental wellbeing of the individual is single most purpose of practicing religion. Therefore, people are increasingly adopting the concept of personal wellbeing by accepting to ancient breathing techniques, meditative science, and Yogic exercises cutting across the religions. Thus, modern age spiritual Gurus of India have emerged as universal influencers of lifestyles and beliefs; be it Mata Amrutanandmayi preaching universal brotherhood, Ramdev Baba preaching Yoga, Sri SriRavishankar preaching

breathing and meditation or JaggiVasudev for his philosophical discourses.

5. Slowing down

There is a concept of “Ashrama”discussed in Indian texts of the ancient and medieval eras,which essentially isfour age-based life stages.The four ashramas are: Brahmacharya (student), Grihastha (householder), Vanaprastha (retired) and Sannyasa (renunciate). Following table signifies each of these stages in an individual’s lifecycle:

Ashrama / Life Stage	Age (Years)	Description	Significance
Brahmacharya (Student)	Till 24	Academic pursuits: science, philosophy, Literature and logic. Career goal: Earn stipend(Dakshina) to be paid for the Teacher(guru)	Imbibing Values: self-discipline, righteousness, morals, duties
Grihastha (Householder)	24-48	MaterialPursuits: intense physical, sexual, emotional, occupational, social and material attachments	Marriage, raising a family, educating children, and leading a family-centred and a religious(dharmic) social life
Vanaprastha (Retired)	48-72	Transition from material pursuits to the practice of Moksha (spiritual liberation).	Transferring household responsibilities to the next generation, taking advisory role, and gradually withdrawal from the material

			world
Sannyasa (Renunciator)	72+	Renunciation of material desires and prejudices	Focused on Moksha, peace and simple spiritual life.

As the Indian subcontinent was subjected to Colonial rule for about 200 years, and western philosophy and education system was systematically instilled in the Indian society, we lost the profound influence Ashrama Concept on our lives. Consequently, our lives became an endless pursuit of materialism (characteristic of Western Lifestyle). This, in effect has completely deteriorated the human life in India as much as in Western culture.

Conclusion:

After going through several spiritual / philosophical references, opinions of life coaches, and deliberations with peers, the author has come to the conclusion that Indian Spirituality can only salvage the mankind from the current ordeal of COVID 19 outbreak. The spread of disease is not to be taken as another Viral infection which eventually find a remedy in some kind of

vaccine. Rather, it is to be taken as a final warning bell for the mankind to wake up. We must weigh higher the ecological coexistence over individualism, humane values over materialism, and conservatism over consumerism. We may be able to achieve this only by promoting Indian Spiritualism to suit the contemporary setting of human life world over. If an individual plans his/her life complying with four Ashramas, many miseries of modern life can be spared.

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Organizational Commitment: A Conceptual Study

Pravin Vitthal Yadav

Research Scholar, Dept. of Commerce, University of Mumbai
 Assistant Professor
 AES's, Anekant Institute of Management Studies
 (AIMS), Baramati, Dist-Pune (MH.)
 pravin.yadav@aimsaramati.org

Dr. Sussmita Daxini

Head, Department of Commerce
 Sanskar Sarjan Education Society's
 D.T.S.S College of Commerce, Malad, Mumbai

Abstract : Organisational commitment is the bond employees experience with their organisation. This paper attempts to provide a grounded, yet an exploration of the current conceptual discussion on organizational commitment. Hence, the primary objective of this research is to investigate theoretical perspectives that seek to explain organizational commitment with its various determinants and dimensions. In addition to enriching the study regarding commitment to one's organization, this paper suggests a way to guide the future research efforts of scholars and practicing managers through a suggested research agenda.

Keywords : Organizational commitment, affective commitment, normative commitment, continuance commitment

INTRODUCTION

Organisational commitment is described in the different ways over the last couple of years (e.g. Meyer & Allen, 1991; J. P. Meyer, D. J. Stanley, L. Herscovitch, L. Topolnytsky, 2002, I. R. Gellatly, J. P. Meyer, A. A. Luchak, 2006, Mowday et al., 1979). The researchers have examined of commitment in which they found several contradictory findings that are present even today. Different approaches, therefore, assume the significance of lots of different factors concerning the emergence of commitment, and the correlations between commitment and behaviour at the workplace are also described in many different way. According to March and Simon (1958), the main predictors of organisational commitment are individuals' active participation and good performance (see János, 2005). They put special emphasis on the significance of the following two dimensions of commitment: continuance commitment (which refers to an individual's demands regarding the maintenance of his membership) and value-based commitment, which refers to one's identification with the values held by an organisation, encouraging an employee to exert considerable effort into the accomplishment of certain goals on behalf of an organisation¹. Other researchers prefer one-dimensional approaches to two-dimensional views when studying

organisational commitment. The definitions advanced by Mowday, Steers, & Porter (1979) are to be introduced here, as these are generally accepted by the scientific community. In their perspective, organisational commitment refers to two things: the individual's identification with the organisation and the degree of employee involvement. Organisational commitment is thus made up of the following three components:

- 1) one's strong belief in and acceptance of the organisation's goals and values,
- 2) one's willingness to make considerable effort on behalf of the organisation,
- 3) one's strong desire to maintain membership in the organisation.

The same components are mentioned by other experts too under different names. Table 1.1 summarises the components of commitment identified by other researchers. The main three dimensions are included in other models too, sometimes together as interrelated factors (for instance, Mowday et al.) and sometimes independently (for instance, Meyer, Allen)

Table 1.1: The types (and components) of organisational commitment identified by researchers on the basis of Meyer and Herscovitch (2001)².

Becker (1960)	Mowday et al. (1979)	Angle, Perry (1981)	O'Reilly, Chatman (1986)	Penley, Gould (1988)	Meyer, Allen (1991)	Mayer, Schoorman (1992)	Jaros et al. (1993)	Meyer, Herscovitch (2001)
Side-bet theory	"Global commitment"	Value	Identification	Moral	Emotional	Value	Emotional	Commitment profile
		Commitment to stay	Compliance	Calculative	Continuance		Continuance	
			Internalisation		Normative	Continuance	Moral	
				Alienating				

‘Social Distancing: Age-Structured Impact on the COVID-19 Epidemic in India’

Sachin Shrirang Jadhav

Assistant Professor,

Anekant Institute of Management Studies (AIMS)

Baramati- Pune 413102

Email: sjadhav@aimsaramati.org

Abstract: *The outbreak of the novel corona virus, COVID-19, has been declared a pandemic by the WHO. The structures of social contact critically determine the spread of the infection and, in the absence of vaccines, the control of these structures through large-scale social distancing measures appears to be the most effective means of mitigation. Here we use an age-structured SIR model with social contact matrices obtained from surveys and Bayesian imputation to study the progress of the COVID-19 epidemic in India. The basic reproductive ratio R_0 and its time-dependent generalization are computed based on case data, age distribution and social contact structure. The impact of social distancing measures - workplace non-attendance, school closure, and lockdown - and their efficacy with duration is then investigated. A three-week lockdown is found insufficient to prevent resurgence and, instead, protocols of sustained lockdown with periodic relaxation are suggested. Forecasts are provided for the reduction in age-structured morbidity and mortality as a result of these measures. Our study underlines the importance of age and social contact structures in assessing the country-specific impact of mitigatory social distancing.*

Keywords: *Social Distancing, COVID-19, lockdown, sustainability, etc.*

Introduction

The novel corona virus, COVID-19, originated in Wuhan and has spread rapidly across the globe. The World Health Organization has declared it to be a pandemic. In the absence of a vaccine, social distancing has emerged as the most

widely adopted strategy for its mitigation and control [1]. The suppression of social contact in workplaces, schools and other public spheres is the target of such measures. Since social contacts have a strong assortative structure in age, the efficacy of these measures is dependent on

both the age structure of the population and the frequency of contacts between age groups across the population. As these are geographically specific, equal measures can have unequal outcomes when applied to regions with significantly differing age and social contact structures. Quantitative estimates of the impact of these measures in reducing morbidity, peak infection rates, and excess mortality can be a significant aid in public-health planning. This requires mathematical models of disease transmission that resolve age and social contact structures.

In this paper we present a mathematical model of the spread of the novel corona virus that takes into account both the age and social contact structure [2]. We use it to study the impact of the most common social distancing measures that have been initiated to contain the epidemic in India: workplace non-attendance, school closure, “JANATA CURFEW” and lockdown, the latter two of which attempt, respectively, complete cessation of public contact for brief and extended periods. We emphasize that models that do not resolve age and social contact structure cannot provide information on the differential impact of each of these measures. This information is vital since each of the specific social distancing measures have widely varying economic costs. Our model allows for the assessment of the differential impact of

social distancing measures. Further, both morbidity and mortality from the COVID-19 infection have significant differences across age-groups, with mortality increasing rapidly in the elderly. It is necessary therefore to estimate not only the total number of infections but also how this number is distributed across age groups our model allows for the assessment of such age-structured impacts of social distancing measures.

The remainder of our study is organized as follows. In Section (II) we compare the age and social contact structure of the Indian, Chinese, and Italian populations. Age distributions are sourced from the Population Pyramid website [3] and social contact structures from the state-of-the-art compilation of Prem et.al. [2] Obtained from surveys and Bayesian imputation. We show that even with equal probability of infection on contact, the differences in age and social contacts in these three countries translate into differences in the basic reproductive ratio R_0 . In Section (III) we study the progress of the epidemic in the absence of any mitigation to provide a base-line to evaluate the effect of mitigation. In Section (IV) we investigate the effect of social distancing measures and find that the three-week lockdown that commenced on 25 March 2020 is of insufficient duration to prevent resurgence. Alternative protocols of sustained

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lockdown with periodic relaxation can reduce the infection to levels where social contact tracing and quarantining may become effective. Estimates of the reduction in morbidity and mortality due to these measures are provided. We conclude with a discussion on the possibilities and limitations of our study. An appendix

provides details of our mathematical model and the social contact structure.

It has been known from retrospective analyses of the 1918–19 pandemic that delays in introducing social distancing measures are correlated with excess mortality [4, 5]. Our study confirms the urgency and need for sustained application of mitigatory social distancing.

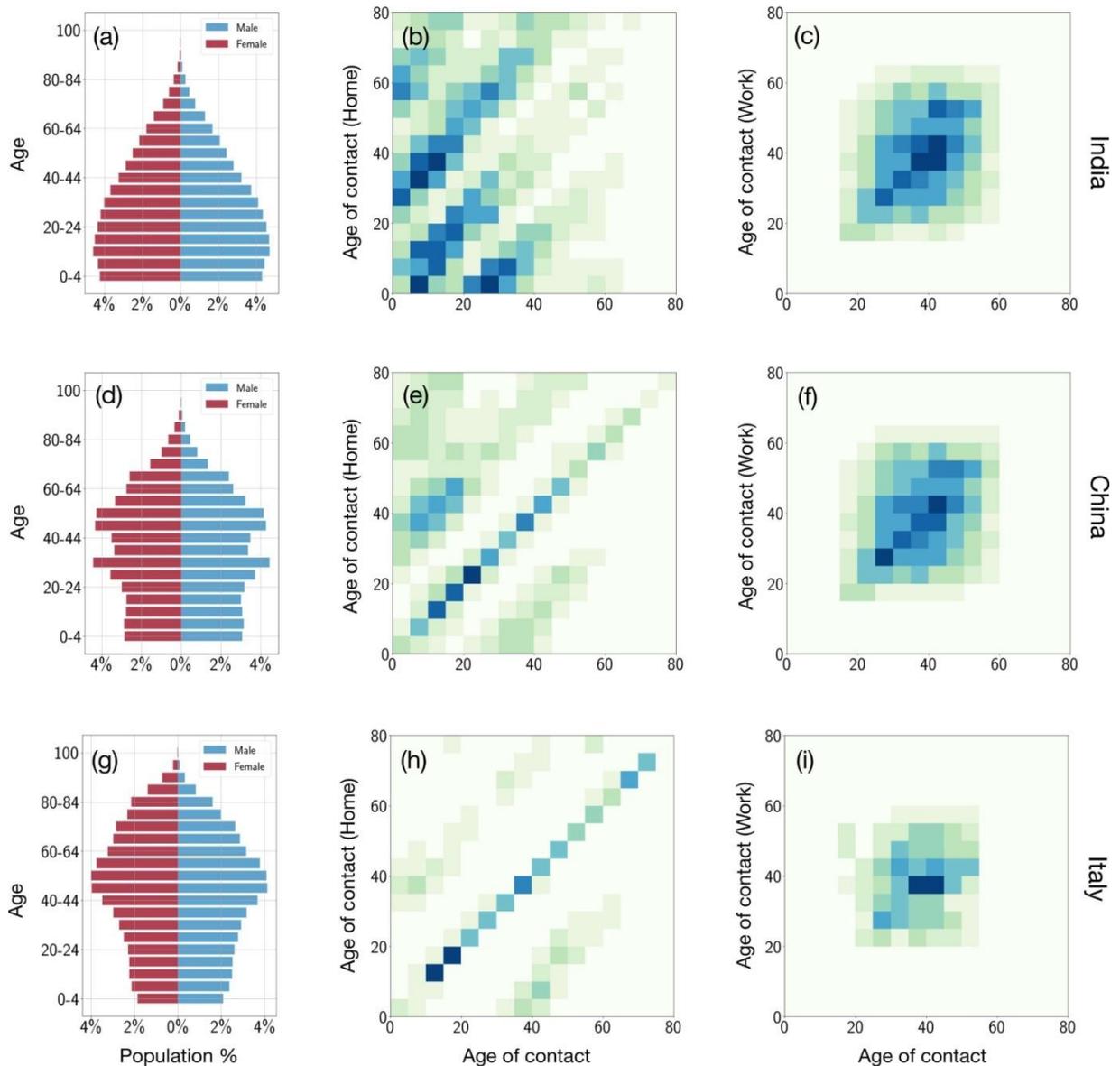


Figure 1. Age and contact structures of the populations of India, China and Italy.

The first column shows population and third columns show the contact pyramids by age and gender. The second structures in households and workplaces

with darker colours representing greater contacts. The diagonal dominance of these matrices shows strong assortative mixing in all three countries. Significant differences appear in the off-diagonals. In India, the pent diagonal character of the household contacts reflects the prevalence of three-generation households, which are smaller in China and negligible in Italy.

Age And Contact Structures

In Fig. (1) We compare the age and contact structures of the populations of India, China and Italy. The aim of this comparison is to highlight their differences and to emphasize the effect these have on the spread of an infectious disease. Panels (a), (d) and (g) show the fraction of the population (separated by gender) in five-year age groups terminating at the age of eighty. The TajMahal dome shape of the Indian age distribution is typical of those undergoing a demographic transition. The narrower base of both Chinese and Italian populations is typical of aging populations at or near sub-replacement fertility. Panels (b), (e) and (h) show the contact between age groups in the household setting, represented by matrices CH where darker squares indicate larger contact

Country	Basic reproductive ratio
India	$R_0 = 136\beta$
China	$R_0 = 117\beta$
Italy	$R_0 = 119\beta$

Table I. Country-specific basic reproductive ratio

Country-specific basic reproductive ratio of the age-structured SIR model for fixed probability of infection on contact β and unit rate of recovery (see text). The difference between countries is attributed to their differing age and social contact structures.

Facts. As noted in [2], the features common to all three are the diagonal dominance, reflecting contact within age groups (i.e. siblings and partners) and the prominent off-diagonals, separated by the mean inter-generation gap, reflecting contacts between age groups (i.e. children and parents). The principal difference in India is the presence of a third dominant diagonal, again separated by the mean inter-generation gap, reflecting the prevalence of three-generation households. This quantifies the significant contact between children and grand-parents and the possibility of substantial transmission of contagion from third to first generations. Such contacts are smaller in China and negligible in Italy. Panels (c), (f) and (i) show the contact CW between age groups in the workplace. In contrast to households, the work contact patterns are more homogeneous across age groups in all three countries, indicating that the workplace contributes to the transmission of contagion between age groups that are, otherwise, largely separated from each other in the

household. The boundaries of these age groups are larger in India and China than in Italy. The matrices CS for schools (shown for India in the appendix) are strongly assortative, with primary contacts within the school-going ages and smaller contacts between age groups reflecting student-teacher interactions. The matrices CO for other spheres of contact (shown for India in the appendix) are strongly assortative, reflecting the preferential social contact within age groups in this sphere, but otherwise do not show systematic patterns. In summary, then, in India the home provides the main channel of transmission between three generations, the workplace provides the main channel of (largely homogeneous) transmission between working age groups, the school the main channel of transmission within children and to a smaller extent between children and adult teachers, while other spheres of contact, due to the assortative mixing, contribute to transmission within age groups.

Do these differences have a quantitative impact on the transmission of disease? We answer this affirmatively by comparing the basic reproductive ratio R_0 for each of these populations for an infectious disease with identical probability of infection on contact β and rate of recovery γ for the age-structured SIR model described in Appendix 1. These differences underline

the importance of resolving the age and social contact structure of a population when forecasting the progress of an infection and the impact of social distancing measures. With this background, we now turn to our forecast for the progress of the COVID-19 epidemic in India.

Epidemic Without Mitigation

We fit our mathematical model, described in detail in Appendix, to case data to estimate the probability of infection on contact β . Though our model allows for infective to be both asymptomatic and symptomatic, given the large uncertainty in estimating asymptomatic cases, we assume all cases to be symptomatic. A possible effect of this is to underestimate the severity of the outbreak. We then run the model forward in time to forecast the progress of the epidemic with results shown in Fig. (2). Panel (a) shows the fit to case data available up to 25th March 2020 and a three-week forecast, in the absence of social distancing measures. The basic reproductive ratio is $R_0 = 2.10$. Panel (b) shows a five month forecast, again, in the absence of social distancing. The peak infection is reached at the end of June 2020 with in excess of 150 million infective. The total number infected is estimated to be 900 million. Panel (c) shows the time-

dependent effective basic reproductive ratio $\text{eff}(t)$ which gives the dominant contribution to the linearized growth at any point in time. This number is greater than unity before peak infection and smaller than unity beyond peak infection. They serve as a useful measure of the local rate of change of infective at any point in time. In fig. (3) We provide estimates of (a) the morbidity and (b) the excess mortality from the unchecked spread of the epidemic. The fraction infected across age groups is the largest for the 15-19 year olds and least amongst the 75-79 year olds. However, due to the strong age-dependence in death rates, mortality is amongst the least for the 15-19 year olds and greatest for the 60-64 year olds. We emphasize that these numbers,

alarming as they are, are counterfactuals, as mitigation measures are already in place of this writing. They do, however, point to the unbearable cost in human life that must be paid for the any lack of, or delay in, mitigatory action.

Impact Of Social Distancing

We now investigate the impact of social distancing measures on the unmitigated epidemic. We assume that social distancing in any public sphere, which in our model is partitioned into workplace, school and all others; removes all social contacts from that sphere. This, of course, transfers the weight of these removed contacts to the household, where people must now be confined. We

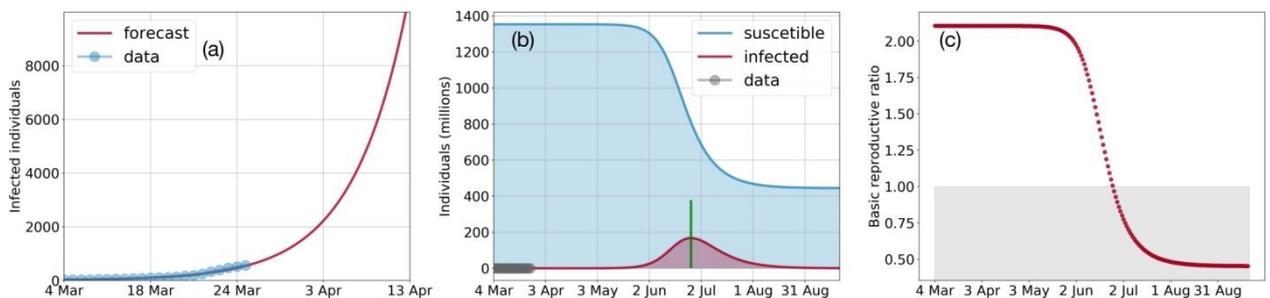


Figure 2. Forecast of the COVID-19 epidemic in India without mitigatory social distancing.

Panel (a) shows the number of confirmed cases of till 25th March 2020 (blue circles) and three-week forecast (red line) from a fit of our model. Panel (b) extends this forecast to 5 months showing the number of infective (red) and the number of susceptible (blue). In the absence of mitigation, an expected 0.9 billion people would be infected in total, with a peak

infection of 167 million people in 114 days as indicated by the green bar. Panel (c) shows the effective basic reproductive ratio $\text{eff}(t)$ as a function of time. This reduces to below unity beyond the peak infection. This forecast assumes all cases to be symptomatic so $\alpha^- = 1$. The fit parameter $\beta = 0.0155$ and we set $\gamma = 1/7$.

Ignore this in the first instance. We interpret the lockdown imposed from 25 March 2020 to remove all social contacts other than the household ones. This is an optimistic interpretation but it does allow us to assess the most favorable impact of such a measure. The results that follow, then, are expected best-case scenarios. Then, the time-dependent social contact matrix at time t is

$$C_{ij}(t) = C_{ij} - u(t)(C_W + C_S + C_O) \quad (1)$$

where $C_{ij} = C_H + C_W + C_S + C_O$ is the

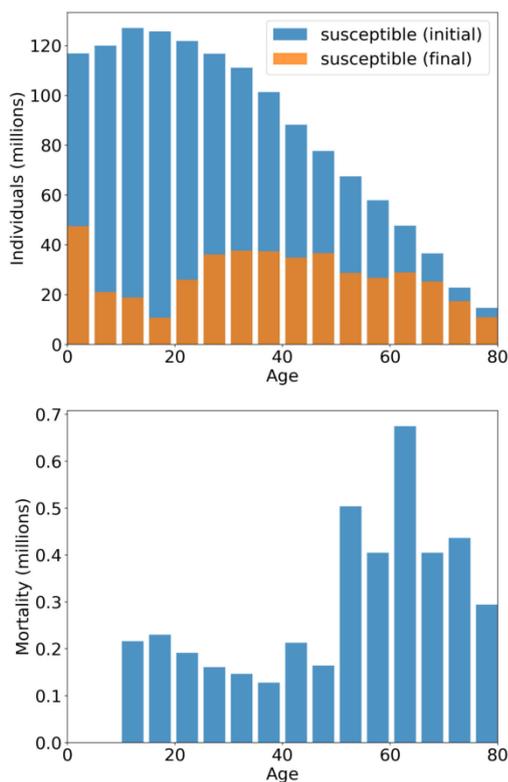


Figure 3. Estimates of morbidity and mortality without mitigatory social distancing.

The top panel shows the distribution across age groups of the number of susceptible at the start of the epidemic (blue bars) and at the end of the five month forecast (orange bars). Their difference is the total number infected in that five month period. Greatest infection is seen amongst the 15-19 year olds and least amongst the 74-79 year olds. The bottom panel shows the number of mortalities which, due to the strong age-dependence, is not proportional to the number of infections. The parameters for these estimates are identical to those in Fig. (2).contacts comprising of contributions from the household, workplace, schools and all others, with obvious super- scripts. The control function, described in Appendix, is constructed to reflect a social distancing measure that is initiated at $t = t_{on}$ and suspended at $t = t_{off}$. The measure has a lag tw to be effective which we choose to be shorter than a day. The function varies smoothly from zero to one in the window $t_{on} t_{off}$. For repeated initiations and suspensions, the control function is a sum of such terms with times adjusted accordingly. It is possible, of course, to have differentiated controls which apply distinct social distancing measures at different times and for different durations. We do not explore these here as the general setting for such an investigation would be within the framework of optimal

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control theory [6] with an appropriate cost function. We postpone this to future work. Our results are shown in the four panels of Fig. (4) for four different control protocols. Panel (a) shows the effect of the three-week lockdown. While this immediately changes the sign of the rate of change of infective, it

does not reduce their number sufficiently to prevent resurgence at the end of the lockdown period. Panel (b) shows the effect a suspension of the lockdown by 5 days followed by a further lockdown of 28 days. This too, does not reduce the number of infective sufficiently to

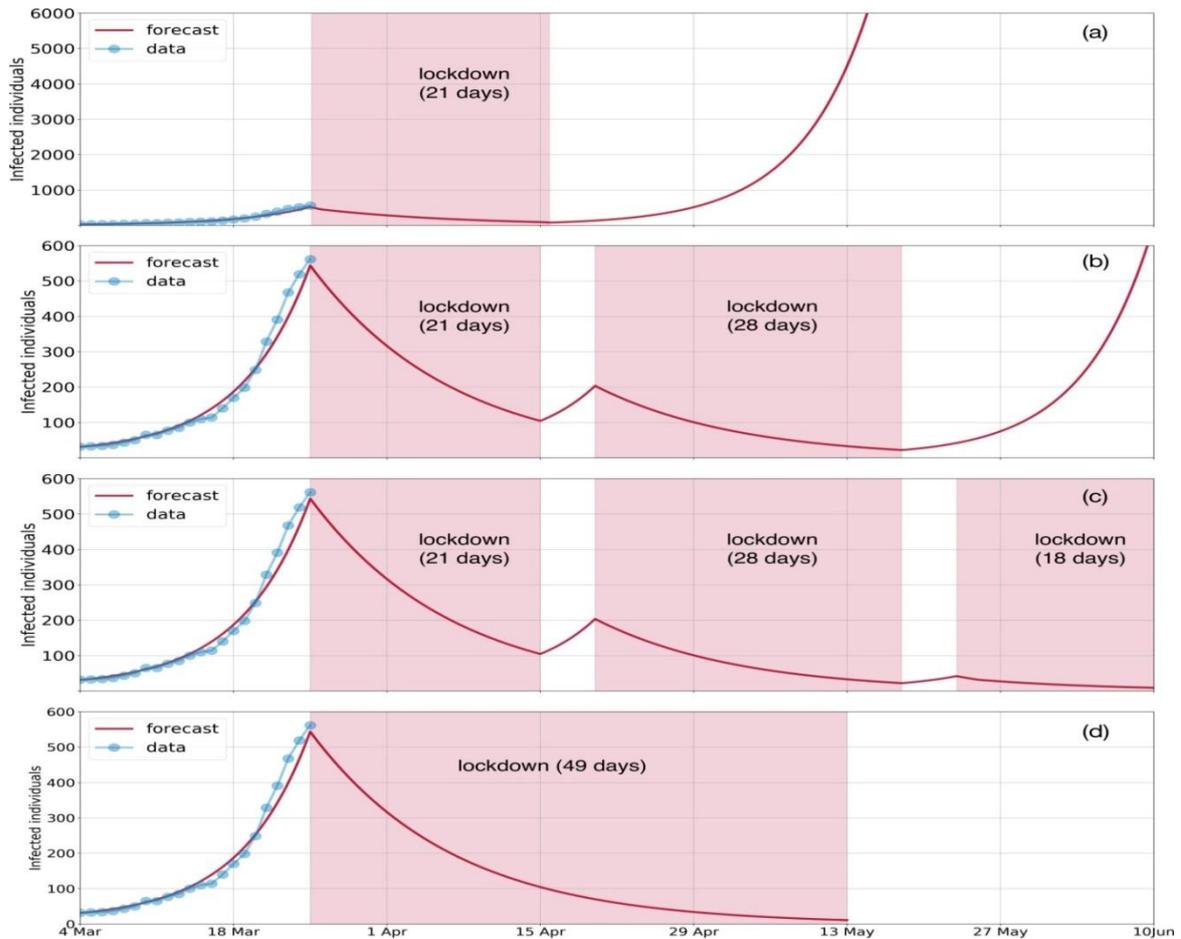


Figure 4. Forecast of the COVID-19 epidemic in India with mitigatory social distancing.

Each of the four panels shows the variation in the number of infective with lockdowns of various durations. The three-week lockdown starting 25 March does not prevent resurgence after its suspension as shown in panel (a). Neither does a further lockdown of 28 days spaced by a 5 day suspension, shown in panel (b). The protocols in panels (c) and (d), comprising

of three lockdowns with 5 day relaxations and a single 49 day lockdown reduce case numbers below 10. This forecast is based on all cases being symptomatic so $\alpha^- = 1$. The fit parameter is $\beta = 0.0155$ and we set $\gamma = 1/7$.

	Case 1	Case 2	Case 3	Case 4
Mortality	2727	11	8	6

Table II. Estimates of mortality in a 73 day window from 25th March with mitigatory social distancing. Cases 1 through 4 correspond, respectively, to panels (a) through (d) of Fig.4. The parameters are identical to those in Fig. (4). prevent resurgence. Panel (c) shows a protocol of three consecutive lockdowns of 21 days, 28 days and 18 days spaced by 5 days of suspension. This brings the number of infective below 10 where explicit contact tracing followed by quarantine may be successful in preventing resurgence. Panel (d) shows a single lockdown period to reach the same number of infective which our model predicts to be 49 days.

Table (II) show the excess mortality that can be expected for each of the social distancing measures above. While we emphasize, again, that these are likely to be best-case scenarios, the substantive message is that of the crucial importance of rapid and sustained social distancing measures in reducing morbidity and mortality.

Discussion and Conclusion

We have presented a mathematical model of the spread of infection in a population that structured by age and social contact between ages. Since contagion spreads through the structure of social contacts and the latter varies with age, it is necessary to resolve both these aspects of a population

in any model that attempts to understand and predicts how the modification of the social contact structure through social distancing impacts the spread of disease. Such models become useful when reliable estimates of contact structures are available. We have combined our mathematical model with the state-of-the-art contact structure compilation of Prem et. al. [2] and empirical case data available till the 25 March 2020 to assess the impact of social distancing measures in the spread of the COVID-19 epidemic in India. Our principal conclusion is that the three-week lockdown will be insufficient. Our model suggests sustained periods of lockdown with periodic relaxation will reduce the number of cases to levels where individualized social contact tracing and quarantine may become feasible.

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3. Global Meltdown: Challenges before Corporates: Study of Behavioral considerations in developing Performance Appraisal measures for optimum output in limited resources: (Behavioral Economics) - With special reference to manufacturing organizations”

Sachin S. Jadhav

Assistant Professor, AES's Anekant Institute of Management Studies (AIMS), Baramati

Contact: (M) +91 9921571245 / 9423974813,

E-mail: sachin3n5@gmail.com / sachin.j@aimsaramati.org

Abstracts: Few decades back companies were hunting for employees to work for them. Employees' qualification hardly matters for them. Employees, in turn, were hardly had tendency to shift their jobs. Hence we can see our elder generation who has spent their whole career with single company.

Today, the picture is exactly reverse. Company needs qualified persons, so there is competition among jobseekers. On the other hand employee retention has become a big problem in all industries. Every company is trying to offer best to the employees than its competitors so that they can attract experienced personnel associated with the competitors. Still companies fail to retain the employees. Why? Why it happens? The answer lies with limited resources. Companies fail to justify the motivational need of the employees due to improper distribution of limited resources while designing the wage policy. Every person is different by behavior. Hence, they get motivated by different things. For few employees, money may be the criterion, whereas for few safety etc. Company has to manage all employee needs and that too, in limited funds. That is why this subject may get included as a part of economics. The perfect situation, in economics, is when demand equals supply, so here researcher is trying to focus on how an enterprise can equal

employees' emotional needs with the supply i.e. incentive pattern/appraisal etc.

Introduction: As per Sewell (2005), Behavioral finance is the study of the influence of psychology on the behavior of financial practitioners and the subsequent effect on markets.

As per Thaler (1993), "I think of behavioral finance as simply "open-minded finance. As per Belsky and Gilovich (1999), "This area of enquiry is sometimes referred to as "behavioral finance," but we call it "behavioral economics." Behavioral economics combines the twin disciplines of psychology and economics to explain why and how people make seemingly irrational or illogical decisions when they spend, invest, save, and borrow money.'

From the above definitions it is clear that there is relation between human behavior and their decisions as well as level of satisfaction which ultimately reflect on his and ultimately economic growth. Hence it becomes necessary to study the behavioral aspects of a human being.

Human behavior is dependent on various factors i.e. his family back ground, authority, responsibility, experience etc. but importantly it is dependent on the inherent factors. Few things we cannot change about ourselves though we want to. Few of us are aggressive whereas few are conservative. This affects our

decisions at different market conditions. These inherent factors come with us by birth, may be genetic or based on the situation of ‘planets and stars’ at that time (astrology).

International Status and National Status: At international level, study/research of Behavioral Finance or Behavioral Economics has been taken place moreover with the financial markets. These resulted in the conclusion of how people take decision as far as investment in the financial market is concern. Whereas researcher, through this research, is trying to focus on the employee behavior in respect to their motivation. How companies can maximize employee motivation in available resources i.e. funds. As far as human resource is concern lots of theories has been established and used for recruitment policies as well as performance appraisal e.g. Psychometric Test, Need Hierarchy Theory, and Transactional Analysis etc. Hence no research, as if now, has taken place to bring out the formula which can give the proper solution i.e. what and how much should be provided to whom in available resources?

Suggested Solution: The question mentioned above may be resolved; up to significant extent, by studying the human characters which, researcher feel, is depend on the following factors.

- A. Zodiac
- B. Time-Learning-Motivation Theory
- C. Self-satisfaction
- D. Work Place

A. Zodiac and Efficiency:
 Every person, in this world, is unique, not only by his looks but by nature as well. Why is it so? There may be many answers like genetic effect, cultural effect, sun sign effect etc. If

these are the answers, then why two persons belonging to the same family have different thinking? Why two persons, having same parents, act differently on a particular situation? Why two persons, having same birth date and time, have different nature?

Here more specific answer can be – due to the different mix of the birth date, birth time and birth place. This is known as Kundali, as per which our Moon sign is being decided. If we will take two persons of same Moon sign, there is high possibility of matching their nature with each other. Hence the aim is to examine a person’s nature belonging to a particular Moon sign and its effect on the productivity and efficiency. As per this we can describe person in three categories Emotional (conservative approach), Stable (static approach) and Practical (aggressive approach). Further from job selection and/job satisfaction point of view we call them as Creative, Static and Ambitious respectively.

Below is the discussion on Raashi and its inherent nature. These Moon signs and their nature given in the book Rashi-Chakra by Sharad Upadhye is given in the Table 1.

Table 1. Zodiac and efficiency

Moon sign	Nature	Approach
Mesh (Aries)	Highly practical, Aggressive	Aggressive
Vrushabha (Taurus)	Highly emotional	Conservative
Mithun (Gemini)	Good grasping power, good analyst, childish, always fresh, good entrepreneur	Aggressive

Karka (Cancer)	Emotional, hard working	Conservative
Sinha (Leo)	Practical, egoistic, aggressive	Aggressive
Kanya (Virgo)	Scientific thinking, confused mindset	Conservative
Tula (Libra)	Self controlled, always satisfied, flexible, have patience	Static
Vruchhik (Scorpio)	Hard working, resistance power	Static/Aggressive
Dhanu (Sagittarius)	Self respect, always searching for knowledge, goal oriented	Static/Aggressive
Makar (Capricorn)	Professional view	Conservative
Kumbha (Aquarius)	Matured, research oriented, resistance power, happy going, unprofessional, good grasping power,	Static/Aggressive
Meen (Pisces)	Family oriented	Conservative

From the table it is clear that different moon sign has different nature. According to this, we should design different compensation packages for different categories. E.g. moreover monetary benefits (performance incentives with variable pay structure) should be provided to the employees with aggressive approach and non-monetary (protecting basic needs, safety etc. with fixed pay structure) for

conservative approach. Workshops, seminars and learning sessions are assumed to be given to all.

Employees with conservative approach are good at providing option or alternatives, whereas selection and implementation stands good for aggressive approach. Hence, hierarchy and control system, in an organization, also need to be proper so that organization may get benefited through proper coordination among both the approaches.

Now you will ask that how one can say that emotional people are creative. Let us have look on following explanation.

Emotional mind always try to search ways to resolve problems, if any. Hence, they get more alternatives to choose from considering emotions of opposite people which turns into innovative idea generation that give long term benefits.

Practical/aggressive minds, on the other hand, try to work hard on the given standards and try to achieve targets by hook or crook. Hence, they hardly think of good alternatives. It results in short term benefits and losses in the long run.

B. Time-Learning-Motivation Theory:

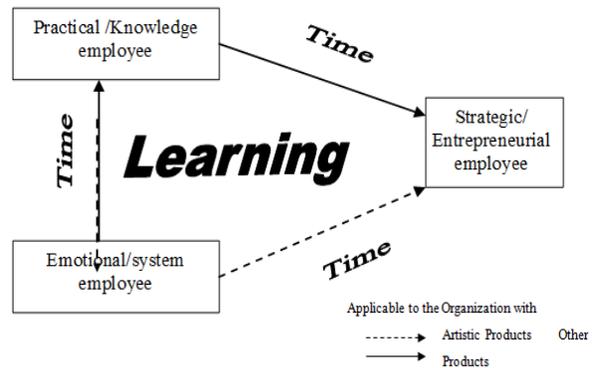


Figure 1. Time-Learning-Motivation Theory

The figure 1 gives clear idea of how important time and learning is for motivation in different kinds of organizations. Organizations may be of two types – manufacturing and service. Here, in this paper, researcher is focusing on manufacturing organizations. Researcher has classified the output/product as (i) Artistic products and (ii) other than artistic products. The former includes products which require creativity, emotions. E.g. handicraft, furniture, art industry etc. whereas later includes products which require practical approach, logical thinking. Every organization wants to convert their system employees in entrepreneurial employees for strategic management purpose. It can be possible only through practice and learning. Hence, in case of organizations other than artistic products, a system employee has to go through the level of knowledge employee to become entrepreneurial employee. It requires lots of learning sessions and time.

In case of organization with artistic products, an employee has less importance of becoming practical as he/she learns it while working with the product.

In the explanation above researcher has used his findings through observational data. As per his findings, emotional person can become practical with experience, learning and time whereas practical person finds it difficult to get converted in emotional category. Hence, employee who has experienced all stages mentioned in the figure 1 can surely become better strategic employee than the one who converted directly from knowledge employee. The type of organization/industry decides the importance of an approach (emotional/practical) for recruitment, appraisal

of an employee and ultimately for organizational growth.

Hence,

Strategic thinking = f (creativity, practicality),

Whereas,

Creativity = f (emotions, time, learning).

The above equation stands good till certain level. If that level of emotion is crossed then creativity starts falling down. That level differs from person to person. The diagrammed expression is given in the figure 2.

Emotions and creativity: The graph goes on improving with the improvement in the Time and Emotions. After a point it starts falling down as high emotions lead to less work involvement which leads to punitive actions. This turns in to job dissatisfaction where he/she stops thinking of the organization. At this point, instead of taking punitive actions, if he/she is provided with certain suitable motivational tool then that person may get improved. And that motivational tool should be something which can reduce his emotional thinking and make him/her practical.

E.g. providing family atmosphere, workshops, gatherings, cultural events etc.

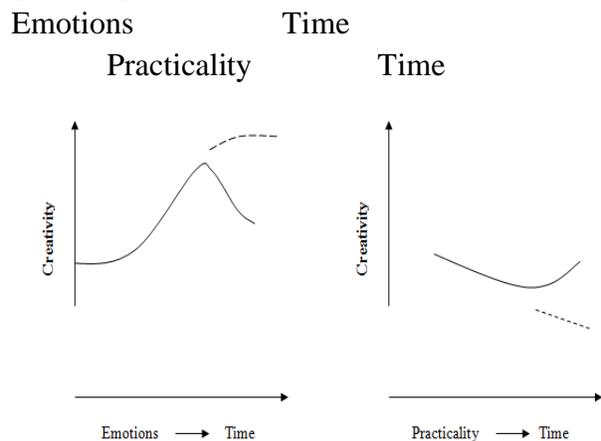


Figure 2. Creativity, emotions and practicality

Practicality and creativity: The graph falls down with the improvement in the Time and Emotions. After a point it starts improving as time improves the creativity. Such creativity is the learned one and not inherent. If he/she fails to learn then the graph may fall further. This learning may come through various programs, workshops, and other incentive patterns which will boost his/her entrepreneurial abilities.

C. Satisfaction and Efficiency:
 In this study, as mentioned earlier, we are concentrating on the motivational need of employees. Satisfaction from the results we get of the decisions made by us is another motivational factor. To describe this point let us look at the following example.

If an employee need to make investment decision, following questions are required to be answered.

- (i) How much maximum amount he/she is willing to invest to earn a specific amount of profit?
- (ii) What actual amount he/she has to invest to earn an expected profit?

If earlier is greater than later, the satisfaction level is high and vis-à-vis. This can be elaborated as under.

A person is willing to invest Rs.100 to earn a profit of Rs.50. Actual Investment is Rs.100. Actual Profit is Rs.50.

This time satisfaction level is equal to one. This can be given with a formula.

$$Sei = (Ie/Ee) / (Ia/Ea) \dots\dots\dots(1)$$

$$Sei = (Ie/Ee) \times (Ea/Ia) \dots\dots\dots(2)$$

$$= (100/50) \times (50/100)$$

$$= 1$$

Here,
 Sei : Satisfaction Level in relation to earnings and investment
 Ie : Willingness to invest
 Ee : Expected Earnings
 Ia : Actual Investment
 Ea : Actual Earnings
 If Actual Investment is Rs.120. Actual Profit is Rs.50 then his satisfaction level will reduce.

$$Sei = (Ie/Ee) \times (Ea/Ia)$$

$$= (100/50) \times (50/120)$$

$$= 0.83$$

Hence, satisfaction level will increase in either of the following situations.

- Increase in Ie
- Increase in Ea
- Decrease in Ee
- Decrease in Ia
- And decrease in either of the following situations.

- Increase in Ee
- Increase in Ia
- Decrease in Ie
- Decrease in Ea

Satisfaction has functional relation with the efficiency and ultimately with growth. i.e. High satisfaction – High efficiency – more chances of growth or vis-à-vis. If employee is provided with ample scope for decision making with secured (job safety in case of wrong decision) atmosphere, then his satisfaction and motivation level will increase with time and learning. The only important assumption need to be considered in this case is absence of unsecured environment.

D. Birth place, Work Place and Efficiency:
 Efficiency of a human being is also dependent on place (Latitude, Longitudes) of his birth as well as where he works. Researcher has

worked in different parts of India. One interesting thing the researcher found that thinking of people changes with the place they belong to. Researcher studied India in three parts – North, Middle and South. People in a particular part have similar opinions about their own growth but that differs with another part. Let us look in the following findings.

North Zone : It Includes North part of India above the Middle Zone. People from this zone are very much practical. They can go anywhere, wherever they see their growth. They give more weightage to the financial aspects rather than emotional.

Middle Zone : It includes states located in middle India i.e. Maharashtra, Chhattisgarh, Orissa, Some part of Andhra Pradesh and Madhya Pradesh. People from these states are moreover emotional. They like to work nearby their hometown. They think about emotional satisfaction rather than financial satisfaction.

South Zone : It Includes South part of India below the Middle Zone. People from this zone are very much practical and full of talent. They are very flexible as far as work is concern. They can go anywhere, wherever they see their growth. They give more weightage to the financial aspects rather than emotional.

Only exception is the people living in the hilly area, irrespective to any of the Zones they belong to, are moreover emotional.

Due to the opportunity and personal growth aspect most of us work away from the hometown. Here, researcher feel, the satisfaction level of a human being is dependent on the distance of his work place from his hometown. In some situations people hesitate to work in the home town due to some reasons i.e. may be he/she belong to well-known

family and he has to start with a low profile job etc. In such situation they are more comfortable while away from their hometown. Whereas, in some situations people are willing to stick their home-town. They feel happy and satisfied though the financial or growth factor is less. Conclusive part is that the distance from home town result in the increasing practicality and ultimately work-efficiency.

If we correlate the above discussion with the mentality of the people from the different Zones mentioned earlier, we will get the reasons of how people from different zones behave in certain situations.

From the above discussion it is clear that,
Efficiency or growth = f (Distance from hometown)

Hence this function stands good up to certain point. Further to that point, efficiency will start dropping due to the emotional attachment towards the family members and hometown. This Drop point differs as per the place/zone that person belongs to. This is expressed in the figure 3. At and after the Drop point people are not able to take decisions properly. Hence it results in the reducing efficiency of a person as well as his growth. This reduction, from the economic point of view, result in reduction in the economic growth. This Drop point will surely be there, even at early stage, for the person belongs to middle zone. But for the person belonging to the north and south zone it will be at far later stage, even for few of them this point may not exist. This does not mean that the people from north and south have no emotions. They do have it but they prefer to be practical rather than emotional.

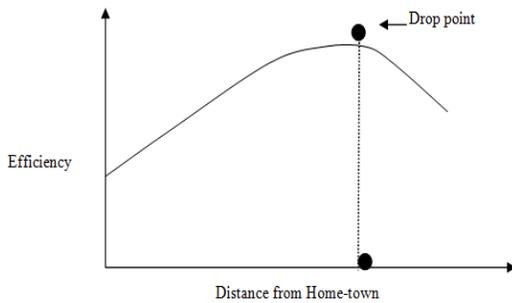


Figure 3. Relation between distance and efficiency

Figure 3. Relation between distance and efficiency

This can be proved if we will look for the top authorities of most of the organizations and the place they belong too. We can find presence of North Indians as well as South Indians in all part of India as well as all over the globe. People from Middle India are very hard to find.

Here, the satisfaction can be measured with the help of the proportionate change in efficiency to the proportionate change in the distance.

$$Sdp = \text{Change in efficiency} / \text{Change in distance} \dots\dots\dots (3)$$

If there is increase in the efficiency by 5 percent due to the increase in the distance from home town by 100 km. then $5/100 = 0.05$. This is the addition in the existing level of satisfaction (equation 2).

Let us club all equations together to get exact amount of benefits we can provide to the employees so that they can reach to the maximum level of satisfaction in the given resources.

The researcher has framed few equations, for the said purpose, are as below:

$$\text{Minimum Appraisal Amount} = [\text{Current Pay} * \{(Sei+Sdp)*Ez\} \%] \dots\dots\dots (4)$$

$$\text{Monetary/variable reward} = AA * Mz \dots\dots\dots$$

(5)

$$\text{Non-monetary reward} = AA * NMz \dots\dots\dots$$

(6)

The table below is a summary of the entire discussion that researcher has made throughout this paper.

(1) Sei	< 1	=1	> 1
	0.83	1	1.25
(2) Sdp	< 0	= 0	> 0
	- 0.05	0	+ 0.05

		Reward Proportion in 100%	
		Monetary	Non-monetary
Inherent nature based on Moon sign	Efficiency rank as per zodiac (3) Ez	(4) Mz (Ez/120)*100	Non-monetary NMz (5) 100 - Mz
<i>Refer Table 1</i>	<i>Points</i>	<i>% (approx.)</i>	<i>% (approx.)</i>
10 = Less important 120 = Highly important	10	8	92
	20	17	83
	30	25	75
	40	33	67

	50	42	58
	60	50	50
	70	58	42
	80	67	33
	90	75	25
	100	83	17
	110	92	8
	120	100	0

Note: 'Ez' may be different for the industries with different kind of product. For few companies zodiac with conservative approach is important whereas for few aggressive. Hence, the rank should get increased with the importance.

Let us see an example for this.

An employee is getting payment of Rs.10000.

$$Sei = 1.25$$

$$Sdp = + 0.05$$

$$Ez = 10$$

Then, what should be the minimum appraisal amount he/she should get? What should be the proportion of monetary and non-monetary rewards in the total appraisal amount?

Putting these figures in the equation will give following result.

$$\text{Minimum Appraisal Amount} = [\text{Current Pay} * \{(Sei+Sdp)*Ez\} \%]$$

$$= [10000 * \{(1.25+0.05)*10\} \%]$$

$$= 10000*13\%$$

$$= \text{Rs.1300}$$

$$\text{Monetary/variable reward} = AA * Mz$$

$$= 1300 * 8\%$$

$$= \text{Rs.104}$$

$$\text{Non-monetary reward} = AA * NMz$$

$$= 1300 * 92\%$$

$$= \text{Rs.1196}$$

We can decide on any combination by using this equation. The only thing researcher would like to add/subtract, in the above equation, is the economic conditions i.e. inflation/recession rate, cost of living etc. Researcher feels that it should range between 3 to 6 percent.

Conclusion:

1. The time to apply appraisal measures and the appraisal measures itself should be flexible to keep employee motivation intact.
2. Company should adopt appraisal measures based on inherent nature of a person which can be grouped in 2 to 3 groups. i.e. practical, static, and emotional.
3. Company need to consider the time and learning factor based on the group he/she belongs to and the type of industry i.e. Artistic and other than Artistic.
4. Once these measures are decided, Company need to apply those measures on correct time i.e. when satisfaction level start dropping below 1.
5. Even the same measures can be adopted at the time of recruitment so that time factor can be utilized effectively. E.g. the system employee with emotional behavior can take less time to suit for the industries which has artistic products like furniture, statues, advertisement etc. Whereas the same will require more time to suit for other industries.

Researcher knows this study needs more inputs and practical touch, and is working on the same.

In this paper, researcher tried to find out the behavioral elements and their impact on

motivation. Hence, the questions need to be focused on are:

1. How to measure efficiency?
2. What and how much impact does the birth place have, considering Latitude and Longitude, on the human behavior?

This paper is totally based on my observations and informal interviews with different

authorities in different organizations during past ten years.

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