



International Conference

On

**“Current Issues on Business Management, Education,
Research and Social Psychology” (CIBMERSP-2021)**

August 1st & 2nd

Organized by

SHODH SANKALP EDUCATION AND RESEARCH

Dhanbad, Jharkhand, India 828402

In association with

Department of Management Studies

&

University Department of Economics

BBM Koyalanchal University

Dhanbad Jharkhand India

"Current Issues on Business Management, Education, Research and Social Psychology."

(CIBMERSP 2021)"

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ISBN



Shodh Sankalp Education and Research

Dhanbad, Jharkhand, India Pin 828402

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Message



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We feel pride that ***Shodh Sankalp Education and Research, Dhanbad Jharkhand***, is organizing 1st International Conference on “***Current Issues in Business Management, Education, Research and Social Psychology***” (***CIBMERSP-2021***) in virtual mode. This Conference will be a mile stone in throwing light on research in the field of Humanities, Social Science and Business Management in this crucial situation.

We welcome all the dignitaries and participants who are coming virtually from different Institution and Industries from different states of India and other countries. Aim of this conference is to bridge the gap between academicians and industry professionals through research paper presentations and keynote addresses by the experts on conference theme.

We would like to thanks to all members who have supported to conduct this International conference smoothly and effectively.

We also thank to all the dignitaries, delegates and participants for their valuable contributions to make this conference successful.

All the best.

Dr Satyanarayan Pandey

Dr. Bikrant Kesari

Dr. Sunil Atulkar

About Shodh Sankalp Education and Research

Shodh Sankalp is made up of two words ***Shodh*** meaning research and ***Sankalp*** resolution, a strong determination. Shodh Sankalp Education and Research is an organization working for the promotion of research in multidisciplinary field through the publication of journal and conducting webinar, national and international conferences. It is providing a leading forum for sharing original research contributions and practical developments in the field of Management, Science, Social science and Technology to contribute for academic advancements. In 2021, Shodh Sankalp has organized two conferences RDISSR & an International Conference CIIBMESP. SSER is also publishing two Journals ***Shodh Sankalp Journal*** and "***Shodh Sankalp Samiksha***" a multidisciplinary, peer reviewed, international journal indexed and abstracted in many reputed organizations.

We also conducting and assisting in research projects, publishing reports and promoting research through journal and publication of book. Recently we have called a chapter for book edited entitled "*Sustainable Development: Opportunities and Challenges*".

Shodh Sankalp is a common platform of brilliant and innovative brains dedicated to developing a scientific research environment and contributing to the betterment of society. We thank all contributors and participants who have given their valuable time to make this online International conference successful. All of us who work in the world of research share responsibility for creating a new positive environment where science and research can flourish; no one can do it alone. We have to be prepared to embrace change and come together to fulfill this great objective.

Again thanks to all.



Dr. Satyanarayan Pandey
Founder & Chairman,
Shodh Sankalp Education and Research

About CIBMERSP 2021

Conference Overviews

Faculty of Management and Social Science, under the aegis of Shodh Sankalp Education and Research, Dhanbad, Jharkhand, India, in association with Department of Management Studies and University Department of Economics BBM Koyalanchal University, Dhanbad has organized 1st International Conference on “***Current Issues on Business Management, Education, Research and Social Psychology***” from 1st to 2nd July 2021.

The aim of this conference is to provide a world-class platform to present and discuss all the updated research studies related to Humanities, Social Science, Science and Business Management in this crucial situation. The conference has been designed with the specific intention of serving as a collaborative forum for interactive presentation and dialogue on rising trends.

About the theme

This International conference focused on multidisciplinary experimentation and learning produced several new approaches and practices in various management and humanities streams, applied sciences, technology and in general. Here we incorporated numerous aspects of global technological for knowledge empowerment. This International conference offered an opportunity to exchange new ideas and application experiences through online mode, to establish business or research relations and to find universal associates for future teamwork. We hope the conference results will establish a significant input to the current knowledge in these up to date organized fields.

This conference has provided a platform to the researchers and practitioners from both academia as well as industry to meet the share cutting-edge development in the thematic area areas.

SPEAKER CIBMERSP 2021

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***Prof. Dr. Anjani Srivastava**
Honourable Vice Chancellor Sir
BBMK University
Dhanbad, Jharkhand India.*



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Professor & Assistant Dean-Research,
School of Business University of Petroleum and Energy Studies,
UPES Dehradun, Uttarakhand, India*



***Dr. Amit Banerji**
Professor, former Head,
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Dr. Ranjan Srivastava
Head, Department of Economics
& Dean Social Sciences,
BBMKU, Dhanbad



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Department of Life Sciences, Chalmers University of
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Trends in International Labour Force Migration

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Abstract

The paper examines the international migration trend in the world economy. Study results reveal the United States of America has the largest number of international migrants, which is equivalent to close to 19 percent of the total worldwide. Germany and Saudi Arabia have the second and third largest numbers, respectively, followed by the Russian Federation and the United Kingdom. In addition, the study found that the number of international migrants worldwide increased from 153 million to nearly 272 million between 1990 and 2019. Study findings show that one-third of all international migrants originated from only ten nations. India accounted for the largest contingent of international migrants, followed by Mexico, China, the Russian Federation, and Syria. The percentage of women and girls in the global population of international migrants dropped slightly, from 49.3 percent in 2000 to 47.9% in 2019. North America and Europe have the highest proportion of female migrants, while sub-Saharan Africa, Northern Africa, and Western Asia have the lowest proportion.

Keywords: migration, labour force, female migrants, international migrants

Pandemics and Income Inequality: A Cross Country Analysis

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Abstract

The present paper explores how five major pandemics of the past namely SARS in 2003, H1N1 in 2009, MERS in 2012, Ebola in 2014, and Zika in 2016 impacted the inequality in the distribution of income across high income, upper-middle-income and lower-middle-income group of countries. We have used panel data of seventy countries for the period 1995 to 2017. These set of countries are further classified across income groups based on the World Bank Atlas Method of classification. The Generalized Least Square Estimation shows that the pandemics have a statistically significant positive impact upon income inequality particularly for the high-income groups and for the entire set of

seventy countries. However, the impact of the pandemics is negative upon the upper-middle-income group of countries, the results are statistically significant.

Key Words: pandemics, COVID-19, dummy, Generalized Least Square, income inequality

A study of Inter-state Migration in India with special reference to Covid-19

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Abstract

The objectives of the paper are to analyse the pattern of interstate migration in India. The paper also focusses on reverse migration during Covid-19 and their management in Odisha. The study is based on census data of 2001, 2011, Data of Ministry of labour and Macro economic data of Reserve Bank of India. India had 45.6 crore migrants in 2011 (38% of the population) compared to 31.5 crore migrants in 2001 (31% of the population). As of 2011, Uttar Pradesh and Bihar were the largest source of inter-state migrants while Maharashtra and Delhi were the largest receiver states.

Around 83 lakh residents of Uttar Pradesh and 63 lakh residents of Bihar had moved either temporarily or permanently to other states. Majority (70%) of intra-state migration was due to reasons of marriage and family with variation between male and female migrants. While 83% of females moved for marriage and family, the corresponding figure for males was 39%. Overall, 8% of people moved within a state for work (21% of male migrants and 2% of female migrants). During Corona pandemic, more than 20 lakhs workers had reverse migration out of which 8.53 lakhs only return from three states mainly Gujarat, Tamilnadu and Kerala. The Government of Odisha faced many challenges to manage this reverse migrant workers to provide employment and income to them. Since the rural economy of the state could not gainfully engaged, this huge returnee workforce either in MGNREGA or agriculture, more than 80% return back to their workplace.

Key Words- COVID-19, Impact, Job, Migration, Unemployment, Work

JEL Code- J61, J81, R23,

Law and Human Rights

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Abstract

The overarching ambit of law today encompasses not only the custodian of protecting the fundamental rights of individuals but also the right to live with dignity. This dignity comes not only from ascribed rights that an individual is entitled to, but also with a right to fair survival. The current pandemic has shown not only how a microscopic virus can drive people out of employment and how environment is a supremely important factor to our survival. While health is both a duty and a right so is the Environment. Social Justice is not simply an aim of the legal system, but also a framework and fabric on which civilization is sustained. In this sense, human rights, or rather fundamental rights include more than the rights at the personal level, to even extend to those that come with a greater application. Chiefly this resides with the environment where a person is expected to live- not simply a place but a habitable safe and secure place, and with it comes the obligation to keep it protected and preserve it too. Hence the growing environmental and health concerns are equally significant domains covered under human rights. Researchers have attempted to bring a nexus between the rights and the situations that monitor rights through this paper.

Key Words: Human rights, social justice, health, environment

A Review on Law Pertaining Protection and Conservation of the Environment and Sustainable Use of Natural Resources

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Abstract

Environment plays a vital role in the over-all well-being of human existence and their development. Protection and conservation of environment is the need of the hour. The need is also to ensure the sustainable utilization of the existing natural resources. The fact is also being strongly reflected in the constitutional framework of India as well as in India's international commitments. Under Part IVA of constitution (Article 48A- Directive Principles of State Policies) stipulates that the State shall try to improve and protect the environment and safeguard forests and wildlife of the country. Furthermore, Part IVA of the Constitution also (Article 51A- Fundamental Duties), casts a duty on every citizen to improve and protect the nature and have compassion for all living beings. Since the 1970s, a number of environment legislations have been put forward. The apex administrative body in India i.e Ministry of Environment and Forest was established in year 1985. Today MoEF is responsible for regulating and ensuring environmental protection and lays down the legal and regulatory framework for the same. The present manuscript is an effort to review the Law pertaining protection and conservation of the environment and their sustainable utilization in India with special emphasis on State of Jharkhand.

Key words: Environment, constitution, framework

A study on development of India in the co-existence of populism and liberalization of the period- 1990-2020

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Abstract

India is a post-colonial democratic country. Its ideal is ideal of welfare state, as a major part of the people is marginal. Therefore, here much of modern politics is conditioned by the functions and activities of modern governmental system which have now become part of the expected functions of the government. These expectations and activities produce certain relations between the government and the population. As a result, the popular politics grows upon and is shaped by those relations. It is not a new phenomenon across the globe. On the other hand, all countries irrespective of developed, developing or under-developed are in the grip of liberalization, privatization and globalization (LPG). India is also not the exception to that phenomenon, although it is, in real sense, contrary to the populism. The wheel of liberalization has also been

running in the world-largest democracy like India since 1991. But side by side, a lot of popular policies for welfare of the population has been taken by the government during the period from 1990 to 2020.

In this perspective, my paper entitled “A study on development of India in the co-existence of populism and liberalization of the period- 1990-2020” is to highlight –

- i) Why it is important to study;
- ii) The relation between populism and development in terms of human development index (HDI);
- iii) The role of increasing voter participation;
- iv) The co-existence of populism and liberalization in human development of India.

In this study, only secondary data and information have been used and some simple mathematical and statistical tools have been used to make the analysis of the study fruitful.

Keywords: Welfare State, Populism, Liberalization, Human Development, Post-colonial Democratic Country.

Biodiesel: Prospects and Opportunity for Sustainable Energy in Jharkhand

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Abstract

India's aspiration for economic growth has consequences for energy growth and CO₂ emissions. The demand scenario of energy based upon the fossil fuel and the developing nation like India completely rely upon the import of the fuel. The need for energy has to be reduced by a drive for energy efficiency and renewable energy Though India's CO₂ emissions are unlikely to grow very much due to energy scarcity and energy mix the article examines the potential to reduce CO₂ emissions and the associated costs involved in various options. This paper examines the prospects of biofuel contribution in the energy requirement in India. It also explains the opportunities available for biodiesel as a source of green energy in Jharkhand. It will help to expand the market of renewable energy.

Keyword: Green energy, Biodiesel, opportunity, Energy efficiency, sustainable development

Role of Self Help Groups in Socio- Economic Empowerment of Rural Women

Munni Kumari

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Abstract

The role of women in building a strong nation is quite pivotal. A nation is made strong by strong citizens. Empowering the women through SHG it is the best and wisest way a nation can empower itself. Unemployment and poverty are the big problems of our country and the rate of women development in India is very low. This is because of the low development rate of new and productive employment. Self Help groups are the more effective scheme with less effort. It is an effective tool to remove poverty and improve women Entrepreneurship and financial support in India. SHG helps women to face and overcome the challenges of life. It also gives the opportunity to handle money and decide how to spend it. This process enables women to transfer their choice into desired changing patterns of spending and saving which result in the emergence of economic, political, social and psychological empowerment. Self Help Groups can play an important role in the uplifting of the entire country by empowering women. The paper analyzing the impact of Self help group on socioeconomic empowerment of rural women.

Keyword: Women empowerment, self help group, rural development, socioeconomic empowerment

Gender Bias at Workplace: A Study from Working Women's prospects

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Abstract

The constitution of India grants men and women equal rights gender disparities remain. The gender based violence and harassment including sexual harassment is unacceptable. Convention provides a clear framework and practical action since it was shared by world of work institutions. Rectification and implementation of the violence and harassment convention should be at the top of agenda of every country. Research shows gender discrimination mostly in favor of men in many claims including the

workplace. As we all know that discrimination affect many aspects in the lives of women from career development and progress to mental health disorders. Globally women make up just 22 % of ministerial and parliamentary roles. Detect crop just 15% of all board seats and 76% of people globally tend to think of men as better suited for career and women better suited as homemakers. Instead of waiting, company should start taking actions as they can play a vital role in eliminating gender bias at the workplace. Mostly 5 issues fueling gender inequality at the workplace and those are an equal pay, sexual harassment, racism, women are promoted less often than men, fear of asking to be paid what you're worth. Paper analyzing the factors influencing the gender discrimination in workplace.

Keyword: Gender discrimination, gender bias, equality, work culture, racism

Relationship between Personality and Conflict Resolution style- An insight

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Abstract

The world is changing and changing rapidly. In this world of change, organizations are no more stable and settled. Organizations may face a lot of threats both external and internal. One such internal challenge which needs immediate attention in order to survive is conflict. From an unhappy customer to dissatisfied worker, organization may face the challenge of conflict from any direction. Organizations have started moving from dysfunction conflicts to functional hence harnessing the positive effects of it. As each individual is different, their reaction to conflict also varies. In the same conflicting situation different people use different conflict resolution styles. Is there a relationship between conflict resolution style and personality? Earlier researches have established the existence of relationship between personality and conflict resolution style. This study is undertaken to advance the knowledge of the way conflict resolution styles differ with personality. This paper is aimed to study the previous researches and to understand the ideas and knowledge established already on the topic and to bring a consolidated review on the relationship between multidimensional personality constructs and preferred conflict resolution style. Findings suggest that there exists relationship between personality and the conflict resolution but a comprehensive study to find the relationship between all the traits of personality and all the styles of conflict resolution has not been undertaken. Also, industry specific study in Indian context has

not been undertaken. Implications of the study for future researchers as well as suggestions are discussed in the paper.

Keywords: Personality, conflict, conflict resolution, conflict resolution style, personality type.

The Social and Psychological Trauma of Working Women and Home-Makers in Families of Kolkata, During Pandemic: An Epistemological Study:

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Abstract

Anxiety, mood swings and further depressions are still some diseases, which we shy away to discuss with anyone else. And if a woman, or more precisely if a home maker is facing it, then a very small section of the family as well as the society bothers to it. Unlike physical illness, Mental trauma is comparatively unseeable, even a normal looking person can be a victim of it. She may be doing the household chores all fine, laughing, smiling, still a part of her can be broken up in every seconds. In the normal circumstances, such situations can still be dealt with. But since March 2020, the whole nation was facing abnormal circumstances due to pandemic and subsequent lockdown. Kolkata, otherwise, known as the City of Joy, was no such exception. The curse of lockdown did not end with the yesteryear, the subsequent second wave and further lockdown in 2021 is promoting the culture of Work From Home (WFH) more. The rise of the WFH culture, has given birth to the rise of physical and sexual abuse against women in the city. And also, more concern about physical health, shifted the focus from mental health issues. Therefore, women had to deal with the pressures coming from multiple levels of ecologies, be it family ecology, be it employee- employer relationship and also changes in physical and sexual relationships.

In this circumstance, the aims and objectives of the paper will be to study the level of increment of mental trauma of women in a metro city, like Kolkata during the second wave of the pandemic. The researcher has chosen the method of primary data collection, through online survey. The dependent variables of the study are, mental stress, physical abuse, sexual abuse. And the independent variables are, lockdown situation, WFH culture, extreme pressure from employer to the employees.

Keywords: *Pandemic, homemakers, working women, psychological, depression*

"Transaction Identification Number (TIN): A Socio Economic Model for Individual Identification of the Beneficiary Needs."

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Abstract

In India with 130 Crore people, the entropy of the financial system has grown in an exponential rate, which is by far good for a developing economy, but it comes with some challenges though, one major challenge is to keep the developing reforms-based system free from overheads which feeds on the system but are ineligible for the benefits and if not addressed in time will cause the collapse of life supporting system. The study analyzing the challenges and issues of the existing system and proposing a robust mechanism of transaction Identification number to identify actual beneficiary for various schemes running under Central Government and State Government banner. The outcome of the study will help governmental agencies to formulation of strategies to identify the actual beneficiaries and the people in need of help.

Keyword: Socio economic model, Transaction Identification Number (TIN), beneficiaries identification, government program.

Impact of lockdown on environment in India

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Abstract

This paper has had a good impact on the environment as a result of the lockdown caused by India's Covid-19 which analyzes the issue of climate change. In human civilization, the origin of trees, the origin of crops, food, settlements and clothing are being developed in different parts of the world centered on the climate. Lockdowns in India and around the world have reduced the amount of pollutants in the air because the environment has improved due to the closure of vehicles, trains, factory chemicals, dust, etc., which are sources of harmful gases that affect the environment. Air pollution affects both fauna and flora. The main harmful gases in air pollution are the source of

P.M 5, P.M 10, sulfur dioxide (SO₂), and the source of carbon monoxide pollution (CO). The main gas that causes various diseases in the human body is NO₂. This gas causes cough, asthma, respiratory problems, eye problems, increasing the amount of diseases in the body and experts think that this gas is very harmful in the case of covid-19 disease. Some countries, such as the European Space Agency, have tested satellites and pollutants to see if the lockdown has improved air quality. Satellite imagery from the European space agency Copernicus Sentinel 5P has been used to measure NO₂ gas in Delhi, Mumbai and surrounding areas in India in March 2020. Climate change is a natural phenomenon but plays a major role Humans therefore all humanity Must fight together to save the earth from pollution.

Key words: Covid-19, lockdown, climate change, air quality

The Impact of COVID19 on Mobile and Data user – An Empirical Study

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Prof. Abhishek Jain

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Abstract

The present pandemic situation has favorable impact on Indian telecom business. Domestically, the impact of the corona virus pandemic COVID-19 could lead on to increase in domestic demand of data users. Everyone during pandemic time was using work from home platform where he was using more data and voice services. Operators issued a slew of new offers for all of these people, including increased data and voice packages. The focus of this study was on these operators' services and how they influenced mobile users' purchasing decisions.

We conducted an overall situational analysis at this time, as well as a review of changes in test and customer preferences in the purchase and use of Data and Voice service packages. This research could help operators find new ways to engage their existing subscribers. This research could help operators find new ways to engage their existing subscribers. Consumers will also be inspired to create their own service packages in the future. On the other hand, it will aid in the expansion of the telecom sector, which is an important element of our economic development and also provides customers with a way of life.

Keywords: Covid19, Pandemic, Subscribers, Telecom, Data, Voice .

Trend and Composition of Foreign Trade in Pre and Post liberalization Period

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Abstract

The objective of the present study is to analyze the trend and composition of foreign trade of pre and post liberalization period and also to analyze the impact of foreign trade on GDP in India. The study is based on secondary data collected from RBI database, Asian Development Bank (ADB) database and Ministry of trade and commerce database. Statistical tools like t-test, correlation and regression analysis, line graph are used for analysis. Foreign trade makes a significant contribution to the economy growth of a country. The policy regime in India with regard to liberalization of the external sector has brought tremendous changes in India's foreign trade. The foreign trade of a country consists of the inward and outward movement of goods and services, which results in outflow and inflow of foreign exchange from one country to another country. No country in the world possesses the adequate facilities for economical production of all the goods and services that are consumed by its people. Foreign Trade is very crucial for a country's economic development as it has made an increasingly significant contribution to economic growth and substantially to the economic welfare of the people.

Key words: Export, Foreign Trade, GDP Import. Liberalization

Role of Subjectivity in Preparation of Sampling Frames for Data Collection

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Abstract

Collection of data from the field on various socio-economic aspects is consist of several stages. Stratification of the population into required numbers of stratum (if it is heterogeneous) and the selection of sample units from each stratum on the basis of various random sampling method are precondition for scientific collection of data from a particular sample unit and therefore preparation of a scientific Sampling Frame which is the basis of selection of required number of sample units is of utmost importance. The

established scientific procedure needs to be followed strictly while preparing the Sampling Frame and any subjectivity may enhance the sampling error to a great extent. An attempt has been made in this study to highlight the issues relating to the preparation of sampling frame in a Multistage Stratified Socio-Economic Survey and the role of subjectivity thereof.

Key word : Sampling, subjectivity, data collection, socioeconomic

Nationwide Lockdown and Rivers water quality in India.

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Abstract

Human existence ground to a halt as numerous nations executed lockdown due to the novel Covid sickness pandemic(COVID-19) which hit the world seriously in the principal quarter of 2020. A wide range of business and home grown development ground to a halt, maybe without precedent for history. This closure without a doubt had a beneficial outcome on climate. Decrease in financial exercises and further development water quality across the waterway, water climate as a result of diminishing in progression of poisons in rivers likewise is by all accounts capable for these outcomes. The current investigation is an endeavour to measurably dissect the boundaries of four significant rivers The Ganga, The Brahmaputra, The Cauvery, The Yamuna at various site areas, information prior and then afterward lockdown was analyzed and results were rousing as practically all rivers showed an improvement in water quality boundary previously then after the fact lockdown.

Keywords: - Lockdown, COVID-19, Climate, Development.

Family Planning Programme and Media Advocacy – A Selected Case Study

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Abstract

India is one of the major contributors to the world's population and constitutes of the larger part of the South Asian population specifically. It can be said that the population of India is a growing concern for the Indian society and its economy as well as for its development. On the other hand, the media is considered to be the fourth pillar of democracy. Hence, the paper will try to identify the role of media in promoting family planning programmes (FPP) as a part of public health in India. In this regard secondary data from National Family Health Survey - NFHS4 are going to be collected in order to identify the factors that may influence the family planning behaviour. Media advocacy helps us to design how to use communication and journalism to endorse media support for public health policies like FPP development and awareness. So, media advocacy on FPP ultimately uses social causes and may affect the public agenda. This research will focus on the ways in which media, especially television being one of the popular medium; can act as a catalyst to the promotion of family planning in comparison to other media in India. The data analysis will be done using SPSS where the outputs derived with the help of Cross Tabulation and Chi-square will help to meet the research objectives.

Keywords: Family Planning Programme, NHFS- 4, Media advocacy, National Family Planning Survey, role of television, role of media for family planning

Role of GST in Economic Development

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Abstract

The Goods and Services Tax (GST) is the biggest reform in India's indirect tax structure. GST would be applicable on the supply of goods or services as against the previous concept of tax on the manufacture and sale of goods or provision of services. It is a destination based consumption tax. GST would apply to all goods other than exempted goods i.e. alcoholic liquor for human consumption and specified petroleum products. It would apply to all services barring a few to be specified. The impact of GST would be a major game changer for the economy for accelerating the economic

growth and generating more and more employment. GST helps the economy to grow in more efficient manner by ameliorating the tax accumulation as it abolishes all the tax barriers among states and integrate country via single tax rate i.e.”One tax ,one nation”. It benefits the Indian economy in many ways e.g. reducing the price for domestic necessities, uniform tax rate, reduce multiple taxes etc .GST will affect many sectors in positive or negative manner. After GST implementation some products price have been reduced like branded goods, hotels, personal hair products, soap etc. some products price have been increased like mobile bills, aerated drinks, internet, air tickets. This paper focuses on the benefits, challenges and roll of GST on Indian economic development.

Keywords: GST; Gross GST revenue; Tax barriers; Economic development.

Economic Development of Women through Self Help Groups In Ranchi District, Jharkhand

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Abstract

Poverty and unemployment are the major problems of any under developed countries, to which India is no exception. The rate of growth of women employment in India is very low. This is because of the low growth rate of new and productive employment. The more attractive scheme with less effort is “Self Help Group” (SHG). SHG is a tool to remove poverty and improve the women entrepreneurship and financial support in India. A Self Help Group is a small economically homogeneous affinity group of the rural poor voluntarily coming together to save a small amount regularly, which is deposited in a common fund to meet members emergency needs and to provide collateral free loans decided by the group. Self Help Groups enhance the equality of status of women as participants, decision-makers and beneficiaries in the democratic, economic, social and cultural spheres of life.

The present paper is mainly focusing on the Self Help Group formation, women entrepreneurship and economic empowerment of women after them joining Self Help Groups. The study is based in Ranchi district of Jharkhand state in India. The reasons

behind choosing Ranchi among the 24 districts in the Jharkhand state is that being the state capital, Ranchi has a relatively greater number of women SHGs as compared to other districts. For collection of primary data a sample of 180 women members of SHGs was selected from the study area. Quantitative information on the indicators of economic development has been collected and they have been analyzed to compute the economic development.

Jharkhand State Livelihood Promotion Society (JSLPS) was formed as an autonomous society in the year 2009 within the Rural Development Department, Government of Jharkhand. It aims to creating a socio-economically developed Jharkhand through inclusive growth strategies for empowering the underprivileged members of the vulnerable communities/groups through social mobilization, financial inclusion, livelihood promotion and skill development. JSPLS has established its presence in all the 253 blocks covering 4368 Gram Panchayats and 24700 villages. There are now 223,285 SHGS and 2,791,063 households which have been mobilized to join the SHGs.

Key Words: Economic Development, Micro Finance, Self Help Groups, Women Empowerment, JSLPS.

Status of Women Entrepreneurs in Micro, Small and Medium Enterprise: A Comparative Study

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Abstract

In our patriarchal Society women's aspiration is taking a way towards business. They are working with at most dedication by managing both the duty of household and work place. In India the Micro, Small and Medium Enterprise has a significant role in overall development of Indian Economy. Women Entrepreneurs are also taking a great contribution in MSME sector. Secondary data will be used for the descriptive analysis for this comparative study. This paper will highlight the gender biasness prevailing in business which is a factor to constraint women in taking active part in business. The current study is based on the Status of women entrepreneurs in comparative perspective. This paper is targeted to know whether the women Entrepreneurs in MSME sector are at their best position or the Male entrepreneurs are dominating on them. This paper also focuses on the factors affecting the entrepreneurial abilities of

women entrepreneurs like; marketing strategies, problem solving ability, decision making ability, team work, leadership etc.

Key words: Women Entrepreneurs, MSME, entrepreneurial abilities, gender biasness

Digitalization of Indian Pharmaceutical Industry

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Abstract:

The Indian pharmaceutical industry is one of the leading players of the pharmaceuticals across the world. The present research paper revolves around the concept of digitalization of the Indian pharmaceutical sector and its effectiveness. "Digitalization" became an essential part of our daily routine. In the world, all the sectors were going to adapt to digitalization rapidly. The COVID-19 is distracting the pharmaceutical industry, causing drug shortages around the world and exposing the need for a more resilient global supply chain. Therefore, Indian pharmaceutical companies strongly felt the urgency of digitalization in the time of COVID-19 pandemic. The digitalization of the Indian pharmaceutical companies can change the way of business, for better consumer insights this allows them to be empowered when it comes to making decisions regarding their health and evaluating the cost of the medicines, products or services. This provides an opportunity for pharmaceutical companies to connect and engage with potential patients online. The trend of digital marketing has caught up with the \$17 billion Indian Pharmaceutical Industry. After the COVID-19 pandemic more and more pharmaceutical and healthcare companies are moving toward digitalization. The digitalization of pharmaceutical companies can increase the accuracy, proficiency, and quality of production and work efficiency of the personals¹. The global digitalization of marketing trends is also seeing apps and social media playing a bigger role in this industry. This paper examines the impact of growing digitalization on the Indian pharmaceutical industry. Digitalization holds dual benefits for the industry such as making information easily available and accessible online, anywhere anytime. Also, the growing interest of consumers in exploring digital technology has led the pharmaceutical businesses to successfully try newer things online. This digitalization phase has even seen many doctors starting to adopt digital technology in their daily practice. Even patients are looking for health-related information online. The study has been found that the digitalization of the pharmaceutical industry has a positive impact on both the pharma companies and the consumers. In fact, modern trends such as Instagram, YouTube, and daily motion, Twitter, and Facebook stories have also become

effective tools to influence people. The pharma companies should increase their focus on investing more in digital tools in their future strategies in order to keep up with the competition. Digital technology could help change the sector and make global pharma production stronger, more diverse, and more flexible.

Keywords: Indian pharmaceutical industry, digitalization, digital marketing, e-pharma, and social media.

Impact of Non-performing public Assets on the sector bank through KCCs – A study on performance of public sector bank in India

Suchitra

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Abstract

Economic activity is the body and the banking system plays the role of heart and soul in any business sector. Most of the economic transaction exist and depends on the public sector banks. Therefore, proper functioning and operations there should be an effective and efficient institution required which works properly for our economy and it is generally known as Banks. But the Public sector bank was also suffering from various types of irregularity and default that is Non – performing Assets in KCCs. These types of problem need a highlight in any type of Public sector bank. It reflects the Public sector Bank's performance after Nonperforming assets in KCCs. It needs to emphasize on the basic concept of financial economy. The role of NPA in KCC will be studied and analyzed in the light of Public sector banks, Commercial banks, Regional rural banks, Co-operative banks and over dues of the bank. Outcome of the study will help to further strategies formulation to handle the NPA issues of banking sectors.

Keyword: Banking, Non Performing Assets, KCC, Finance, Public sector banks

Deforestation: Impact, Issues and Challenges Associated with Government projects

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Abstract

Government and non government projects which associate with deforestation creates big chaos for the climate change. It has not only badly influence the environment but also have some socio economical consequences having long term impact on the society.

Central Government Act Article 51A (g) in the constitution of India 1949 (g) explain to protect and improve the natural environment including forests, lakes, rivers and wildlife, and to have compassion for living creatures; but many projects like clearing Buxwaha forest for diamond mining is the best example for how the degradation of natural resources are gradually influence the environment adversely. A detail analysis has been done by researcher regarding the feasibility of these projects on the insight of natural resource degradation, climate change and in turn socioeconomic and psychological impact .The study is based on the secondary sources of data. It will help concern agency to evaluate the projects and making further environment friendly strategies to approval and execution of these projects.

Keyword: Government projects, environment, deforestation, Climate change, socioeconomic impact

Online Shopping: Does It Challenges to Local Market"

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Abstract

Adoption of the innovative technology and the use of the internet has changed the consumer behavior Scenario. A paradigm shift towards online marketing has been observed. However still the local market has its opportunities, but online shopping has created challenges for the local market. Based on an extensive literature survey researcher has identified seven factors that influencing consumer behaviors towards the local market. These factors are analyzed by the different statistical methods using SEM technology by SPSS 20 and smart PLS2 on basis of data collected through the survey. The research is conducted to improve the condition of the local market. The outcome of the study will provide a strong base to further strategy formulation for the promotion of the local market. It will help the local market to deal with the challenges that arise due to the arrival of online shopping in the local market. The study will provide a base for research related to consumer behavior in changing marketing scenarios.

Keyword: Consumer behavior, local market, online shopping, Challenges, internet technology

Online Education Scope and Challenges during COVID 19"

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Abstract

COVID 19 has almost influenced every facet of life worldwide, epidemic outbreak and consequent lockdown to break chain of fast growing infection. It has badly influenced the education system on different segment. Online teaching or e- teaching has evolved as the alternative for the offline classes during the lock down. But this system of education has their challenges and opportunities. A detail study was conducted on factors influence adoption of online teaching method on education system in present scenario. Different factors are identified on the basis of intensive literature review to design the research frame work. Structural equating model (SEM) has been used to analyze the data collected through the primary survey. The study shows that financial problem, lack of resources, low level of awareness, technical problem and health issues are the key challenges of adoption of online classes. Outcome of the study will help to promote the online mode of education by formulating strategies and government policy to resolving the issues related to the e education. It will also provide the foundation for the further study related to different facets of e education.

Key word: COVID 19, online education, consumer behavior, Higher education

Internal branding: Exploring how to sell brands in the internal market?

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Abstract

Internal branding is vital component of internal marketing which improves organizational performance in the competitive era. Internal marketing creates employee orientation or internal customer orientation. This research paper focused on the internal branding as a solution to improve internal market which makes positive impact on the external market which leads to organizational success. This is a conceptual paper and data has been collected from various journals, books and online articles. In this globalization, liberalization and technological era, branding is the challenge facing by the organizations.

Internal branding provides employees with information about the company's products and services, as well as an understanding of its value, which benefits customers. Customers respond positively to a customer-focused service culture. Internal marketing is concerned with employees; hence it develops employee orientation. Employees are aware of both tangible and intangible features of products and services. that are providing to customer through internal branding. In this competitive era, attraction and retention is not the only way to success. For sustaining organization in this competitive world, it is necessary to create culture that fosters the best utilization of employee's talent. Internal market orientation helps the development of employee brand knowledge.

Keywords: Internal branding, internal marketing, internal market, internal market orientation, organizational performance

Consumer Perceived Risk Associated With Online Marketing

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Abstract

The growing potentials of rural market in developing countries have attracted the attention of marketing companies. With increasing use of internet and larger access to the mobile phones there is a change in the scenario of rural marketing. Rural consumers are now shifting towards the online shopping. However desired pace of online shopping adoption is not achieved due to certain risk factors associated with the purchase decision of online rural consumers. The study focuses in seven important consumer perceived risks factors ,Retrieved from the previous literature review by researcher which influence the online purchase decision among rural consumers. For obtaining the result, researcher has utilized structural equating model to analyze the

data of 345 consumers obtained from the survey. The result of the study shows that financial risks, convenience risk, functional risk, data privacy risk and performance risk significantly influence however social and psychological risk are insignificant in online purchase decision among rural consumers. The outcome of the study will help to improve the expansion of online marketing from saturated urban market to untapped rural consumers and designing the marketing strategies to the policy makers and marketers. It will provide a base to further studies in online rural marketing.

Key words: Rural marketing, online marketing, perceived risk, rural development

Corporate Social Responsibility of BCCL and it's impact on Education: A Case Study of Dhanbad District in Jharkhand

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Abstract

Education is a backbone of any society and it became a stepping stone to change human character for the better. Therefore it is essential to provide educational facilities to educate people which inturn beneficial for the society. Government of India has been taken several steps to improve education quality but government effort alone could not do enough. Everyone should give some contribution to improve quality of education. Like government, Indian Corporate sectors has been also playing very vital role to enhance education quality through their Corporate Social Responsibility. BCCL as a part of its CSR activities have given considerable emphasis on providing better educational facilities to the children of its employee's workers as well as those of local populace. The companies providing financial assistance infrastructural facilities to 11 schools running under agreement with BCCL and addition the company is also providing financial assistance to 83 private committee managed school functioning under the command area of BCCL. This paper explains different Initiatives which have been taken by the BCCL for betterment of education of the beneficiaries. The aim of the paper is to identify the CSR initiatives of BCCL that has a direct impact on educational field of the stakeholders as a beneficiaries and to classify which type of activities are involved to support education system for the beneficiaries. This study is exploratory followed by descriptive in nature. Various secondary sources have been used to support this theoretical conceptual research such as recent newspaper articles, available published literature, company reports and BCCL website. The study concludes that whether CSR activities in the field of education contributed by BCCL is appropriate or need much more contribution or efforts.

Keywords- Corporate Social Responsibility, Education Facilities, BCCL, Beneficiaries

Tribal Women of Jharkhand and Health Care: Challenges and Issues

Pankhuri, Dr Manasi Sinha

It is generally misunderstood that the tribal people relish ideal physical and psychological health as they reside inside the forest depending on the forest products that is considered best for health. But after encroachment of their forest land and urbanisation, intruding in their age old system of the tribal's, the poor are left with very few hopes. There are various norms set up by government for establishing health care facilities. Even the National Health Policy of 1983 clearly mentions the need for prioritising this group. Their health practices and superstitions also hamper their physical well being. Diseases like malaria, diarrhoea, hookworm etc. have vastly affected the tribal's of Jharkhand. They generally treat these diseases on their own depending a very less or no on modern health care system. The tribal women of Jharkhand are vastly affected by malnutrition because of their illiteracy and economic background. Lower body mass index is a common scenario. Almost 62.5% tribal women suffers from deficiency. 82% are anaemic leading to various reproductive health problems.

Only 26% tribal women of Jharkhand went to doctor during their pregnancy. NGO's role is also very limited in health care facilities. Women receiving post- natal care are also limited in number. As a matter of real concern only 7% tribal women went to doctors for child birth in Jharkhand. Family planning methods are also not prevalent in Jharkhand. Only 10% women we reportedly sterilised.

Key word : Tribal, Healthcare Mangement, Jharkhand, Challenges

Educative Purpose of Museums

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Abstract

A museum offers a unique opportunity to learn, preserve, interpret, and display objects of artistic, cultural, and scientific value. A museum offers us a glimpse into human history. By documenting and preserving artifacts, a culture can be recorded and remembered regardless of its future. Museums can ensure an appreciation of various groups of people. In addition, they help us better appreciate our collective heritage and foster reflection, dialogue, and inquiry among us. **Objective:** 1. To understand the significance of museums. 2. To analyze the role of museums in educating a society.

Methodology: The methodology adopted in this paper is rely on primary sources and secondary sources. The primary data will be collected from 150 sample respondents through online survey questionnaire whereas secondary data will be collected from books, articles, newspapers and websites. **Results and Conclusions:** The study will help us to understand that museums are created for the purpose of learning as it contains more reliable and detailed source of information.

Keywords: Museum, Collective Heritage, Artefacts, Learning, Educating the Society

Role of Third Party Product Sales in Present Banking Scenario

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Abstract

Banking play significant role in economy of any nation. It is indispensable in economic growth of a country. Primary role of banking is to transaction of money, opening current and saving account, fixed deposit and financing credit. But as the technology is advancing the role and relevance of bank has been increased widely. Now the banks are not only means of the financial transaction in fact the banks are exploring their business and taking active participation in third party product sales, a larger part of their incomes coming from the sale of third party product. The authors analyzing the different aspects of third party product sales associated with the banking sectors. It explores the new dimension of banking, with identifying the business opportunities apart from the core banking. Finding of the study will help to formulation of strategies to explore the third party products sales in present banking scenario.

Keyword: banking, third party product sales, business, opportunity, marketing

Current Issues in Hospitality and Tourism Industry amid Post Pandemic

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Abstract

Countries' most effective methods to reduce the impact of outbreaks are quarantine the regions during the pandemic periods. Quarantine decisions during a pandemic directly affect the hospitality industry. One of the critical hospitality industry indicators is the inter-regional travel flow between regions for local tourism. The research addresses important concerns, pertains to the major challenges that hospitality and tourism industry faces amid Post pandemic conditions; and relates to the vital learning's for the

industry. The dominant sub-themes that emerged out of the qualitative enquiry included need of multi skilling and professional development of the employees, increased sense of hygiene and sanitation, optimism toward revival of the industry, media roles, and need of better crisis preparedness. Subsequent overarching themes included "Human Resource Management", "Health and Hygiene", "Continuity" and "Concerns". The paper continues by discussing the major impacts, behaviors and experiences that three major tourism stakeholders (namely tourism demand, supply and destination management organizations and policy makers) are experiencing in Post pandemic stages (response, recovery and reset). The paper delves into the impacts on the main touristic regions in post pandemic and providing implications for tourism recovery. In India, the tourism sector is of major economic importance, becoming one of the most vulnerable countries when crisis affects this industry. The negative image of the country due to the high infection rates has had a negative impact on travel and tourism. This provides an overview of the type and scale of the post pandemic tourism impacts and implications for tourism research.

Keywords: Hospitality, Tourism, Industry, Post pandemic, impacts, behaviors, experiences

The Right to Health in Times of Pandemic

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Abstract

The India's response to COVID-19 has been widely criticized by scientists and the public. The COVID-19 pandemic, particularly after its second surge, has exposed the severe long-term weaknesses of India's public health system. Hospitals running out of beds, isolation wards with unhygienic living conditions, shortage of crucial drugs, "disposal" of dead bodies of coronavirus patients in garbage dumps became an everyday reality for many, as private hospitals either turned away COVID-19 patients or profit off of them by charging exorbitantly high rates.

While critiqued from a public health perspective, much less attention is given to the implications of the pandemic outbreak for the right to health as defined under international human rights law and ratified by member states. The paper examines critically the extent to which the government's response to COVID-19 complied with the

legal framework of the right to health. It reviews further key state's obligations on the right to health and assess its suitability in times of pandemic. Finally, the paper offers some recommendations for an update of the right to health.

Keywords: Pandemic, Right to Health, Law, State obligations, WHO.

Development of Human Resource Management in Public Policy domain within “mutative hyperspace”: Analysis through the Critical Pedagogy.

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Abstract

The era of globalization somehow affected the public policy domain where outsourcing and private partnership become rampantly visible for market friendly development. In such a situation internationalization of public-private domain follows the tenets of International Human Resource Management principles to cope up with the recent background. Sometimes such internationalization becomes alien to the domestic management thus domestic recruitment gets extremely jeopardized, moreover the indigenous people fail with the values and cross cultural communication of employee management relationship hence they get alienated from the integration. Moreover MNCs open branches displacing the sons of soils which ultimately fail the governmental and societal roles of public policy domain. In such a crucial juncture spatial dimension of policies and management relationship can be helpful. In this regard postmodern mutative hyperspace can be a great link for the solutions to the critical issues. The discussion of the paper primarily focuses to enable critical pedagogical method to derive the essential and existential junctures of praxis in the public policy and human resource management.

Keywords: Mutative hyperspace, Critical Pedagogy, Socio-spatial Justice, Privatisation, Citizenship.

Importance of Research in Education System of India

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Abstracts

Education is an essential component of every society, and educational research must be prioritized in order to expand the frontiers of knowledge. Education research is the scientific study of education and learning processes as well as the human characteristics, interactions, organizations, and institutions that shape educational outcomes. This research is a systematic effort to gain a better understanding of the educational process, with the goal of improving its efficiency. The primary goal of educational research is to add to the existing body of knowledge by providing solutions to various pedagogical problems and improving teaching and learning practices. Education has deep roots in disciplines such as philosophy, history, economics, psychology, and sociology. Sound theories can only be established through an intensive process of scientific inquiry into the philosophical, historical, economic, psychological, and sociological impact on various aspects of education. Because of the changing concept of education, educational research is no longer required. Education is regarded as a critical tool for both social and national development. The research findings identify the country's educational sector's shortcomings, strengths, and weaknesses, and it recommends that such and such program be implemented for the development of their educational sector. To arrive at the most objective results in educational research, the researcher employs specific methodologies, detailed procedures, and analysis. Educational research requires interdisciplinary approach. It is related to the study of complex relations about facts.

Keywords: *Education Research, Knowledge, development.*

Current Gender Issues an Empirical Study on Gender Inequalities and It' s Implication

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Abstract

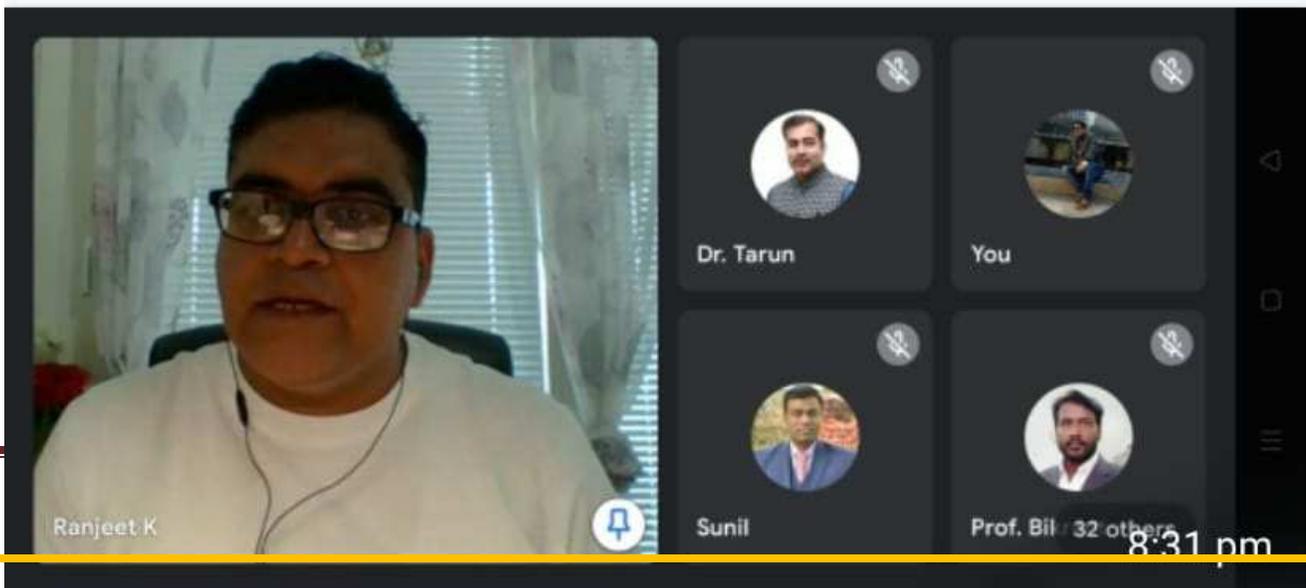
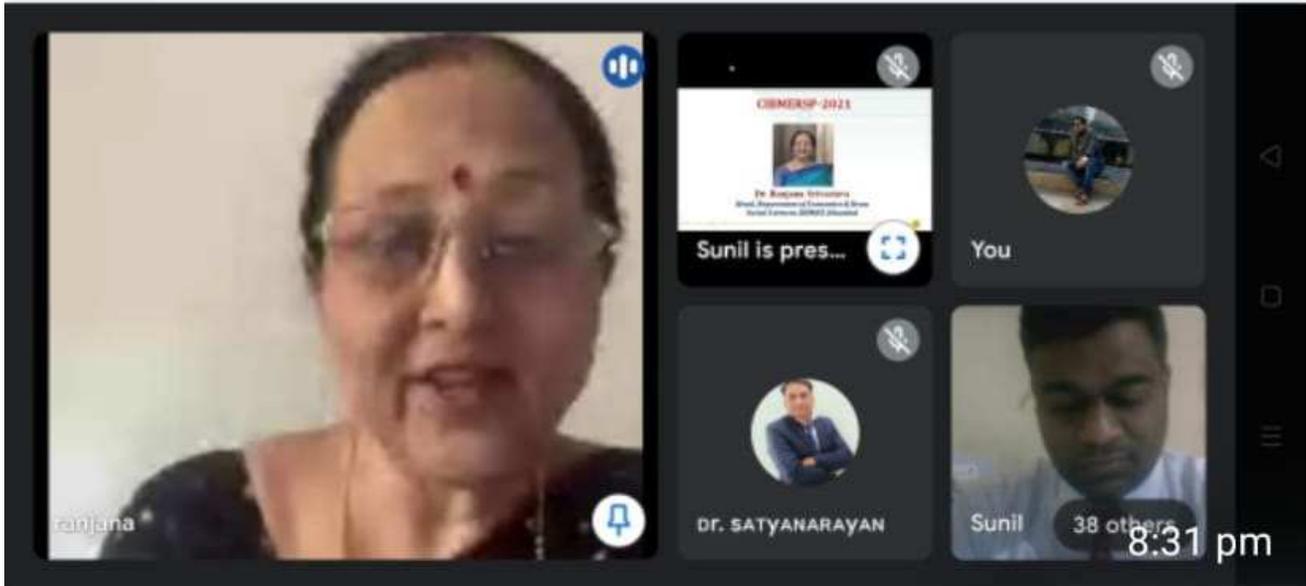
Gender inequality is the social process by which men and women are not treated equally. The treatment may arise from distinctions regarding biology, psychology, or cultural norms prevalent in the society. Some of these distinctions are empirically grounded while others appear to be socially constructed. Despite gains in some regions and countries for justice and equality, people around the world are still constrained by patriarchal hetero orthodoxy and resultant inequality, discrimination, oppression, and

violence. The developed and the modern world have not attained equality completely. The main reason is gender issues. Treating one Gender superior is still a common practice. It is an ancient long-lasting evil in the world society. Sexual harassment and abuse force women to stay at home creating a hesitation and depression. Dowry and domestic violence not only destroy the family peace but also spoils and cultivates aggression in the minds of the children. A lot of unfair thoughts have created a pressure on the turning out to a gender against men. The transgender are not respected in the society putting them through lot of emotional and economic pain. The solution to the problems lies within us. Every person should empathize with others feelings and emotions. Thus the study has been focused on Gender Issues, sex inequalities and its implication and resistance.

Key words: Gender, Depression, Society, Violence etc.,

Glimpses of CIBMERSP 2021







शोध की बारीकियों से कराया अवगत

- व्यवसाय प्रबंधन, शिक्षा, अनुसंधान और सामाजिक मनोविज्ञान पर अंतरराष्ट्रीय कांफ्रेंस

धनवाद. शोध संकल्प एजुकेशन, रिसर्च संस्थान व बीबीएमकेयू प्रबंधन तथा अर्थशास्त्र संकाय के संयुक्त तत्वाधान में रविवार को 'व्यवसाय प्रबंधन, शिक्षा, अनुसंधान और सामाजिक मनोविज्ञान' विषय पर दो दिवसीय अंतरराष्ट्रीय कांफ्रेंस का आयोजन किया गया. देश-विदेश के विद्यार्थियों ने अपने शोध पत्र प्रस्तुत किये. सत्र का उद्घाटन कोयलांचल विश्वविद्यालय के कुलपति डॉ अंजनी कुमार श्रीवास्तव ने किया. पेट्रोलियम एंड एनर्जी विश्वविद्यालय देहरादून के प्रोफेसर डॉ तरुण कुमार ढींगरा ने शोध की बारीकियों से शोधार्थियों को अवगत कराया. राष्ट्रीय प्रौद्योगिकी संस्थान भोपाल के प्रोफेसर अमित बनर्जी ने शोध के क्षेत्र में गुणवत्ता पर जोर दिया. वहीं के प्रोफेसर डॉ विक्रान्त केसरी ने शोध के क्षेत्र में क्षेत्रीय समस्याओं के समाधान को शामिल करने की

आवश्यकता पर जोर दिया. चाल्मर्स यूनिवर्सिटी ऑफ टेक्नोलॉजी, गोथेनबर्ग स्वीडन के डॉ रणजीत कुमार ने शिक्षा व शोध के क्षेत्र में सतत गुणात्मक सुधार पर अपने विचार रखे. डीन सोशल साइंसेज एवं कोयलांचल विश्वविद्यालय अर्थशास्त्र संकाय के प्रमुख डॉ रंजना श्रीवास्तव ने अंतरराष्ट्रीय कांफ्रेंस के मूल विषय एवं शोध से जुड़ी समस्याओं के संबंध में अपने विचार प्रस्तुत किये. शोध संकल्प संस्थान के प्रमुख व प्रबंधन संस्थान कोयलांचल विश्वविद्यालय के सहायक प्राध्यापक डॉ सत्यनारायण पांडेय ने संस्थान के कार्यों के बारे में आगंतुकों को अवगत कराया. प्रबंधन संकाय के प्रमुख डॉ पुष्प कुमारी ने धन्यवाद ज्ञापन किया व डॉ सुनील अतुलकर ने कांफ्रेंस का संचालन किया. कांफ्रेंस को सफल बनाने में डॉ सोमेश कुमार सिन्हा, डॉ अनिल कुमार, पवन कुमार पांडेय एवं सुमित कुमार सिंह का प्रमुख योगदान रहा.



Mon, 02 August 2021

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-कठोपनिषद् (कृष्ण यजुर्वेद)

O Men! Arise, wake up gain knowledge by going to knowledgeable. The wise men call this path as difficult to cross.



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Online, International, Multidisciplinary, Peer Reviewed

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(<https://doi.org/10.54051/shodh>.)

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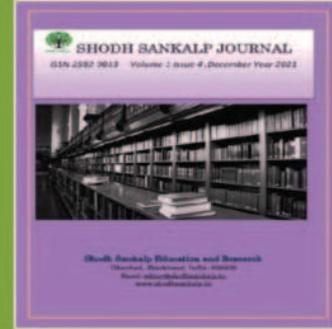
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ISBN 9 788195 445301



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