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From the Desk of Hon. General Secretary, SET.



Dear Readers,

Welcome to the Seshadripuram Journal of Social Sciences (SJSS), the flagship journal of the Seshadripuram Research Foundation (SRF), the research arm of the Seshadripuram Educational Trust (SET).

SJSS and SRF have their home and habitation at Seshadripuram First Grade College (SFGC), SET's A+ accredited higher education institution.

It is the avowed mission of SJSS to develop, promote, coordinate, and disseminate avant-garde developments and practises in the social sciences and bridge the gap between research and practise. SJSS has captured the attention of researchers across India and abroad as a forum for theoretical and conceptual research.

Living in a rapidly evolving world, SJSS is responsive to present challenges and anticipates and encounters future directions. Committed to quality but fair, flexible, and responsible in its editorial policy, SJSS is balanced, informative, insightful, and objective in its perspective on content.

I am immensely grateful to the editorial board of the journal, reviewers, and contributing authors. While I hope that this issue will be an enriching learning experience, your comments, feedback, suggestions, and scholarly contributions will be highly appreciated.

Happy Reading....

Dr. Wooday P Krishna

From the Desk of Principal

Dear Readers,

SESHADRIPURAM JOURNAL OF SOCIAL SCIENCES, the research journal of Seshadripuram Research Foundation is in its Sixth year of publication. This issue has high quality research papers showcasing present challenges and future directions in social science research. All the papers are well researched, and as a result informative and challenging, They point towards the changing directions in their respective fields. The journal has been positively impacting social science research by providing a forum for discussion. All the papers in this issue open up new vistas of research, challenging future researchers to explore further.

The editorial team, reviewers, authors and readers deserve kudos for carrying forward this academic initiative. I look forward to your responses and suggestions for the future issues of the journal.

Happy Reading....



DR. S N VENKATESH

From the Desk of Editor-in-chief

SESHADRIPURAM JOURNAL OF SOCIAL SCIENCES is the flagship journal of Seshadripuram Research Foundation, the research wing of Seshadripuram Educational Trust. Seshadripuram First Grade College, the NAAC A+ accredited higher education institution, is the home of the journal.



With the publication of SJSS, we have embarked on a mission to develop, promote, coordinate and disseminate present developments and future directions in social science research. Social scientists across the world consider SJSS as a sounding board for discussion and a forum for debate. SJSS is responsive to the evolving scenario to meet the present challenges and chart the future course of social science research.

Dr M L Ashok

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BROADENING THE SCOPE OF ENGLISH STUDIES

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ABSTRACT

The palpable disenchantment with the diminishing quality of English programmes offered by our universities has led to interventions at different levels of educational administration aimed at meeting the national aspirations in respect of quality education. The need for reform, revitalization and modernization has been felt by all stakeholders; though attempts at their renovation have been few and far between, neither thorough nor consistent. While English literary studies promise as their aim's aesthetic experience, understanding and appreciation of the native culture, the indigenous environment and perspective, students experience a sense of alienation - thanks to their lack of power of comprehension and critical response to the experience embodied in literature. The pursuit of international outlook and holistic vision ought to begin with a deep and firm commitment to our native milieu and culture.

A common thread running through successive higher education policy statements is the sense of dissatisfaction with the quality of the programmes offered by the universities in India: the perception that programmes in higher education have failed to keep pace with the times and respond to the changing exigencies of society. This palpable disenchantment with the diminishing quality of higher educational programmes led the University Grants Commission (UGC) to initiate interventions in the form of Curriculum Development Centres (CDC) in 1985 "for continuous development and modernization of curricula at the tertiary level." (UGC 1989) The report of the CDC in English presents an overview of the situation which necessitated the setting up of CDCs in various subjects of study. The CDC report cites the Programme of Action (1986):

"The courses offered by the universities have not been reorganized to meet the demands of the times. Their relevance and utility are constantly questioned. "A draft note approved by a committee of vice-chancellors appointed by the UGC says:

"The quality has suffered in a large number of institutions, particularly in colleges where 85 per cent of undergraduates and 55 per cent of postgraduates study. The islands of excellence are few in each subject."

This committee also stresses the need to improve the quality and relevance of university education⁸ so that it can be a potent factor in promoting national development. The objective of the National Policy of Education

(NPE) was to underscore the role of higher education and intelligentsia nurtured by it in determining the quality of the environment of higher education. But, Challenge of Education: A Policy Perspective (1985) concluded that ".....it has however not been possible to meet the national aspirations in respect of quality of education. "Besides, this document recognizes the need for higher educational programmes to have uniformity and consistency:

" A common core curriculum to strengthen unity within diversity and facilitate mobility from one part of the country to another. "

The Kothari Commission Report (1964-68) had emphasised the need for continuous quality improvement of standards which should become comparable internationally. However, the quality of English courses has been deteriorating over the years. Nor is the system, says the document, suited to the Indian ethos:

"It is only when our institutions of higher education stop being centres of intellectual mediocrity, parochial values and factional politics, where original thinking is encouraged, that they will become sources of moral strength and dynamism, when education will become more socio-oriented instead of just being academic - oriented, and examinations will test the students' intelligence, not only their capacity to reproduce from memory."

COMPARATIVE APPROACH

English language and literature programmes at the undergraduate and postgraduate levels are no better than other programmes, and the need for their reform, revitalization and modernization has been felt by all stakeholders. Attempts at their reform have been few and far between. At best, these consisted of dispensing with some traditional areas (Old and Middle English, for example) or introducing some papers focusing on modern authors, and broadening the areas to include American , Commonwealth and Indian English literatures. However, The changes have neither been far - reaching nor consistent.

The study of English literature should train our students through a comparative approach

- To achieve worthwhile and meaningful literary experience
- To understand another culture
- To appreciate their own culture

- to see the beauty of their own environment in perspective

However, the characters, situations and social mores in English literature are so remote from the experience of our students that they make a heavy demand on their intelligence and imagination, and engender in them a sense of alienation. The power of comprehension and critical response of our students need to be gradually developed and strengthened through the appreciation and understanding of those literatures which embody experiences that they can easily share and relate to.

The Report of the Curriculum Development Centre in English (1989) views this problem as a facet of human resource development, and questions:

"Why are MA programmes in English viewed narrowly as programmes in English literature (and that too, chiefly British literature? "

Instead, the Report avers: why not a multiplicity of MA courses in English, such as, British literature, American literature, Comparative literature, Creative Writing, Modern English language and English Language Teaching (ELT)? Universities in several countries offer such courses. But, the Report continues,

"We, ought, first of all, to develop the necessary expertise and facilities before a change like that can be brought about."

PARADIGM SHIFT

The CDC in English has made provision in the new curriculum for specialization in an area of one's choice, and has proposed several modules of elective courses (leading to diverse MA degrees), such as, American Literature, Commonwealth Literature, Indian Literature in English and English Translations, Comparative Literature, Creative Writing, Modern English Language, and English Language Teaching (ELT). This approach reflects the recent shift of focus from British English to English as an international language and a vehicle of local cultures. Kachru (1982) observes that in the 21st century English language has gained new identities, cultural, social and linguistic; and it is being used effectively for creative writing in several countries. There is a shift from English literature to literatures in English. So, framing curriculum for literary studies, rather than being a rigid exercise, must admit of some freedom in the choice of texts for study - texts with familiar themes, situations and characters, and texts which are accessible to students, and texts native in content in a non - native medium.

A glaring omission from this list is a course in Anglo - Indian literature - a body of writing which was the outcome of a historical accident: the encounter between Britain and India and the impact which India had on western creative imagination. This was a mutually beneficial engagement and it took place at the political, sociocultural and literary levels, generating new political ideas and a fresh social orientation. In literature the Indian experience came to be expressed in a non - native medium by Indians, while British writers in India sought to come to terms with India as a colony, a new socio- cultural entity, a land of mysticism and spirituality.

"It is the literature of a comparatively small body of Englishmen who, during the working part of their lives, become residents in a country so different in every respect from their own that they seldom take root in its soil, English in thought and aspiration but subject to the influence of two civilizations strongly marked by Indian local colour and based in origin, spirit and influence upon two separate countries at one and the same time." (Ward & Waller, 1907)

Anglo - Indian literature is a part of our cultural heritage. Major Anglo - Indian writers like E . M . Forster and Rudyard Kipling have found a place in English courses. Lesser known Indo - Anglians, like Meadows Taylor, L.H. Myers and Flora Annie Steel, can be profitably studied, with representative texts in various forms - poetry, fiction and nonfiction. Though the quality of Anglo - Indian writing is not consistently high, a study of this body of writing will enable students to understand the British perspective on India. The romance of India continues to be revisited, as in recent works like 'Jewel in the Crown', 'Bhowani Junction' and 'Far Pavilions'. However, as Naik (1991) points out, Anglo - Indian literature continues to be "an area of darkness".

NATIVIZATION OF ENGLISH

Indian English literature, that is, literature written by Indians in English, should be another essential component of an English course.

Students will find it easy to relate to, understand and appreciate the treatment of native themes in a non-native medium, dealing with men and milieu they are familiar with. The study of Indian English literature will give our students an idea of the change that English language has undergone in the hands of Indian writers who plied it to suit their cultural and experiential needs and provide a historical perspective. Indian English literature reveals the extent to which the Indian imagination has been colored by the use of English

as a vehicle of creative expression, besides inspiring our students to write creatively in English.

Yet another component of the English course will have to be Indian literature translated into or trans created in English - classics, of course, but also new writing in regional languages. The literary works representing high points of literary traditions - 'vachana' in Kannada, 'abhang' in Marathi and 'dohe' in Hindi, to cite a few examples. This will enable students to keep abreast of developments in regional literatures vis-a-vis trends in new writing in English across the world. Exposure to Indian writing in translation will ensure the use of English for breaking the barriers between regions, and serve the facilitation of the appreciation of different lifestyles and literary imaginations, enlarge our sympathy and help to perceive that we have more things in common than we realize.

The study of Indian literature in translation will give a fillip to the 'nativization' of English, the adaptation of English to the Indian ethos, as well as more translations from regional languages into English (Kachru 1983). Rendering of moods, feelings, emotions, and tones of native hue in English will make English more acceptable to the Indian psyche, vision and aesthetics. This is a way of adapting English to our purposes. We would thus be presenting to our students models of English reflecting our milieu, a changed vista, a new and fresh texture of words, usage, connotation, shifts and metaphoric extensions of statements against the backdrop of Indian experience. The norms of correctness of this medium would not be dictated by the native speaker of English. Such an engagement between Indian literature and the English language will help create and evolve a truly Indian variety of English, potent to carry the native experience, very much like the African variety of English.

The pursuit of international outlook and holistic vision ought to begin with a deep and firm commitment to our native milieu and culture. It is necessary, therefore, that our students read Anglo - Indian literature, Indian English literature and Indian literature in English translation, to begin with, and then go on to the study of other literatures in English - British, American and Commonwealth. The study of our literatures will prove all the more rewarding and it will segue into an understanding and appreciation of how the non - Indian writers, like their Indian counterparts, are engaged in making sense of the world around them.

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“Preventive Health Care and Social Work Education in Kalyana- Karnataka”

¹ SURESH NAIK R & ² Dr. GOURI MANIK MANASA

Abstract:

The authors have tried to examine the empirical evidence on the relationship between preventive health care and Non-communicable Diseases (NCDs) are emerging as a significant cause of morbidity and mortality. While doing so try to generate awareness of the positive role of preventive health care in improving the country's economy. Control of risk factors and early diagnosis and treatment is cost-effective modalities for prevention. India's preventive healthcare sector, which includes foods and supplements, early diagnostics, fitness and wellness, and health tracking among others, is leading the way in advancing preventive healthcare in India by utilising digital technology and the potential of consumer health and lifestyle data at scale. we explore how social work education can strengthen healthcare systems in India over the coming decade toward improving health across the country. complements existing papers related to the Close the Health Gap Challenge: Health Equity: Eradicating Health Inequalities for Future Generations and Reducing and Preventing and Its Consequences: A Grand Challenge for Social Work. Eradicating health inequities in India and Kalyana Karnataka requires diverse strategies targeting the multiple settings in which disparities are created and perpetuated: neighbourhoods, communities, institutions, and the health care system.

Key Words: Preventive, Health, Communicable, Diseases, Country.

Introduction:

Chronic illnesses that are non-communicable, or NCDs, do not pass from one person to another. Some diseases take a long time to manifest and initially have no symptoms. They need long-term treatment, and some of them need it forever. This category of illnesses includes a number of ailments. Diabetes, coronary heart disease, stroke, cancer, and chronic respiratory conditions are the primary categories of non-communicable diseases (such as chronic obstructive pulmonary disease and asthma). These are chronic illnesses that affect people from all socioeconomic backgrounds, including men, women, and children. While some of these diseases advance slowly or result in chronic symptoms that need ongoing care and management, others advance quickly. Even if a person may appear to be in good health, they could nevertheless be sick. You will learn about other causes later, but alcohol and tobacco use are the two main ones.

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The fact that non-communicable diseases harm people throughout their prime working years is one of the gravest worries about them. A major factor in early mortality is non-communicable diseases. The rise in injuries is another factor contributing to early mortality. Both intentional and unintended harm is included. These consist of both purposeful and involuntary injuries brought on by burns, occupational accidents, and violence. Non-communicable diseases (NCDs) account for 60% of all fatalities in India. The following are the top four causes of NCD deaths: Stroke, hypertension, heart attack (45%), and Chronic lung disease (22%). tumours (12%) diabetes (3%). As you are aware, newborn child and maternal mortality rates are high in many areas of our nation. Infections and communicable diseases account for a significant portion of our disease burden and mortality.

All nations must make challenging decisions on how to appropriately distribute resources for health and medical care. This difficulty is considerably higher for middle- and low-income countries because an investment of \$1 per person per year signifies a significantly larger outlay for a country that spends only a fraction of that amount.

Compared to a country spending \$1,000 or more, \$20 to \$40 on health is spent annually per person. If NCDs can be addressed, where should the focus of attention be? This is a question that policymakers and investors frequently ponder. Preventive measures have been shown to be effective, and greater access to healthcare can ease the burden of sickness, disability, and early mortality. However, what proof is there that social work interventions will be a cost-effective use of resources in the settings in which they are to be implemented and that scaling up these interventions is appropriate, reasonable, and possible when making decisions about them? and A 30-year-old person's likelihood of passing away from one of the four major NCDs before turning 70 is one-fourth.

The Fundamentals of Health Education

- A specific demographic inside a particular location should be the focus of effective health education activities.
- Participants are involved in the planning, execution, and assessment of effective interventions.
- Successful interventions combine attempts to alter communities, policies, social and physical environments, and individuals.
- The goals of a healthier society and participants' worries about their health are connected to effective interventions.
- Environment resources are used for ineffective treatments.
- The strengths of participants and their communities are the foundation of effective interventions.

- Advocating for the resource and policy changes required to accomplish the intended health objectives is a key component of effective interventions.
- Good interventions help individuals develop their leadership skills.
- The spread of innovation to a larger population is supported by effective interventions.

Table 1: Method and Frequency of Screening

Type of NCDs	Age of beneficiary	Method of Screening	Frequency of Screening
Hypertension	30 years and above	Blood pressure apparatus-Digital or Aneroid Sphygmomanometer	Once a year
Diabetes	30 years and above	Glucometer	Once a year
Breast Cancer	30-65 years	Clinical Breast Examination (CBE)	Once in 5 years
Oral Cancer	30-65 years	Oral Visual Examination (OVE)	Once in 5 years
Cervical Cancer	30-65 years	Visual inspection with acetic acid (VIA)	Once in 5 years (at the level of PHC to start with)

- Source: Govt report

Social Worker as Educator and Community Activator

The responsibilities of a social work educator include imparting new knowledge and assisting with the learning and application of fresh attitudes and abilities. It is one of the most established professional roles, occasionally highlighting the main focus of social work activity and frequently ingrained in a worker's overall practice.

In addition to working with specific clients, social workers have also performed this role in community programmes, family life and consumer education, and the preparation of volunteers for community service (Siporin, 1975). According to Connaway and Gentry (1988),

According to Green and Raeburn (1990), we concur the human group, a coalition, is the most¹⁶ efficient vehicle for health promotion action, whether it is focused on policy, environmental change, institutional

change, or the development of personal skills. with all of its organisational strength and social support facets. Communities can form groups to operate programmes, advise public officials, define goals for health promotion, and assist one another in a wide range of ways. These organisations are ideal platforms for an enabling strategy. (p. 41)

Social work in public health generally aims to:

- Ensure that psychosocial services are available to individuals and families;
- Inform consumers and healthcare professionals about community service networks;
- Supporting social work ideals inside the healthcare system, such as self-determination, and encouraging consumer involvement in the planning and assessment of services are just a few of the strategies that social workers use to deliver comprehensive care.
- Identifying underlying issues that limit access to or discourage the usage of services
- Identifying socioeconomic conditions that hinder achieving health and working to modify programmes and policies to address those conditions

Study design:

Search Techniques:

The study looked at the existing social work curriculum in India, which is important to reduce the risk of NCDs. An extensive internet search was conducted to collect public information about MSW programs offered in various universities in Kalyana Karnataka. The search was conducted using search engines such as Google. A list of keywords was used in the search, including social work education, curriculum, and NCD education in India. After compiling a list of institutions offering MSW programs, their websites were visited, and extensive information about MSW curricula was gathered. The search results were narrowed down to MSW education available only in Kalyana-Karnataka and the publications were searched using four electronic databases: PubMed, Google Scholar, Web of Science and Scopus. PubMed, Google Scholar, Scopus and Web of Science published articles were found; however, they were reviewed and after excluding publications based on the title and abstract, a comprehensive evaluation was performed and articles were selected for review. Among the search terms used were noncommunicable diseases, psychiatric disorders, cardiovascular diseases, anaemia, chronic respiratory diseases, oral problems, cancer, preventive care, social work education and India. Both important words were used separately. Articles were uploaded to Zotero to manage citations and speed up the review process. We searched the web for published articles.

TABLE 2: Summary of non-communicable disease (NCD) and NCD risk factor–related teaching content in MSW syllabus of select State universities in India (Kalyana Karnataka).

Main topic	Sub-topic	Specific/key areas covered	Reference(s)	Remarks
Department of Studies in Social Work, Gulbarga University Kalaburagi				
HC 4.2 Medical and Psychiatric Social Work	Non-communicable Diseases	Cancer, Hypertension, Accidents, Diabetes, Blindness, Neurological problems, and Mental illnesses.	16	with effect from the academic year 2017-18
Department of Studies in Social Work, Vijayanagara Sri Krishnadevaraya University, Ballari				
MSWH302MP: Preventive and Social Medicine (Specialization-III: MPSW)	Classification of Diseases	Non-communicable, Accidents - Tuberculosis, Cancer, Hypertension, Diabetes, Neurological problems	15	With effect from the Academic Year 2016-17

Data Management and Extraction

The papers were looked over independently by two authors. If there was a difference of opinion on the selection of an article or data, the authors talked it over and came to a compromise. The article was carefully evaluated by the author, who also assisted in deciding whether to include the study. In the end, reviewers found publications that were pertinent to the main subject and their findings.

Results

The existing MSW curriculum in India has undergone landscaping of the NCD-related material that is in the public domain. The themes covered by the MSW curriculum at two state institutions in Kalyana Karnataka are summarized in Table 1 along with their risk factors. Table 2 With a few exceptions, most of the colleges affiliated with these two institutions were recognized by the state government and the focus of the current effort is primarily on teaching only particular facets of NCDs, such as hypertension, diabetes, mental illness (Neurological problems), and cancer, with a greater preference for clinical aspects, epidemiology, pathogenesis, examination, and management, etc. The management of the risk factors for NCDs is not a priority. Teaching several facets of NCD also a priority.

There seems to be a teaching gap when it comes to NCD risk factors such as reducing alcohol use, physical

activity, and tobacco use. The university's syllabi reviewed are focused on their generic view. Aspects of healthcare promotion, or what has to be done to prevent or control these risk factors, are barely not mentioned.

Future Social Work Responsibilities in Promoting Health and Preventing Disease

- The role of social work in raising money and mobilising resources.
- The function of social work in programme planning.
- Social work's involvement in implementing programmes and providing services.
- The role of social work in educating and energising communities.
- The role of social work in assisting with specific populations or issues.
- position as a researcher in social work.
- other social work functions in promoting health and preventing sickness.

EMPLOYING THE "T A L K" METHOD TO PROMOTE HEALTH

- T - TELL regarding a healthy lifestyle
- A - SUGGEST Educating people and families on risk factor reduction and support
- their risk-taking and encourage them to adopt healthy habits
- L - LEAD Together with community-based organisations, Self-help groups, the community can take collective action to reduce risk factors.
- K - KNOW more about healthy lifestyles, risk-reducing self-help techniques, and local resources for support and treatment
- A quick way to keep in mind what you can do to promote your health is to Speak.

In order to meet the needs of the client or target group, it is important to have the following relevant skills:

- Care in assessment, intervention, and evaluation processes that do not overlook, misinterpret, stereotype, or otherwise handle encounters with those who are different from them;
- Appreciation and respect for cultural differences within and between cultural groups;
- Changing the term race to multicultural ethnic or culturally diverse in order to promote greater sensitivity to the challenges, potentialities, and rewards of working with culturally diverse groups; measuring the degree of acculturation in the target group because many people have a tendency to resist acculturation;

- Risking the exposure of their prejudices, stereotypes, and ethnocentrism by moving outside of their present frames of reference;
- Utilising techniques that have been shown to be successful in removing obstacles from work on health promotion and illness prevention with culturally diverse groups;
- Utilising the proper evaluation tools, such as acculturation scales; and
- Adaptability in programme, policy, and service design to address target groups' needs and concerns.

Conclusion:

There is no better time than the present to concentrate on preventive care. Men and women are strongly urged to schedule a full body health check-up after the age of 40 in order to find any pre-existing diseases, such as diabetes, heart disease, and cancer, among others. Early detection is the essential concept here.

Preventative health exams help medical experts spot problems early before it's too late. These positive outcomes from early activities help the person lead a happy and healthy life. Also, the therapy of various disorders depends on the results of diagnostic testing. It is now possible to focus on the various stages of managing a disease with the use of numerous tests. According to a recent estimate, India's preventive healthcare sector, which includes fitness, wellness, foods and supplements, early diagnostics, and health tracking, is expected to reach \$197 billion by 2025, rising at a CAGR of 22%.

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Women as a Victim of Patriarchal Construct: A Feminist study of Virginia Woolf's *A Room of One's Own*

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Abstract: Feminist literary criticism emerged as a response to traditional literary analysis that often marginalized or dismissed women's writing and perspectives. It seeks to challenge the male-dominated narratives prevalent in literature and promote gender equality and understanding within literary studies. Feminism is not limited to literary analysis; it also advocates for gender equality in various aspects of society, including politics, economics, social structures, psychology, and aesthetics. This broader focus recognizes that gender inequality is pervasive and that addressing it requires a comprehensive approach across different spheres of life. This school of thought encourages readers to identify with female characters and their experiences. This involves examining how women are portrayed in literature, as well as how their stories and concerns are presented. By highlighting women's stories and experiences, feminist criticism aims to challenge stereotypes, promote empathy, and create a more inclusive literary landscape. It has evolved over time to encompass various schools of thought, approaches, and perspectives within its framework. It does not just analyze literature; it also engages with broader issues of gender, power, and representation. It has contributed significantly to reshaping the way literature is studied and understood, and it continues to be a vital force in promoting diversity and inclusivity within literary studies. Elaine Showalter starts her piece on feminist writings by saying that feminist criticism can be separated into two particular assortments. The principal type is worried about the women as a peruser of male created literature. She calls this first type of feminist criticism as Feminist critique. The second type of feminist criticism is worried about the women as the maker of texts, literature by women. This paper attempts to analyse the feminist concern in Virginia Woolf's *A Room of One's Own*.

Key Words: Feminism, Suppression, Economic Empowerment, Violence, Patriarchy, Gender Equality.

Introduction

Feminist literature in the English language is not a recent development in terms of advocating for women's rights. It has existed since the inception of literature itself, with women writers and thinkers addressing gender-related issues throughout history. However, in recent times, feminist literature has gained greater prominence and visibility. Feminist criticism encompasses a wide range of approaches and perspectives, and

can be categorized into three main subdivisions. Examination and analysis of women characters, this feminist perspective on literature has also evolved over time, reflecting the changing social and cultural landscapes. This involves scrutinizing how women are portrayed in literature, either by themselves or in relation to male characters. It seeks to understand how gender roles and stereotypes are perpetuated or challenged in literary works. This type of analysis sheds light on the representation of women's experiences, struggles and agency within narratives.

The next subdivision i.e. appreciation of female authors focuses on acknowledging and celebrating the contributions of women authors to the literary canon. It recognizes the historical marginalization of women writers and aims to bring their works into the forefront of literary discourse. The next direction is sometimes referred to as "prescriptive criticism." It involves establishing standards and criteria for evaluating literature from feminist perspective. In other words, it seeks to determine what constitutes "good" literature in terms of its alignment with feminist ideals. This approach aims to encourage and promote literature that advances gender equality, challenges patriarchal norms and presents diverse and authentic representations of women's lives. In contrast to claims made by humanist discourse, which often presented itself as impartial and unbiased, feminist criticism emphasized a central principle: that no form of expression, whether it be a creative works, critical analysis, or theoretical frameworks, can truly be neutral. Feminist critics argued that societal norms, biases, and power dynamics invariably influence how literature is created, interpreted, and critiqued.

The seemingly neutral stance often concealed underlying gendered assumptions and perspectives. The primary goal of early feminists was to reveal and expose the patriarchal practices embedded within literary discourse, just as they had worked to uncover such practices in other aspects of society. This aim was to critically examine how literature, like various other domains, was influenced by and contributed to reinforcing gender-based hierarchies and inequalities. In this context, the observation of Elaine Showalter is likely to continue as: "In its earliest years, feminist criticism concentrated on exposing the misogyny of literary practice: the stereotyped images of women in literature as angels or monsters, the literary abuse or textual harassments or women in classic and popular male literature and exclusion of women from literary history." (05)

Discussion: Virginia Woolf holds a crucial place in literary history as a prominent figure during the transition from the Victorian to the Edwardian era. Her life and work spanned a period of profound social, cultural and literary changes. She made significant contributions that shaped the trajectory of modern

literature and feminist thought. Born in 1882, Woolf grew up in a society marked by the Victorian ideals of gender roles and societal norms. However, as she matured as a writer and thinker, she became a key figure in the literary movement that challenged these traditional norms, paving the way for the emerging Edwardian and modernist sensibilities. She is widely recognized as a feminist writer who made significant contributions to literature and feminist thought during the early 20th century. Her works both fiction and non-fiction, tackled issues related to gender, women's roles and the complexities of women's experiences in a patriarchal society.

In her work *Sexual Politics*, Kate Millett defines sexual politics as the mechanism by which the dominant gender endeavors to uphold and augment its control over the marginalized gender. One of the primary assertions she makes is the importance of comprehending the social and cultural contexts when interpreting a piece of art. In contemporary feminist scholarship, there is a heightened awareness of how women's individual perspectives and identities are shaped by the prevailing cultural norms and values. As noted by Rajeshwari Sunder Rajan:

The construction of women in terms of recognizable roles, images, models and labels occurs in discourse in response to specific social imperatives even where it may be offered in terms of the universal and abstract rhetoric of “woman” or “women” (or the “Indian Woman” as the case may be)...If we acknowledge (a) that femaleness is constructed, (b) that the terms of such construction are to be sought in the dominant modes of ideology (patriarchy, colonialism, capitalism) and (c) that therefore what is at stake is the investments of desire and the politics of control that representation both signifies and serves, then the task of feminist critic becomes what Jacqueline Rose describes as “the critique of male discourse” born of “a radical distrust of representation which allies itself with a semiotic critique of the sign.” what is required here is an alertness to the political process by which such representation becomes naturalised and ultimately coercive in structuring women’s self-representation. (129)

A Room of One's Own first published in (1929) is a foundational text in feminist literary criticism and women's studies. Woolf's eloquent prose and incisive observations continue to resonate with readers and scholars alike. The book's enduring relevance lies in its critique of systemic gender inequalities and its call for creating a space where women can thrive intellectually, creatively and personally. By highlighting the fact that women were often unable to spend their own earnings without the permission of their husband or father, Woolf exposes a tangible manifestation of gender-based control. This control extended to decisions

about how women's money was spent and effectively curtailed their ability to pursue their own aspirations and desires independently. To enjoy freedom, Woolf asserts, "a woman must have money and a room of one's own..." (Woolf 04). She highlights the narrow scope of opportunities available to women within the confines of traditional gender roles. She outlines the societal expectations that typically revolve around women's roles as mothers, caregivers, homemakers and pleasing their husbands. This portrayal encapsulates how women's potential for growth, exploration and self-realization is severely constrained within a limited set of prescribed roles. Her exploration of why there is such a fascination with women in literature? As well as why men have written extensively about women without necessarily understanding their experiences, underscores the asymmetry of power and representation in a patriarchal society? She examines the motivations behind these actions and uncovers how they contribute to the perpetuation of male dominance and control. To quote Michelle Barrett's statement: if we may prophesy, women in time to come will write fewer novels only but poetry and criticism and history. But to be sure, one is looking ahead to that golden, that perhaps fabulous age when women will have what has so long been denied them leisure, and money, and a room to themselves." (Barrett 52)

Virginia Woolf's assertion that having a room of one's own is linked to having financial means reflects the material constraints that have traditionally limited women's opportunities. She uses this metaphor to symbolize the need for women to have economic independence and personal space in order to engage in intellectual pursuits and creative endeavors. Without economic power, women have been relegated to the margins, unable to carve out their own spaces and make meaningful contributions to literature and culture. As Mary Beton asserts:

Indeed, I thought, slipping the silver into my purse, it is remarkable, remembering the bitterness of those days, what a change of temper a fixed income will bring about. No force in the world can take from me my five hundred pounds. Food, house and clothing are mine forever. Therefore not merely do effort and labor cease, but also hatred and bitterness. I need not hate any man; he cannot hurt me. (Woolf 38)

Virginia Woolf fictionalizes an unnamed female narrator who is the only major character in *A Room of one's own*. She tells the reader to call her "Mary Beton, Mary Seton, Mary Carmichael or any other name you please..." (Woolf 05). The narrator's practice of taking on different names and identities mirrors the ways in which women often adapt and shift their identities to conform to societal expectations and roles. This reflects the idea that women often navigate complex roles and expectations, sometimes subduing their individuality

to satisfy others, such as husbands, family, or society.

The shifting nature of her identity captures the fluidity and adaptability that women have historically demonstrated in order to navigate a patriarchal world. "For now that Aphara Behan had done it, girls could go to their parents and say, you need not give me an allowance; I can make money by my pen" (Woolf 67). The theme of financial independence and the role of money is indeed a central point in Woolf's exploration of the conditions necessary for women's creative and intellectual growth. She asserts that the absence of financial resources has historically hindered women's ability to claim space, privacy and time for themselves which are essential for nurturing their creativity.

Conclusion: Come to the conclusion we can say that feminism has played a crucial role in challenging and dismantling traditional gender norms that confined women to specific roles and expectations. Works like, *A Room of One's Own* by Woolf have highlighted how these norms restrict women's potential and creativity. Feminist movements have pushed for a more inclusive understanding of gender roles, allowing women the freedom to pursue a wide range of careers and roles. One of the central ideas in Woolf's work is the necessity of economic independence for women. It has sought to address economic inequalities by advocating for equal pay for equal work, promoting women's economic empowerment and supporting women's access to job opportunities and career advancement. As she points out, women and men should not be opponents but collaborators. Feminism has highlighted the importance of men's active participation in promoting gender equality. A collective effort is required to challenge harmful stereotypes and transform societal structures to be more inclusive and equitable.

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Public perception on pharmaceutical marketing practices in India: A review & research agenda

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Abstract

Pharmaceutical marketing practices are designed to address almost exclusively needs of health care practitioners in offering good health which has resulted in information asymmetry between public (stakeholder) and pharmaceutical industry culminating in both positive and negative perception about pharmaceutical marketing practices among public. Significance and justification for any scientific study emanate from literature review. Systematic literature review (SLR) applying TCCM (Theory Characteristic Context Method) frame work, bibliometric analysis and science mapping with VOS viewer as tool are used to review four decades of extant literature (1980-2021) to identify knowledge gap and scope for research on public perception on pharmaceutical marketing practices in India which may contribute to regulatory agencies, pharmaceutical industry in assessing and remodelling their business practices. Research agenda to capture the public perception on pharmaceutical marketing practices in India is proposed.

Keywords:-Public perception, pharmaceutical marketing practices, SLR, TCCM, bibliometric analysis

Introduction

BBC world news on 18th March 2021 citing The New York Times, stated that only 20% of public in France had confidence on the most widely distributed AstraZeneca Covid19 vaccine (Cohen, 2021), would have shocked many not only in India but world over. Bernie Sanders, the law maker in USA had twitted that Pfizer and Moderna became \$10 billion richer as the news about the Omicron variant spread and it's time these pharmaceutical companies share their vaccines with the world and start controlling their greed. Both Pfizer and Moderna have unreasonably increased the price of vaccines supplied to governments of UK and South Africa governments. (Wion Gravitas News, 2021). If most components of confidence emanate from perception, what and why is this perception of public on the pharmaceutical organisation's/industry at this time for most trust amidst most treacherous pandemic? In an interview to BBC, Prof. Sir Andrew Pollard, Director, Oxford vaccine Group was short of reason when asked why UK is going ahead with the plan to offer booster dose of Covid 19 vaccine to its population in spite of WHO directive to stop booster²⁷ dose till September 2021 (Pollard, 2021). What sort perception this information asymmetry among organisation's at

helm of health affairs would leave in the minds of public? The focus of this "review and research agenda" is to gather/gain information from extant knowledge of most relevant, cited research work related to public perception on pharmaceutical marketing practices in India and abroad.

Public perception on pharmaceutical industry, an idea and a concept

Perception as per neuroscience, is a functional assessment of internally structured sensorimotor image with the real time sensory information from immediate environment (Petrina, 2019). Simply to define, perception is mind's first point of contact with world (Pautz, 2021). Most public perceptions about pharmaceutical industry are that it is market driven, research driven, lifesaving drug provider and always profit-making industry (Johar, 2013). In fact, pharmaceutical industry world over had slipped 37 points (sharing the bottom ranking with oil and tobacco industries) as reported in the public positive attitude survey on industries by Gardiner Harris (Johar, 2013) and been even demonised (Hollon, 1999).

Justification and purpose of review and research agenda

The unique subtle nuance of pharmaceutical marketing is that it never gets to know its consumer or the customer unless and until the consumer suffers out of adverse effect of medicine/drug, the health care practitioner (Doctor/ Nurse/Pharmacist) is informed and prevailed to be brought to the notice of pharmaceutical organisation. Land mark public survey conducted in Oct 2006 at the behest of USA FDA (Food and Drug Administration) titled, Consumer Perceptions on Drug Safety after the heightened public concern on drug safety of Vioxx and anti-depressant drug use in children, concluded that USA public perceived there to be safety emergency with regards to drug safety. Between 2005 and 2009 three more studies were undertaken to capture public perception by The Price Waterhouse Coopers in 2007 (Karacsony & Rosenbaum, 2009), by Kaiser Health- Poll of 2005 (Kaiser Health Poll Report, 2005) and by "Harris Interactive survey" reported in 2007 (Harris Interactive, 2009) concluded that consumers had indeed lost confidence in the pharmaceutical industry & the public had a substantial distrust of the pharmaceutical industry. As per "Gallup Poll", the status of the pharmaceutical industry in America has been going towards worse and only 28% of the respondents had a positive view, while 51% had a negative opinion of the pharmaceutical industry, the worst during the 16 years that it has been studied (Lee, Kim, Kim, & Kang, 2019).

When already few studies related to public perception on marketing practices of pharmaceutical industry from USA is available, then why is it needed to study public perception in Indian context when the basic assumption on human cognition and perception has been that information processing machinery is fixed and

universal? Perception, highly influenced by culture, cannot be concluded as a process that is universally same across all people at all times (Nisbett & Miyamoto, 2005). Hence a review and research agenda on public perception on pharmaceutical marketing practices in India is justified.

Literature review and research questions

Formulating review's research question adds clarity to review of literature by guiding the process of review, extraction of data and synthesis of evidence, thus forms an important step in review of literature (Petticrew, 2006). The review's research questions primarily derived from researcher's interest are

RQ 1.What are the contributions in extant literatures (period between 1980-2021) on public perception on pharmaceutical marketing practices?

RQ 2. What are the most relevant contributing publications, authors?

RQ 3. Are there any study on public perception on pharmaceutical marketing practices in India? RQ 3A. If so, what are its contributions to extant literature?

RQ 4. Is there a scope for a study public perception on pharmaceutical marketing practices in India?

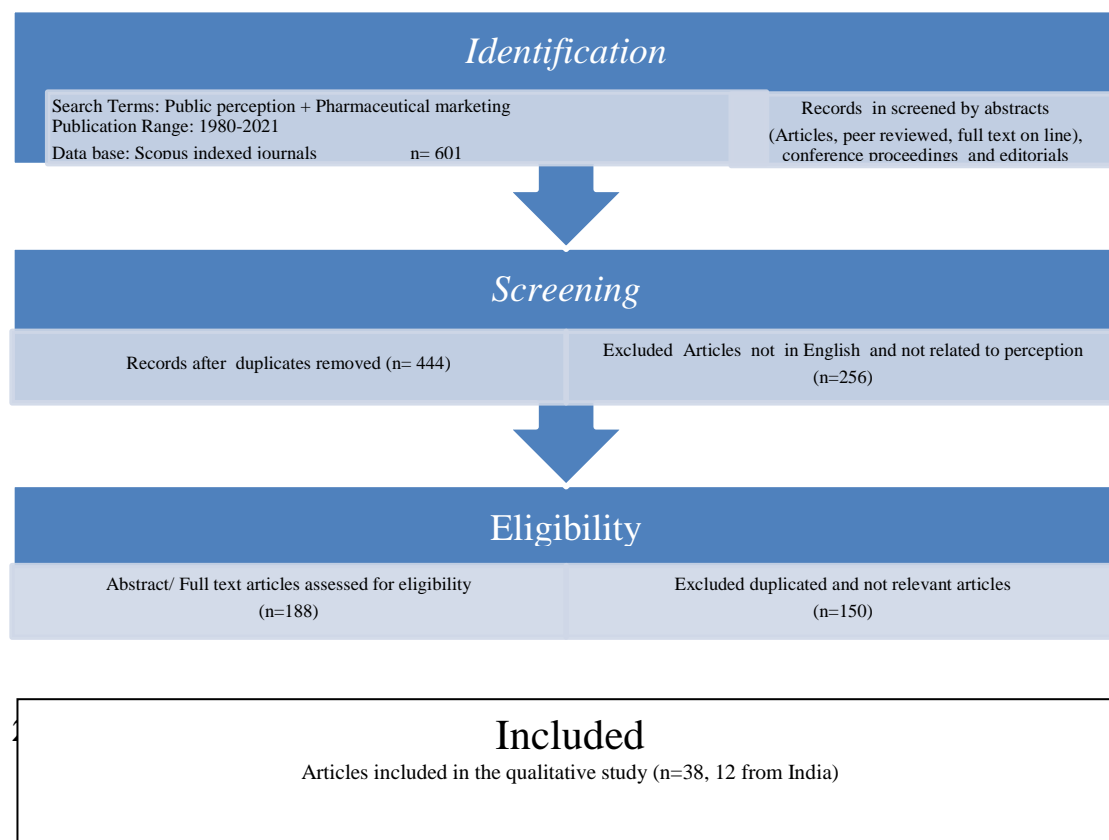
Research methodology

Review (research) methodology can be compared to strategy and it is to state how such and such methods are best methods available to suit the purpose of study as well to show how and why doing it is unavoidable in the context of the study. In a way it's a justification of research decisions from outset to conclusion (Nundulall, 2017). SLR and bibliometric analysis as a hybrid method, explicitly point to the gaps in the studies so far conducted and significantly contribute to further research.

PRISMA framework

The preferred reporting items for systematic review and meta-analysis was conceived to assist systematic literature reviewers to precisely report the purpose, outcome of review and theory/ context of the reviewed articles (why, how and what of the review work undertaken). PRISMA statement initially proposed in 2009, updated (comprising of 27 item checklist) to include advanced methods in identifying, evaluating and in comprehending the outcome of studies in 2020 (Page, 2021). In this article on SLR (Systematic Literature Review), PRISMA 2009 template (Moher, Liberati, Tetzlaff, & Altman, 2009) is applied as below.

Figure 1: PRISMA framework of SLR



Review method / steps

The approach of this review entailed widespread searches of relevant databases (on perception, pharmaceutical marketing practices) are captured while focusing on the literature of greatest relevance to review's research questions.

The period of search was confined to four decades (1980-2021) considering the emergence of heightened awareness of public on pharmaceutical industry, economic medicalisation (Ray Moynihan, 2002) and increased intervention of regulatory authority on the functioning of pharmaceutical industry. Search terms initially used to spot the relevant articles from selected journals were "public perception", "pharmaceutical marketing practices" and "Machiavellian" "ethics" using boolean connectors. The quality of the studies (article) were evaluated based on the minimum bias, maximum internal and external validity (Khan & ter, 2001), number of citations of the article and relevance to the review's research question.

Table 1: Inclusion exclusion criteria

Inclusion criteria	Exclusion criteria
Articles related to pharmaceutical industry	Articles on pharmaceutical industry other than on marketing, selling and promotion
Peer reviewed articles only	Articles on public perception other than on pharmaceutical industry
Articles in English language only	Conference papers and books

Descriptive statistics

Table 2: Author, title, year, source and citations of selected articles (number of citations as per Google Scholar).

S.No	Author	Title	Year	Source	Citation
1	Ray Moynihan, et al	"Selling Sickness: The Pharmaceutical Industry..."	2002	'British Medical Journal'	1460
2	R. Teas	"The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value"	2000	J. of the Academy of Marketing Science	1262
3	S. Sofaer	"Patient perceptions of the quality of health services"	2005	Annual Review of Public Health	662
4	Anusorn Singhapakdi, et al	"The Perceived Role of Ethics and Social Responsibility: A Scale Development"	1996	J.of Business Ethics	518

5	John Tsalikis and David J. Fritzsche	"Business Ethics: A Literature Review with a Focus	1989	J.of Business Ethics	487
6	N. Craig Smith, et al	"The New Marketing Myopia"	2010	J. of Public Policy & Marketing	204
7	F. Weisstein,et al	"Effects of price framing on consumers' perceptions of online dynamic pricing practices	2013	J. of the Academy of Marketing Science	117
8	A. Shabbir	"Measuring patients' healthcare service quality perceptions, satisfaction, and loyalty in hospitals"	2016	Intl. Journal of Quality and Reliability Manageme nt	115
9	K. Desai,et al	"Consumer perceptions of product variants positioned on atypical attributes"	2003	J. of the Academy of Marketing Science	90
10	Lisa Forman	"Rights" and Wrongs: What Utility for the Right to Health in Reforming Trade Rules on Medicines?"	2008	Health & Human Rights	60
11	Huh, Jisu; Langteau, Rita	"Physicians perception on Prescription drug advertising on patients"	2007	Journal of Advertising	60

12	Shlomo S	"A Framework for Assessing Immorally Manipulative Marketing Tactics"	2011	J.of Business Ethics	51
13	Sillup & J. Porth	"Ethical issues in the pharmaceutical industry: an analysis of US newspapers"	2008	International Journal of Pharmaceutical and Healthcare Marketing	46
14	P. Guenzi,et al	"The combined effect of customer perceptions about a salesperson's AS and SO on customer trust"	2016	J. of Business and Industrial Marketing	36
15	Poitras and Lindsay	"Ethical Transparency and Economic Medicalization"	2009	Journal of Business Ethics	34
16	Charles R. Kennedy,	Integrating Public Policy and in a Pharmaceutical	2004	Journal of Public Policy	26
17	Patrick Brown & Michael Calnan	"Braving a faceless new world? Conceptualizing trust"	2012	Health	22
18	Klement Podnar, et al	"How Reference Pricing for Pharmaceuticals Can Increase Generic Share of Market: The Slovenian Experience"	2007	J. of Public Policy & Marketing	20

19	Klaus M. Leisinger	"Poverty, Disease, and Medicines in Low- and Middle-Income Countries : The Roles and Responsibilities of Pharmaceutical Industry"	2012	Business and Professional Ethics J.	16
20	Waheed K Abdul	Price reduction strategy :Effect of consumers' price unfairness perceptions"	2017	Asia Pacific J. of Marketing and Logistics	8
21	Shelley Jofre	"GSK faces accusations of bribing doctors in Poland"	2014	"British Medical Journal"	6
22	Javier Coronado, et al	"An empirical analysis of the multimarket contact	2014	European J. of	1
		theory in pharmaceutical markets"		Health Economics	
23	Mitul D	"Strong Medicine: The Pharmaceutical Industry's Compact with Society"	2006	George town J. of Intl. Affairs	1
24	Robert L. Bregman,et al	"An evaluation of U.S. Consumer perceptions of controversial global sourcing practices"	2014	74th Annual Meeting AOM 2014	1
25	Marmat, G., Jain, P., & Mishra, P. N.	"Understanding ethical/unethical behavior in pharmaceutical	2020	International Journal of Pharmaceutical	1

26	Mainak Mazumdar, Meenakshi Rajeev and Subhash C. Ray	"Sources of Heterogeneity in the Efficiency of Indian Pharmaceutical Firms"	2012	Indian Eco Review	
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Significant authors related to the study

Table 3: Significant authors

S.No	Author	Title of Article	Year	Citation
1	Ray Moynihan, Iona Heath and David Henry	Selling Sickness: The Pharmaceutical Industry And Disease Mongering in the pharmaceutical industry and its products	2002	1460
2	R. Teas	The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value	2000	1262
3	S. Sofaer	Patient perceptions of the quality of health services	2005	662
4	Anusorn Singhapakdi, Scott J. Vitell, Kumar C. Rallapalli & Kenneth L.K	The Perceived Role of Ethics and Social Responsibility: A Scale Development	1996	518
5	John Tsalikis and David J. Fritzsche	Business Ethics: A Literature Review with a Focus on Marketing Ethics	1889	487
6	N. Craig Smith, Minette E. D and Mary C. Gentile	The New Marketing Myopia	2010	204

7	F. Weisstein, et al	Effects of price framing on consumers' perceptions of online dynamic pricing practices	2013	117
8	George P. Sillup & Stephen J. Porth	Ethical issues in the pharmaceutical industry: an analysis of US newspapers	2008	46
9	Shelley Jofre	GSK faces accusations of bribing doctors in Poland	2014	6
10	Marmat, G., Jain, P., & Mishra, P. N.	Understanding ethical/unethical behavior in pharmaceutical companies: a literature review	2020	1
11	Mitul Desai	Strong Medicine: The Pharmaceutical Industry's Compact with Society	2006	1

Bibliometric analysis

Bibliometric analysis helps to identify most globally cited research papers in the research area along with the most cited author and countries predominantly in the research area (Nagariya, Kumar, & Kumar, 2021). The chances are, narrative literature reviews are prone for bias and bibliometric analysis & science mapping to large extent can neutralise this bias. Citation analysis and bibliometric coupling is applied (others being co-citation analysis) in this bibliometric study because it satisfies the core initial interest of a researcher and because co-citation develops with citation pattern. VOSviewer is chosen since it can display maps in various different ways, with easy functionality and viewing (Van Eck & Waltman, 2010)

Design of bibliometric analysis

The choice of appropriate method for bibliometric analysis depends on the research question (RQ) which is based on the literature reviews' RQ and researcher's interest. The RQ for this bibliometric study being,

RQ 1. What are the sub themes and themes of articles /documents in Scopus indexed journals applying bibliometric coupling ?

RQ 2. Who are authors in research area of interest & how are they clustered ?

RQ 3. Which are the countries active in the area of research interest?

RQ 4. How many articles are published from India and their contents?

Bibliometric coupling and citation analysis stands out to be appropriate method of study to answer the above questions. Citation analysis unravels the knowledge base and its structure other than pointing to the most influential works in the area of interest and their similarities (Pradeep Kumar, Balaji, & Gopalakrishnan, 2020)

Themes and sub themes of clusters

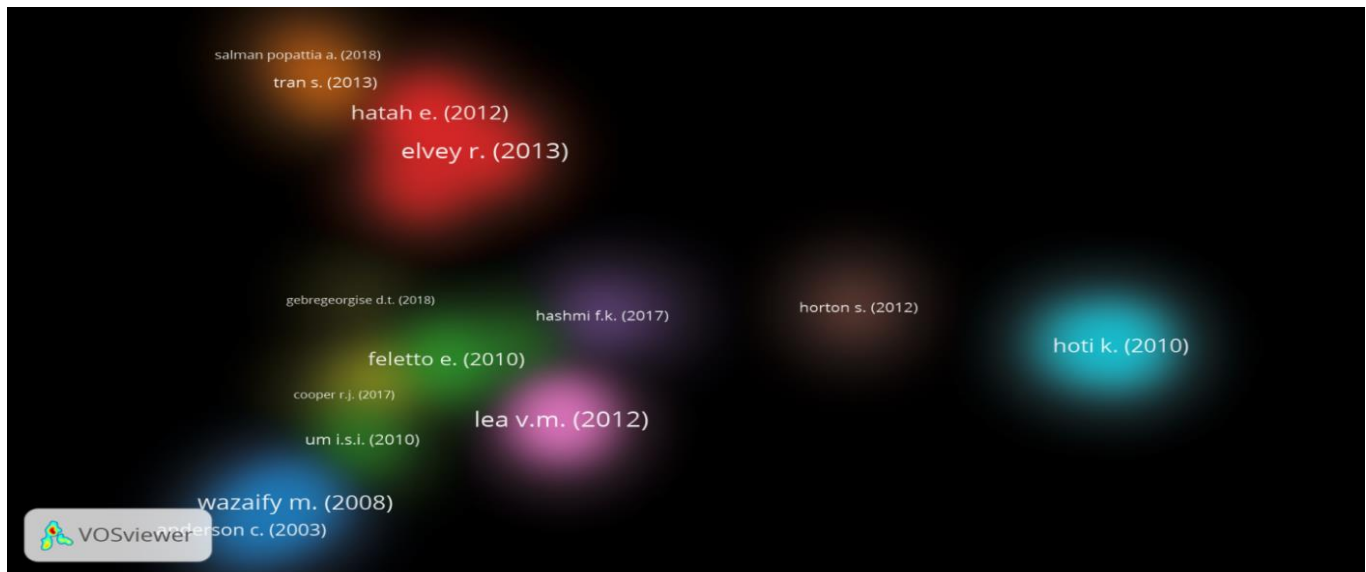
Table 4: Themes and sub themes of cluster from Bibliometric coupling- Documents

Cluster No.	No of items	Theme of cluster	Sub themes of cluster
1	6	Perception of Healthcare Practitioners, regulators and industry	Doctor perception/ Pharmacist perception/ Industry regulatory perception on patient involvement/ General practitioner view on pharmacists/ View of HCP on Pharma care service/ View on preventable morbidity in pharmacy
2	4	Management of pharmacy and pharmacy role	Business model/ Pharmacy student's management skills/ Obesity management skills/Role of pharmacy
3	4	Pharmacists perception and societal perception	Pharmacists perception/ Healthcare from community pharmacy/Perception of pharmacists on patient preferring Chinese medicines
4	3	Public perception and satisfaction	Public perception and expectation from pharmacy in Kuwait/ Qualitative study on living on healthy living pharmacy staff/Consumer satisfaction on medicine retail outlet
5	3	Perception, role and attitude	Attitude perception and role of community service

		of pharmacy staff	pharmacist/Changing role of pharmacists/Pharmacy practice in Virginia
6	3	Prescribing by pharmacists and attitude of pharmacists	Independent prescription by pharmacists in Scotland/ Attitude of Australian pharmacist/ Non medical prescription
7	2	Ethical responsibility and consumer- pharmacists interaction	Ethical responsibility of pharmacists/ Consumer-pharmacists interaction and satisfaction
8	2	Self medication and pharmacist compensation	Self medication and risks/Pharmacist perception on pay compensation
9	2	Work load impact in pharmacy and perception on medicine use review	Community pharmacists perception on medicine use reviews and QA by peers/ Work load impact on community pharmacists

In order to cluster data, VOSviewer software is utilised, bibliographic coupling option and unit of analysis "documents" are chosen for cluster generation. Cluster is based on the similar research themes and articles in a cluster have strong relation with each other when compared to those articles that are from that cluster (Xu, Chen, Jia, Brown, Gong, & Xu, 2018). Articles of different cluster discuss different research area as in the Table 6 and bibliographic coupling of documents clearly point no study had been done on public perception on pharmaceutical marketing practice s in India even though studies related to perception had been done. Below VOSviewer maps depict the citation strength of the articles and the link relationship with other documents represented by colour and size of cluster circle

Figure 2: Bibliographic coupling - Document Density Visualisation

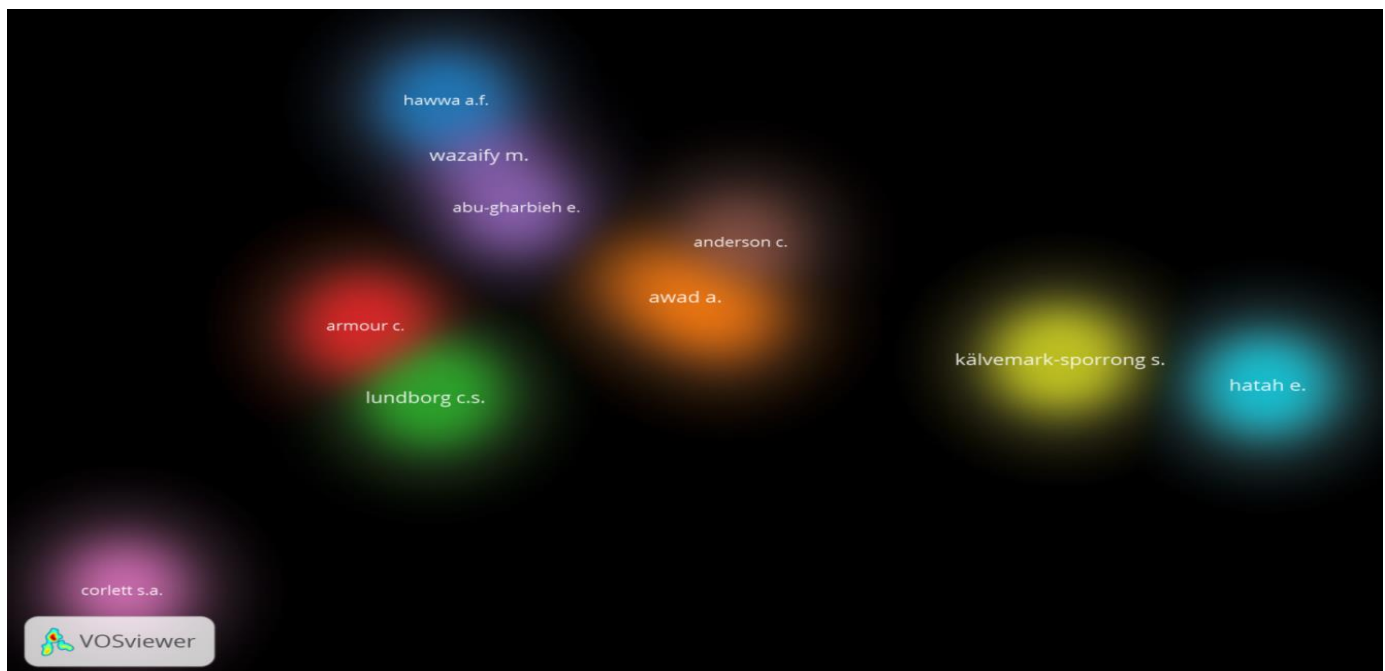


Source: Author

Author details from significant clusters

Bibliometric coupling of authors show which authors are related by the document similarity and five significant clusters based on size and strength indicate not many authors have contributed towards one or other similar document.

Figure 3: Bibliometric coupling - Author Density Visualisation



Source: Author

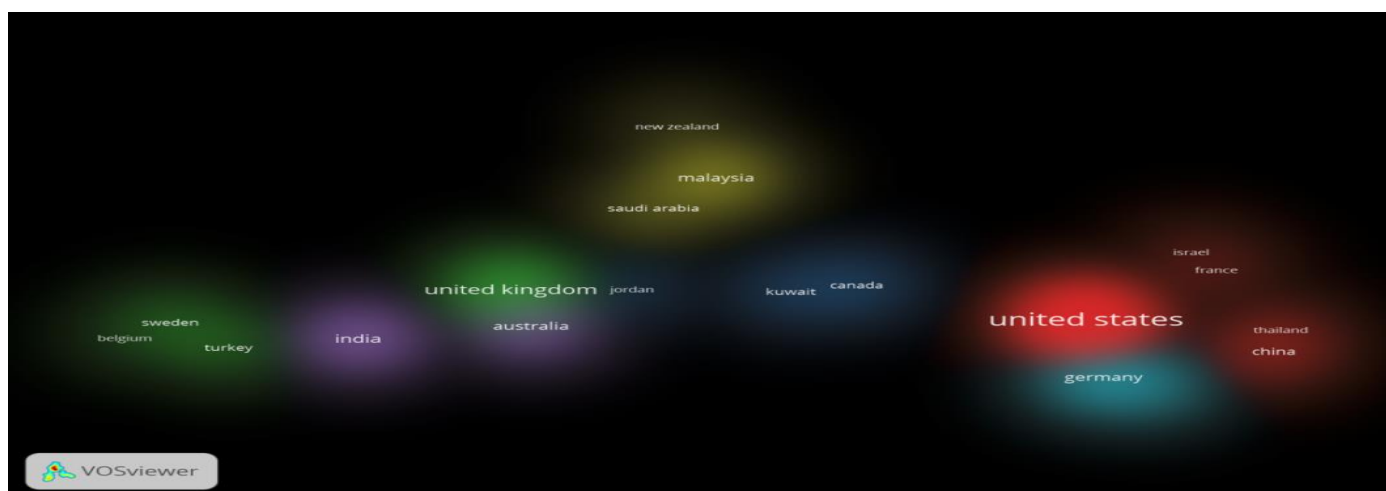
Bibliometric coupling- Country details in cluster

Out of 56 countries displayed by VOSviewer, 21 countries meet the set threshold of minimum one document from a country and twenty citations. Most documents are from USA as identified by SLR with UK and India at second and third level respectively by contribution. The link strength for documents from India is 65 with 224 citations in three links. Studies from India is feebly connected to Australia with regards to bibliometric country coupling. The average publication year shown as 2014.42 which is a clear indicator that there is a gap of more than 7 years in the extant literature for an article from India on public perception on pharmaceutical marketing practices.

Table 5: Documents/ articles country wise

S.No	Name of Country	Number of document
1	USA	47
2	UK	17
3	India	12
4	Germany	10
5	Australia	10

Figure 4: Bibliometric coupling - Country Density Visualisation



Source: Author

The distance between two journals in the visualization approximately indicate their relatedness. Higher the

weight of an item, larger the label and circle of the item. By citation Indian articles are not connected to articles from other countries.

Table 6: List of author, title, source of articles from India

Authors	Title	Year	Journal name
Quader S.A., Radhika R.	Relavence of perception in health care industry	2019	International Journal of Scientific and Technology Research
Abhinaya N, et al	A research on effective management of manufacturing defects to avoid product recalls: A challenge to pharmaceutical industry	2019	Research Journal of Pharmacy and Technology
Singh H., Kaur G.	Effects of Drug Pricing on Medication Choice: A Study with Reference to Drug Prescribing in Chronic Ailments	2017	Journal of Health Management
Attri R.	Anju Pharmaceuticals: riding the herbal wave	2017	Emerald Emerging Markets Case Studies
Lad P., Muragundi P., Ligade V.S.	Digitalize pharmaceutical marketing: Medical representative perspective	2017	Research Journal of Pharmacy and Technology
Vihari N.S., Rao M.K.	Business model innovation and organizational mindfulness as determinants of corporate sustainability: An empirical study	2017	International Journal of Business Innovation and Research
Srivastava V., Handa M., Vohra A.	Pharmaceutical retailers and promotion by pharmaceutical companies in India	2014	Journal of Medical Marketing
Chandy S.J, et al	Antibiotic use and resistance: perceptions and ethical challenges among doctors,	2013	Indian journal of medical ethics

	pharmacists and the public in Vellore, South India.		
Mathew T., Srivastava R.K.	Strategic Implication of Pharmaceutical Packaging to Enhance Prescription from Indian Doctors - A Study on the Four Metro Cities	2012	Business Perspectives and Research
Sharma M., Sood B.	A banana or a syringe: Journey to edible vaccines	2011	World Journal of Microbiology and Biotechnology
Basak S.C., Van Mil J.W.F., Sathyanarayana D.	The changing roles of pharmacists in community pharmacies: Perception of reality in India	2009	Pharmacy World and Science
Bharathi Kamath G.	Intellectual capital and corporate performance in Indian pharmaceutical industry	2008	Journal of Intellectual Capital

TCCM (Theories, Characteristics, Context and Methodologies) framework

TCCM frame work analysis aids in linking the gaps identified in the earlier studies and even offer pathways for future scope (Rajan, Dhir, & Sushil, 2020). In a way limitations arising from SLR and bibliometric study can be addressed by TCCM (Paul & Rosado-Serrano, 2019)

Theories (T)

Some of the identified articles related to perception on pharmaceutical industry and health care are of theoretical underpinning. In the 26 articles identified, perception theory used in two article titled (Anusorn & Scott, 1996), (Sofaer & Abdul, 2005). Theories related to ethics were applied in four articles (Marmat, Jain, & Mishra, 2020), (Tsalikis & Fritzsche, 1989), (Shlomo, 2011), (Geoffrey & Lindsay, 2009). Theories related to pricing were applied in two studies (Podnar & Molj, 2007), (Waheed, 2017). The article titled, New marketing Myopia (Smith, Drumwright, & Gentile, 2010) and Poverty, Disease, and Medicines in Low- and Middle-Income countries (Leisinger, 2012) is based on stake holder and CSR theories respectively. RBV theory is used on one research article (Mainak, Meenakshi, & Subhash, 2012). The article, "Measuring

patients' healthcare service quality perceptions, satisfaction, and loyalty in hospitals" has applied HCSQ frame work (Shabbir, 2016). In, article, "An evaluation of U.S. Consumer perceptions of controversial global sourcing practices" authors have used Hunt - Vitell frame work of ethics (Bregman, 2014). Conceptual model building was objective and base of article on effects of price framing on consumers' perceptions of online dynamic pricing practices (Weisstein, 2013). Reference pricing model was applied in the article on Slovenian reference pricing of pharmaceutical products. In the article on patients' perception on quality of service, expectation theory of perception was adopted. Some of the articles have applied models like millennium development model, data envelopment analysis, AS & OS (adaptive selling and selling orientation) models.

Out of identified twelve article published from India, most had applied perception theories ((Quader & Radhika, 2019), (Singh & Kuar, 2017), (Lad, Muragundi, & Ligade, 2017), (Srivastava, Handa, & Vohra, 2014), (Chandy, Mathai, Thomas, Faruqui, Holloway, & Lundborg, 2013)). Only one article titled, "Intellectual capital and corporate performance in Indian pharmaceutical industry" had applied RBV theory (Kamath, 2008). One article has used sustainability theories, business model innovation theories (Vihari & Rao, 2013) and another Sales model theory (Mathew & Srivastava, 2012). Though there has been limited number of studies from India and in Indian context, perception theories were applied

Characteristics (C)

The characteristics identified in 38 selected articles are varied and has been employed as antecedents or outcome of the study. Pricing, quality and safety aspects are as antecedents in five articles with reference to ethical behaviour and perception (Marmat, Jain, & Mishra, 2020) , (Sillup & Porth, 2008), (Waheed, 2017) , (Podnar & Molj, 2007), (Sofaer & Abdul, 2005). Ethics, bribery, disease mongering and manipulative behaviour were characteristics in four identified articles (Jofre, 2014), (Tsalikis & Fritzsche, 1989), (Ray Moynihan, 2002), (Shlomo, 2011). Trust as a characteristics discussed in article by (Patrick & Michael, 2012). Ethical and medical norms, analysed as antecedents in article on medicalisation and ethical transparency (Geoffrey & Lindsay, 2009). Customer and society focus were characteristics in article based on stakeholder theory (Smith, Drumwright, & Gentile, 2010). In the selected relevant articles from India, three articles considered healthcare providers as characteristics with regards to perception (Quader & Radhika, 2019), (Singh & Kuar, 2017) (Lad, Muragundi, & Ligade, 2017), (Chandy, Mathai, Thomas, Faruqui, Holloway, & Lundborg, 2013). Promotional tools were the antecedents in the study related to retail chemists (Srivastava, Handa, & Vohra, 2014). Pharmaceutical packaging as antecedents impacting perception of doctors from major metros, studied in an article (Mathew & Srivastava, 2012). Price, quality,

safety and trust had not been addressed as antecedents in any of the study from India leaving a gap for such a study.

Context (C)

From the SLR it is noted that more than 75% of reviewed studies were from other than India but most were related to perception and none in the context of public. Mostly studies were around context of health care practitioners (Jofre, 2014), (Ray Moynihan, 2002), (Patrick & Michael, 2012), (Sofaer & Abdul, 2005), (Sillup & Porth, 2008), (Marmat, Jain, & Mishra, 2020). Perception studies based on primary data were mainly on USA context (Bregman, 2014), (Sillup & Porth, 2008), (Javie, Sergi, & Marín, 2014). One article has been scripted in the generic medicine in Slovenia context (Podnar & Molj, 2007) and one in Indian context (Desai M. , 2006). Related to context of quality, performance and trust components few articles are cited from the selected list. In the context of trust, performance, ethics and quality related to pharmaceutical industry few studies are done (Leisinger, 2012), (Forman, 2008), (Patrick & Michael, 2012), (Mainak, Meenakshi, & Subhash, 2012), (Teas, 2000), (Guenzi, 2016). Performance, community pharmacies, packaging, competition, sustainability and digital marketing are the only contexts cited in the selected articles pertaining to perception from India which points to the gap in knowledge with regards to public perception context of pharmaceutical marketing practices.

Methods (M)

Methods of studies in the published relevant articles are mostly narrative, descriptive and case study methods. Two studies are of model prediction (Javie, Sergi, & Marín, 2014), (Shlomo, 2011) and one study had applied Hunt- Vitell frame work model of ethics to build SEM to test Hypothesis (Bregman, 2014). Two studies methods are of factor analysis, (Teas, 2000), (Huh & Langteau, 2007). Few of the selected studies had used regression, ANCOVA, ANOVA, SEM (Waheed, 2017) , (Weisstein, 2013), (Guenzi, 2016) pointing to gap for an empirical study in the specific area of public perception on pharmaceutical industry. Out of the 12 studies from India cited by bibliometric analysis two studies applied regression (Vihari & Rao, 2013), (Kamath, 2008) and rest are narrative and descriptive which point to scope for an empirical investigation in Indian context on topic of public perception as per tables below.

Discussion

The precipitates out of SLR, bibliometric analysis and TCCM frame work answers research questions of the study adequately as below.

Table 7: The research questions adequately answered by the study are as below

Research Question No.	Research Question	Answer to Research Question
1	What are the contributions/conclusions in extant literatures (period between 1980-2021) on public perception on pharmaceutical marketing practices?	As in TCCM frame work analysis
2	What are the most relevant contributing publications, authors.	Refer to Tables 4& 5
3	Are there any study on public perception on pharmaceutical marketing practices conducted in India?	NO
3A	If so, what are its contributions to extant literature?	No contribution
4	Is there a scope to study public perception on pharmaceutical marketing practices in India	Yes, as per SLR, Bibliometric and by TCCM analysis

While SLR as a repetitive process to identify significant studies to answer research questions, had methodically contributed to the understanding of public perception on pharmaceutical industry from marketing practices, price, safety, quality and trust angles, bibliometric analysis with VOSviewer had added more information on complete assessment of scholarly contributions, intellectual structure and its evolutionary path. TCCM frame work analysis had been useful in bridging the gaps identified in previous studies, hint pathways future scope for study and in development of theoretical model from less explored research area and country. TCCM frame work had confirmed the limited application of theoretical models and methods in the relevant studies in the extant literatures. Context of the studies had been varied; financial, consumer behaviour, social and others. TCCM frame work indicate few studies and application of few theories in the extant literature. None of the articles in extant literature had been on public perception on pharmaceutical marketing practices in Indian context, per se . Hence this review of extant literatures on public perception on pharmaceutical marketing practices is of social interest and the proposed research agenda is significant.

Research agenda

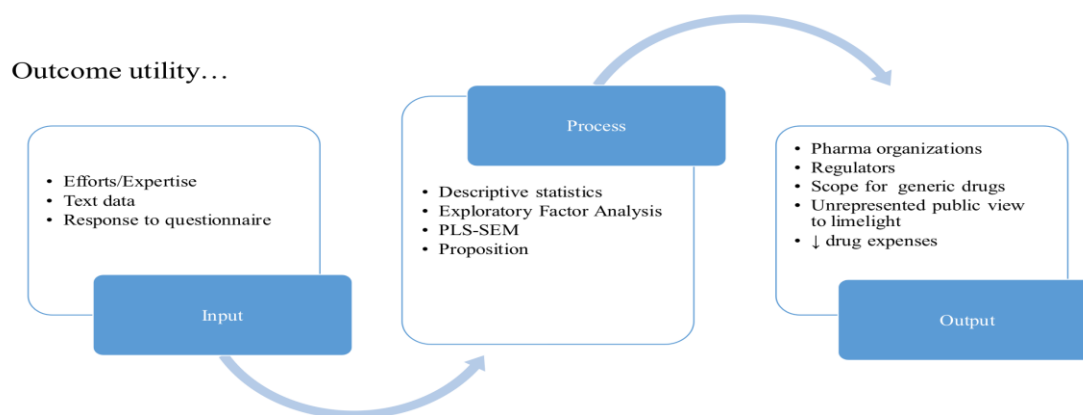
45

The proposed research agenda of importance and deserving imminent application is to capture public

perceptions of Indians on the pharmaceutical marketing practices prevailing in India by way of an inductive approach exploratory study based on grounded theory and theoretical sampling. Postulating propositions and perception model on marketing practices of pharmaceutical industry, price of medicines, safety of medicines, perception of public on generic medicine and trust of public on pharmaceutical industry based on the primary data collected from public applying perception scale and using statistical techniques like exploratory factor analysis and PLS-SEM to be the outcome of the proposed research agenda.

Figure 5: Agenda as system approach

Research study as Input- process- output system



Conclusion and limitations

The literature review related to public perception on pharmaceutical marketing practices prevailing in India point to scope for study on public perception on pharmaceutical marketing practices in India. SLR and TCCM frame work analysis indicate wide scope for future studies on this topic of public perception on pharmaceutical industry from the angle of different antecedents. The proposed agenda of exploratory study with plausible outcome on the propositions and perception model on price, safety, marketing practices, trust and on generic medicine can be applied by pharmaceutical organisations/ industry, regulatory authority and policy makers eventually fulfilling the aspirations of public (the largest stakeholder) with regards to medicine.

Key words used in this literature review may not be comprehensive. Different key words may bring in new search results and different cluster from VOS viewer (visualization of similarities viewer used in this study for bibliographic coupling and citation analysis). There is no conflict of interest or ethical inappropriateness in the script.

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A Study on Digital Learning Platforms for Digital Transformation in Education

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ABSTRACT:

In the domain of skills and education, the country is entering a new era, where online learning and digital resources allow us to continue learning without interruption. Vocational education and vocational training institutes, whose programme is mainly focused on practical and hands-on training, have shifted their classes online and are using creative approaches to educate their students. Digital classrooms, digital learning tools, and free educational content are changing the approach to learning, particularly in rural and semi-urban areas, thanks to digitized education and easy access to the internet. There are numerous online learning and course sites where learners can learn. So the present study is based on exploring the various digital learning platforms available for the students. For the study basically data is collected from secondary sources. The results of the study depicts that there are many digital platforms which learners can adopt for digital learning.

Keywords: Online Courses, Education, Digital Learning, Online Classes, Platforms.

1. INTRODUCTION:

Digital learning platforms provide students with opportunities to actively engage with educational material. Educators use digital learning tools as part of their curriculum to make learning more engaging and interactive for students, as well as to include lessons that can be customized to each individual learner. Teachers are using a new generation of software products designed to get their students to interact with their course concepts in new ways as technology in schools, colleges, and universities has progressed (gosa.georgia.gov).

The world has become a classroom as a result of technological advancements, with educational networks attracting millions of daily users, some of whom use these sites to supplement their conventional classroom learning, while others use them to learn a new skill. While digital learning has long been a standard in India, it has only recently gained momentum, and we now have digital platforms that help children learn through cartoons as well as platforms that help students and professionals achieve their academic goals (www.indiatoday.in).

The pandemic of coronavirus has created immediate and unexpected educational challenges. As a result of

the pandemic's detrimental consequences, governments all over the world have begun or declared the closure of schools and colleges. Nearly 1.5 billion children and teenagers have been affected by the epidemic. Without a doubt, the lockdown placed an unexpected strain on the system, which had to finance the schooling of nearly 300 million children around the country in 1.4 million schools. The definition of education has changed significantly, and digital learning has emerged as a vital educational platform in these times of crisis. Digital technology is allowing teachers to develop engaging (virtual) environments for students all over the world, as well as offering a variety of remote learning opportunities. Schools, colleges and universities all over the world are using existing tools such as Google Classroom, Microsoft Education, and conferencing applications such as Zoom (government.economictimes.indiatimes.com).

The ongoing Coronavirus pandemic is pressuring the world to experiment with remote teaching. There are numerous signs that this crisis will alter many facets of life. If remote teaching continues to be a success, education may be one of them. Without a doubt, the move to online learning as a result of COVID-19 was abrupt and hasty. However, when performed correctly, online learning has many advantages. In this period of COVID-19 digital learning works as a big instrument for the education industry. Therefore, the present study is based on exploring various digital learning platforms for digital transformation in education systems. These platforms are essential for the learning beyond the traditional classroom study.

2. LITERATURE REVIEW:

In today's rapidly changing world, every higher education institution offers online courses to help students understand concepts better (Astani, Ready and Duplaga, 2010). Because of the COVID-19 pandemic, digital learning is becoming increasingly popular. Every college and university provides students with an online learning platform so that their studies are not disrupted. It is also important in today's world. The idea of an online learning platform has been explored by a variety of scholars (Mahajan and Kalpana 2018). Since technology is becoming more relevant, every higher education institution is concentrating on developing an e-learning environment so that students can benefit more from the institutions (Popovici and Mironov, 2015).

Many studies have shown that digital learning has a positive impact on students (Popovici and Mironov, 2015; Mahajan and Kalpana 2018; (Nasir, NurYunus, Hashim, Basari, and Sahelan, 2015; Matsunaga, 2016). E-learning has completely transformed the way people teach and learn. Students previously had no choice for e-learning and had to enrol in some institute to study, but now they can study from anywhere and at any time (Astani, Ready and Duplaga, 2010). The layout of the learning environment as well as tests in online learning were influenced by the online learning process (Armstrong, 2011). Students may benefit from a variety of career and educational opportunities available through digital learning.

Several studies show that many students have enrolled in an e-learning programme or e-course (Jones and Blankenship 2015). E-learning has also been shown to be more successful than conventional classroom learning. Many students show that e-learning is a great way for them to study (Koskela, Kiltti, Vilpola and Tervonen, 2005). It is also important to note that the success of e-learning is contingent on the institute's faculty members and students. When faculty and students are unfamiliar with new technologies, no new learning or teaching model can work effectively (Fadhli, 2008).

According to research, students have a very optimistic attitude about online learning. When opposed to classroom research, students believe that online learning makes it easier to learn and understand concepts. The studies show that there are more benefits of online learning than disadvantages (Amritesh and Subramanian, 2019). Also research on accounting students indicate that online learning has a positive impact and that students are very happy with it (Alcaide, Solis and Galvan, 2019).

According to studies, in an e-learning setting, protocols and procedures must be strictly followed in order for the learning environment to operate smoothly (Alcaide, Solis and Galvan, 2019; Daniels, Sarte and Cruz, 2019). For a better and more efficient e-learning experience, strict monitoring and assessment techniques for students are needed (Daniels, Sarte and Cruz, 2019).

There is also a need to develop online learning instruction, preparation, and other aspects, as many new students have trouble running e-learning systems. E-learning systems should be simple to use and understand, as many e-learning platforms are difficult to comprehend (Smart and Cappel, 2006). On online platforms, there should be a simple protocol for students or learners to follow so that anybody who wants to engage in e-learning can do so (Matsunaga, 2016). Students dislike online learning in the current COVID-19 situation due to a lack of programmes and procedures by educational institutions (Abbasi, Ayoob, Malik, and Memon, 2020).

2.1 Significance of the Study:

The present study is extremely important as because in today's time digital learning is at high demand. Most of the learners are interested to learn through these digital learning platforms. Students can explore lesson material in new and exciting ways using interactive learning platforms. Lessons with a range of multimedia features, such as images, animations, pictures, and audio recordings, are available on a variety of platforms. Interactive elements can be used in lessons, requiring students to complete a task before moving on. Therefore, it is essential to explore various digital learning platforms for digital transformation in education.

2.2 Research Gaps:

By studying the past literature it is seen that many studies are done on the aspects of digital or online learning. But most of the studies are focusing on implementing of digital learning, challenges of digital learning and benefits of digital learning. There are very few studies which talks about the platforms which are available for learners so that they can enroll for them. So the present study is an attempt to explore various digital learning platforms available for learners in education.

3. OBJECTIVES OF THE STUDY:

The basic objective of the study is to explore various digital learning platforms for digital transformation in Education.

4. RESEARCH METHODOLOGY:

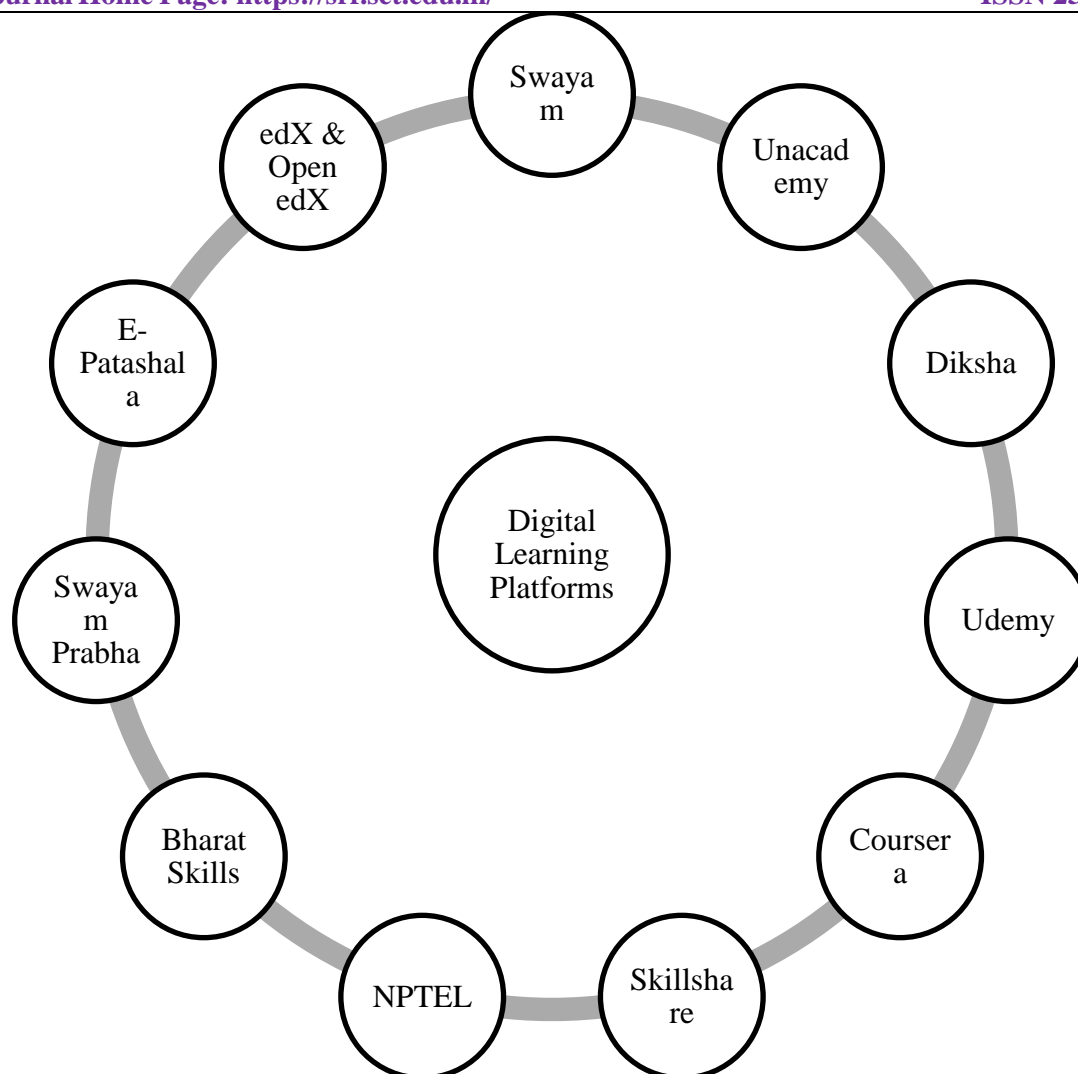
The study is basically descriptive type of study. It focuses on exploring various digital learning platforms by using secondary data sources.

The data for this analysis is mainly gathered from secondary sources. The information was gathered from a variety of reports released by reputable independent organizations and organizations. The data taken for the study is taken from reliable websites and reports. Many articles are studied to obtain results for the study. Related research data has also been gathered from other websites, such as online databases such as EBSCO, JSTOR, Research Gate, and Google Scholar.

5. ANALYSIS AND DISCUSSIONS:

The section is going to talk about the detailed analysis of stated objective:

Following are the digital learning platforms available for learners for digital transformation in education:



- **Swayam:** Swayam is digital leaning platform. Access, equity, and consistency are the guiding principles of the Swayam portal. It offers courses for students in grades nine through twelve, as well as post-secondary education. Learners can take SWAYAM courses for free, but if they want a SWAYAM certificate, they will have to pay for an exam. The certificate's eligibility will be announced on the course page, and learners will only receive certificates if the criteria are met. Students can use the online version at <https://swayam.gov.in> or download the app from the Google Play Store or AppStore. (<https://swayam.gov.in/>).
- **Unacademy:** Unacademy is the next digital learning platform worth checking out in India. It's one of the most effective applications for competitive exams. The Unacademy offers courses ranging from UPSC to JEE, as well as NEET, SSC, and Bank tests. With regular live lectures, practice and review,

and live mock tests, the app assists in the comprehension of concepts. Unacademy is also a subscription programme, but it provides a limited range of free courses (unacademy.com).

- **Diksha:** DIKSHA, a Ministry of Education project, was launched in September 2017 to help teachers from grades 1 to 12 learn advanced digital skills. The digital platform was created with teacher education in mind, but it is also open to students who want to interact with the teacher community. DIKSHA provides training, worksheets, lesson recordings, curriculum, and evaluation for teachers. The QR code, which can be scanned to gain access to a variety of learning materials and eBooks, is one of the platform's unique features. For students in class 12th, there are over 80,000 eBooks available in multiple languages. Users of Android and iOS will get the app from the Google Play Store and the Apple App Store, respectively. The official site is open to the public and allows users to register (www.india.gov.in).
- **Udemy:** One of the most well-known online course marketplaces is Udemy. More than 40 million students use this digital tool, and more than 50,000 professors and subject matter experts create online courses. Udemy allows everyone to create a course while also allowing them to learn new skills. It does so by providing a variety of online learning resources, such as PDF documents and PowerPoint presentations. Instructors are welcome to enter Udemy and begin teaching online, but the company takes a large portion of the sales and has complete control over course pricing and discounts. There is no charge for the initial setup. (Intended for instructors) It's built for self-paced learning and video tutorials. There is no requirement for a high level of professional expertise. For both iOS and Android, there is an Udemy version (www.udemy.com).
- **Coursera:** Coursera is a 23-million-user digital learning site dedicated to delivering high-quality online training courses to people all over the world. It offers students the ability to earn certifications from respected institutions upon enrolling in paid courses through collaborating with world-class colleges and businesses.
Coursera provides on-demand online tutorials, homework activities, peer-reviewed assignments, and group discussion boards for individual classes, advanced courses, and degree programmes (www.coursera.org).

- **Skillshare:** Another famous course marketplace is Skillshare, which has over 4 million students and up to 24,000 lessons in different disciplines. Lessons range in length from 20 to 60 minutes and are comprised of a series of short videos, class projects, and a student culture that promotes participation through discussion forums.

It includes a friendly discussion forum where students can share their thoughts. It allows taking several courses for the same price (www.freecoursesonline.me).

- **NPTEL:** IIT Madras, along with other IITs, is in charge of the NPTEL portal. The portal has documented IIT lectures, which have then been posted online for others to view. NPTEL provides online and video courses in 23 fields, with learners earning a tangible end result in the form of an IIT/IISc certificate for their efforts (nptel.ac.in).
- **Bharat Skills:** The Bharat Skills and eSkillIndia portals provide a directory of skill-based courses, the majority of which are NSQF-compliant. E-learning videos for 79 trades, including carpenter, electrician, and plumber, are currently available on the Bharat skills platform (bharatskills.gov.in).
- **Swayam Prabha:** Swayam Prabha is a DTH channel network consisting of 32 channels that transmit high-quality educational programming. NPTEL, IITs, UGC, CEC, IGNOU, NCERT, and NIOS provide the material. Students in the subjects of arts, technology, business, performing arts, social sciences, and agriculture may enrol in courses ranging from 9th grade to post-graduation (www.swayamprabha.gov.in).
- **E-patashala:** NCERT's E-patashala project is a repository of audios, photographs, flipbooks, and other materials in Hindi, English, and Urdu. There are a total of 3886 services and 504 e-textbooks on the portal and mobile (epathshala.nic.in).
- **edX & Open edX:** Open-edX and EdX.org (course marketplace) are two sides of the same coin. Open-edX is an open-source content management system, and EdX is a learning portal where students can find online courses from different universities. They were developed by a group of Harvard and MIT scientists with the aim of providing online university-level education to people all over the world.

More than 8,000 online courses from more than 100 prestigious colleges and companies have been powered by EdX.org, which now provides higher education in a range of disciplines. Engineering, computer science, data science, math, humanities, business, and management are among their core areas of expertise (www.edx.org).

6. CONCLUSION:

The study concludes that digital learning is a way of teaching that supports students in the long run. It uses a number of technology-assisted educational techniques. Blended learning, flipped learning, customised learning, and other techniques that rely on digital resources in some form or another are included. Teachers are using a new generation of software products designed to get their students to interact with their course concepts in new ways as technology in schools, colleges, and universities has progressed. Students are using their laptops to complete a lesson that includes video demonstrations, practical, and mini tests to evaluate their proficiency level and what they should focus on next instead of reading a print textbook chapter on multiplying fractions. For students at all levels of education, interactive learning platforms have the ability to be an important learning tool. Digital learning platforms are providing many benefits to learners like create multimedia learning environments for students that are both engaging and educational; automatically differentiate instruction based on student skill, and keeping track of how well students are doing on main learning goals.

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A Study on Dr. B. R. Ambedkar's Contributions to the Indian Economy

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Abstract:

The article discusses the importance of Dr. Babasaheb Ambedkar to India's economic growth is examined, economic views given forward by Dr. B R Ambadkar, a nation's founding economist, his economic contributions to public finance, agricultural economics, state administration, labor issues Reforms in agriculture and land use, Currency issues in India, Indian women Improvement, Labour Problems, Economics of the caste system, Human capital concept, Opposition water resource management economic development strategy, taxation policy, etc. The acceptance of his economic ideas at various stages of India's economic growth might be used to evaluate the relevance of his ideas.

Key Words: Public finance, Reforms in agriculture, Currency issues, Taxation policy, Human capital concept, etc.

Introduction:

“Ambedkar was the first to have a Doctorate in economics in India. He is one of the greatest economists.” (Mahavidyalaya, 2022, p. 52) “Dr. Bhim Rao Ambedkar is known as the father of the Indian constitution as he was the foremost draftsman of the Indian constitution which was adopted on 26th November 1949 and got implemented on 26th January 1950. Because of his noteworthy works and contributions in various fields, he is also known as a great leader of the freedom movement, A high-caliber lawyer, A great Dalit leader, and a distinguished economist. Babasaheb was a highly intellectual person of his time. He was the first person to pursue Ph.D. in economics from abroad. He was the first South Asian to have a double doctorate degree in economics from the London School of Economics and Columbia University” (Kumar, p. 2) India Award in Indian history, Dr. B.R. Ambedkar played a significant role. He is remembered in India for his social, economic, political, and religious endeavors to elevate the untouchables, who make up the lowest social class in the country. He made contributions in the fields of economics, sociology, law, education, journalism, politics, editing, social revolution, and human rights, among other things. He campaigns for economic as

well as social equality On April 14, 1891, he was born in a military cantonment and town that was created by the British. This was a downtrodden, impoverished household. He earned his economic and political degrees from Bombay University in 1912 with the aid of many scholarships, and his postgraduate degree in economics from Columbia University in 1913. He earned his Ph.D. in Economics from the London School of Economics and Political Science in 1922, making him the first Indian untouchable scholar of high education.

Materials and Methods:

The study is based on secondary data gathered from various Articles, Websites, Papers, Wikipedia, Theses, Journals, Books, etc.

Review of Literature:

1) Annaji Madavi (2022) Role of Dr. Babasaheb Ambedkar in the Economic Development of India in this article, Dr. Babasaheb Ambedkar's impact on India's economic growth is discussed. Several of the concepts Dr. Babasaheb Ambedkar established, such as price stability and fiscal responsibility, are still applicable in the modern Indian economy, even though not all of his economic hypotheses hold true. It indicates that the choice of the economic growth plan was strongly influenced by Dr. Ambedkar. He made a point of stressing how important industrialization is to the growth of the economy as a whole. According to the concepts Ambedkar presented to the Hilton Young Commission, the Reserve Bank of India (RBI) was established. The opposition and the ruling party in India have both claimed that he is actually on their side, and his economics has now become a flashpoint between them.

2) Dr. M.R.Singariya(2013) Dr. B.R. Ambedkar: As an Economist This paper aims to investigate four major subjects with which Ambedkar engaged in his professional works. First of all, the policies Ambedkar analyzed in "The Dilemma of the Rupee" and elsewhere primarily deal with monetary standards as they had changed over the past few decades. The rupee, the primary monetary unit of India, has a lengthy history. This resulted in an ongoing devaluation of the Indian rupee from 1872 to 1893, which was beneficial for Indian exports but detrimental to the Indian economy because it forced the country to produce more rupees in order to pay for expenses incurred by India in England that were denominated in sterling (i.e., gold) terms.

3) S Ambirajan (2015) Ambedkar's Contributions to Indian Economics In this paper author determined that the four themes he outlined in Ambedkar's early publications demonstrate his strong economic mind in good measure, and had he decided to stay in the halls of academia, he may have had significant success in academic economics. However, he must have been moved by what Scottish philosopher and great enlightenment figure Adam Ferguson wrote in 1767 in his colossal An Essay on the History of Civil Society:

"Where power is already established, where the strong are unwilling to suffer restraint, or the weak are unable to find a protection, the defects of law are marks of the most perfect corruption."

4) Dr.Prathima P S(2022) Dr. B R Ambedkar and his contribution Towards India`s economy, and its uses during the pandemic situation in this study author concluded that to consider Dr. Ambedkar's dedication and contributions to the fields of economy and industrialization The analysis will be helpful to understand the possibility that his thoughts, considerations, assessments, and suggestions will be accepted in the modern day and lead to actual advancements in the field of financial issues.

5) Nageswari R(2019) Economic Visions of Dr.B.R.Ambedkar in this study author explained Ambedkar favors the nationalization of land and the leasing of land to groups of farmers who are then persuaded to form cooperatives in order to improve horticulture. Ambedkar plays a very significant role for the state in such changes in agribusiness. Inspiring the mistreated and dejected people in a perilous society is the point of confluence of Ambedkar's philosophy.

Objectives:

- 1) To analyze Dr. B. R. Ambedkar's economic ideas
- 2) To know the contributions of Dr. B R Ambedkar to the Indian Economics field

Dr. B. R. Ambedkar's Economic Ideology:

Dr. Ambedkar was a notable social reformer and economist. Dr. Ambedkar pursued a variety of academic interests. wrote on them even as I was leading a social movement. Ambedkar was a graduate with advanced degrees in economics. Ambedkar seems to have considered economics in his writings and speeches. He authored dissertations and research articles throughout his economics studies on a variety of topics, including the Indian Rupee crisis, its causes, and remedies, as well as gold standards and gold exchange standards. He has written three books on topics connected to economics. The Problem of Rupees, Its Origin, and Solution is the first book. The second book is titled Administration and Finance of the East India Company, and the third is titled The Development of Provincial Finance in British India: A Study in the Provincial Decentralization of Imperial Finance. Ambedkar's economic theories are relevant to a variety of issues, including land reform, labor issues, caste economics, water resource management, opposition to the Hindu economy, taxation, democratic state socialism, free enterprise economies, population control and family planning, nationalization of industries, and many more.

Reforms in agriculture and land use:

Dr. Ambedkar made a significant contribution to land reform and agriculture in India. The ownership of property by a few individuals, he said, is a serious issue for Indian agriculture, which has there are a number of drawbacks, including challenges with resource usage and cultivation, rising costs, insufficient productivity, inadequate pay, and a low level of living. Dr. Ambedkar asserts that other elements, like capital, labor, and other inputs, have an impact on agricultural productivity in addition to the number of land holdings. As a result, even a vast plot of land might become unproductive if resources like labor or money are not accessible in sufficient quantities and of high quality. On the other hand, if these resources are abundant, little plots of land can become fruitful. After Independence, the "Land Ceiling Act" is passed with this idea in mind. Ambedkar discussed the need for and methods for putting limitations on moneylenders in a 1928 book.

Currency Issues in India:

The current Indian monetary system greatly benefits from the ideas of Dr. Babasaheb Ambedkar. Dr. Babasaheb Ambedkar penned "The Problem of Rupee, Its Origin, and Solution" in 1923, while the Indian government was under British rule and battling with the declining value of the Indian Rupee. He said that the gold exchange standard is unstable. Gold exchange standards are unaffordable for emerging nations like India and thus raise the possibility of inflation and price hikes in addition to other issues. He provided facts, data, and explanations to demonstrate how the Indian Rupee has lost value and is consequently losing buying power. He proposed that the government deficit be controlled and that there should be a cyclical flow of money. He said that pricing stability should receive greater focus than exchange rate stability. The concepts that Ambedkar submitted before the Hilton Young Commission served as the foundation for the Reserve Bank of India (RBI).

Indian Women's Economic Motivation and Performance and Women's Improvement:

Dr. Babasaheb Ambedkar made a tremendous contribution to the advancement of women and the economy. He asserts that women cannot participate in economic progress without improving their social standing and equality. Nonetheless, India's economic development is constrained by the poor economic status of its women. Thus, it is crucial to raise the economic status of women, grant them equal rights, and allow them to choose their own careers.

Labor Problem:

Ambedkar discussed labor concerns while he was the minister of labor. Ambedkar backed the labor

movement and the freedom to strike in opposition to capitalism. He desired workers take involved in industrial management. He was attentive to the joint council's employment exchanges, paid time off for permanent employees, welfare initiatives, conflict resolution, and trade disputes. He believed that if it was founded on social fairness, industrial peace would triumph. He established a 5%–6% reservation for members of Schedule castes in the Central Government. He provided assistance to kids from underprivileged backgrounds who wanted to pursue technical training abroad. A discussion about India's caste structure between M.K. Gandhi and Ambedkar. Throughout the argument, Ambedkar emphasized this. Our economic structure has been strongly influenced by the caste system in India. "He (Ambedkar) said that the caste system in India not only denotes the division of work but also the division of laborers."

Economics of the Caste System:

Ambedkar asserted that a significant barrier to economic expansion and development in India was the caste system. People were not permitted to impart their professional talents to someone from a different caste under the caste system. Only those from their own caste were permitted to pursue the profession. As a result, if someone possessed the skills required for a certain job, they would not accept it from someone from a caste above them. A person must have the freedom to select his or her profession in a changing industrial environment. The following effects, however, are caused by societal and religious restrictions on inter-occupational mobility: First off, by forbidding occupational readjustment, caste has become a major factor in a large portion of unemployment in many different groups. For example, a pious Hindu would prefer to be jobless than work in a profession that is not allotted to his caste. Second, to ensure both individual justice and economic efficiency, the factor market must be competitive. The caste system leads to segregation in each of these markets by restricting the inter occupational mobility of labor, money, and entrepreneurship across caste groups. So, even when the salary rates or rates of return on investments in alternative occupations are greater, labor and capital do not move from one occupation to another.

Human capital concept:

Dr. Ambedkar believed that the idea of human capital in India is pointless if the poorer and more oppressed untouchable Dalits are not seen as fellow humans with an equal stake in society and a shared religious foundation. As a result, it is unable to leverage this human capital for India's economic growth.

Opposition to the Hindu economy:

The Indian economy, according to Dr. Ambedkar, is dominated by Hindus. He published an incisive analysis of Hindu economics. He exposed its logical shortcomings. Not only is there a division of labor under the

caste system, but there is also a division of laborers. It does not depend on innate abilities or talents. It is a significant barrier to economic growth. It decreases mobility, which results in ineffective output. Being untouchable is worse than being a slave. It is an exploitation mechanism.

Water Resource Management:

The Policy Committee on Irrigation and Electric Power was presided over by Dr. Ambedkar. Also, he had a tight relationship with the "official Committee" inside the Labor Department. The Committee's primary responsibility was to develop the water and electricity policy. The policy and development strategy for water and power was inspired by Dr. Ambedkar. The major projects, including the Hirakud River and Sone River, were built in accordance with Dr. B. R. Ambedkar's recommendations. Regarding the disagreements and conflicts over interstate water rights, Dr. Ambedkar proposed a solution.

Economic Development Strategy:

Dr. Ambedkar thought that eliminating property, eliminating injustices, and stopping mass exploitation should be the cornerstones of India's economic growth approach. He stressed that exploitation has several aspects. In India, social or religious exploitation should be eradicated since it is just as oppressive as economic exploitation.

Taxation policy:

In the Swatantra Majdur Party's (also known as the Independence Labour Party) 1936 platform, Dr. Ambedkar discussed taxes. As the weight of these taxes is disproportionately placed on the weaker segments of society, he was opposed to Land Revenue, its system, and its taxes. Advanced tax policy system recommends Ambedkar.

Conclusion:

The wisest economist of the era was Dr. B. R. Ambedkar. His economic ideas have proven beneficial to the Indian economy and may be applied as a constructive remedy for the country's present economic issues. Dr. Ambedkar became more well-known for being a brilliant leader than an economist as a result. He worked tirelessly to build a sociopolitical system and economic framework that allows for the full utilization and development of human potential. He had the idea to end poverty and weaken the caste system that was then in place in India. He favored that. Regardless of caste, gender, sex, or ethnicity, all members of the population should have equal access to resources. Many economic areas now embrace Dr. Ambedkar's teachings. According to him, the caste system was a significant obstacle to the nation's economic progress.

He advocated for equal access to resources and social prestige for men and women. Dr. Ambedkar spoke on enhancing both men's and women's quality of life. He had the opinion that understanding economics is useful for making smart and suitable policy decisions. His economic theories need to be updated, not to honor him but rather to apply his economic knowledge and thought to the advancement of human welfare and the nation.

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**EFFECTIVENESS OF GRIEVANCE HANDLING SYSTEM FOR EMPLOYEES IN IT SECTOR -
WITH REFERENCE TO BENGALURU CITY**

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Abstract

Employees are the most valuable asset in the organization. Every company has some grievances it can be related to wages, salaries, overtime work, organizational changes, Employee relation, work rules and regulations, policies etc. They are the factors that results in dissatisfaction among employees. There is no organization in which there is no grievances. It is most important to create awareness among employees about grievance redressal mechanism in the organization by conducting awareness programmes. Grievance redressal responsibility lies largely in the hands of management. It should be settled promptly at the beginning itself. This study aims to know whether the employees are aware of grievance redressal mechanism and the factors that cause grievance in organization .The study helps to understand the initiatives taken by organization and the level of satisfaction derived by employees by grievance handling system of management.

Key words: Valuable Assets, mechanism.

Introduction

The Employees are the true assets of an organisation. They contribute effectively towards the success of an organisation. They come from different backgrounds, religions, communities and work together on a common platform. They strive hard to deliver their level best and achieve the assigned targets.

Grievance is an form of disputes experienced by the employees at workplace. The Grievance occurs in every workplace but handling them properly is important to maintain a harmonious relationship and work environment. There are various factors that causes grievances in organisation. The organisation should have

grievance handling officer for resolving employees disputes. The effective grievance handling system ensures that the problems of employees are recognised and redressed in timely manner.

Aim of the Study

The study aims at understanding the whether the employees are aware of grievance redressal mechanism in their organization. It also focuses on analyzing the factors that cause grievance in organization as well as initiatives taken by organization for grievance redressal, and also to suggest suitable means.

Need for the Study

The study focuses on exploring and showcasing the effectiveness of grievance handling system for employees in IT sector.

Statement of Problem

The problem to be addressed is to assess the effectiveness of grievance handling system in IT sector and the initiatives taken by the organisation to solve the grievance of the employees. There are various factors that causes grievance in an organisation such as undesirable working conditions, issue with payments, social injustice, performance appraisal, unable to adjust with their supervisors and colleagues. These factors need to be addressed and solved properly to avoid in future. An attempt is made to know the opinion and the level of satisfaction derived by the employees on the effectiveness of the same.

The objectives of the study focus on

- 1.To find out whether the employees are aware of grievance redressal mechanism in their organisation.
2. To find out the factors that cause grievance in organisation.
3. To analyse the initiatives taken by organization for grievance redressal.
- 4.To analyse the level of satisfaction derived by employees in the Grievance handling mechanism.
5. To provide feasible suggestion based on the outcomes of the study.

LITERATURE REVIEW

Taru, March(2020) described the grievance of International Airport staff, Tiruchirappalli. The study examined the relationship between employer and employees and tries to find out the effective solutions to the complaints prevailing in Middle level Management. A pilot study was conducted to analyse the complaints handling procedure at International Airport. The study suggested that tht complaints need to be well organised, speed and time must be increased to resolve grievance as soon as possible in order to reduce grievance in organisation.

Rupali (2018), the study identifies the most common complaints of employees are related to wages, work place, promotion, lack of communication, transport etc. The study focuses on proper management of

employees grievance. Any dissatisfaction or feeling of incompetence at work, will have direct impact on performance. It also looks at the origin of job grievance and grievance redressal procedure.

Ms. G.Ramya (2014), " A study on effectiveness of grievance handling mechanism at Swastik Apparales, Erode". The main objective of study is to analyse the grievance handling system that leads to a favourable attitude towards the management. The study also focused on the level of satisfaction derived from grievance handling procedure of the organisation. The effectiveness of grievance handling mechanism was related to union members overall satisfaction with the union.

Research Methodology

The research objective for this study includes exploration and description. The research design used in this study is descriptive research design. Primary data is collected & the pilot study was conducted with the help of the structured questionnaire which was circulated among a sample of 120 respondents. The questionnaire is valid & reliable. The data collected is organized, classified and analyzed using statistical tools like mean and standard deviation.

Research Instrumentation

The questionnaire of the survey consists of 5 parts. The first part aims to find out the personal information of respondents. The second part aims to find out whether the employees are aware of grievance redressal mechanism in their organisation. The third part is to examine the factors that cause grievance in organisation. The fourth part is to analyze the initiatives taken by organization for grievance redressal. The fifth part is to analyse the level of satisfaction derived by employees in the Grievance handling mechanism.

Sample Selection

The population is considered infinite and the samples are on infinite basis. A total of 100 participants completed the questionnaire. Data was collected through online mode.

Limitations of the Study

- The study is restricted to IT sector of Bengaluru City and it is not applicable to other sectors.
- Due to time constraints the sample size is restricted to 120 respondents.
- The data is collected using primary source and the suggestions are based on the data collected.

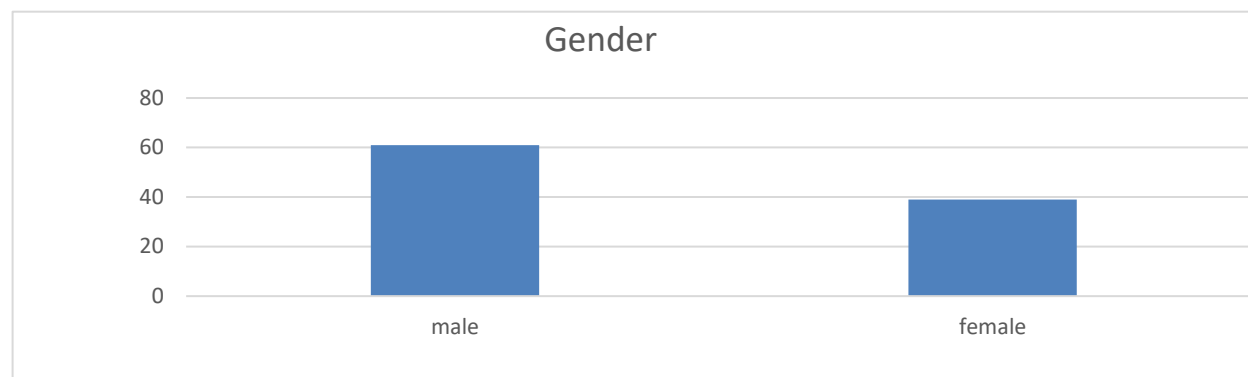
Analysis & Interpretation

The analysis is carried out with the statistical tools like the measures of central tendency.

Table 1.1 Gender

Gender	Frequency	Percentage
Male	61	61.0

Female	39	39.0
Total	100	100.0

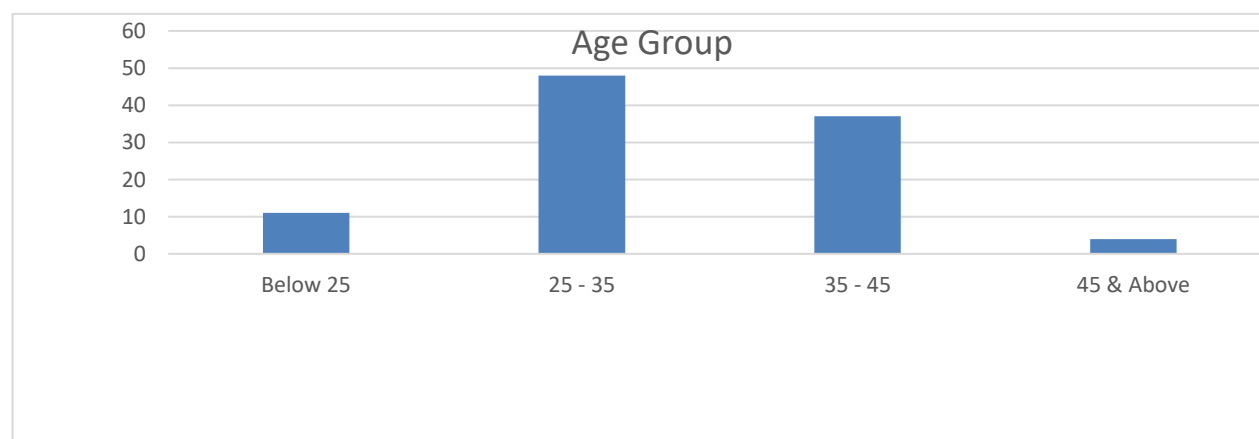


Interpretation

From above chart it can be interpreted that 61% of respondents are male and 39% respondents are female.

Table 1.2 Age Group

Age Group	Frequency	Percentage
Below 25	11	11.0
25 -35	48	48.0
35-45	37	37.0
45 and above	4	4.0
Total	100	100.0

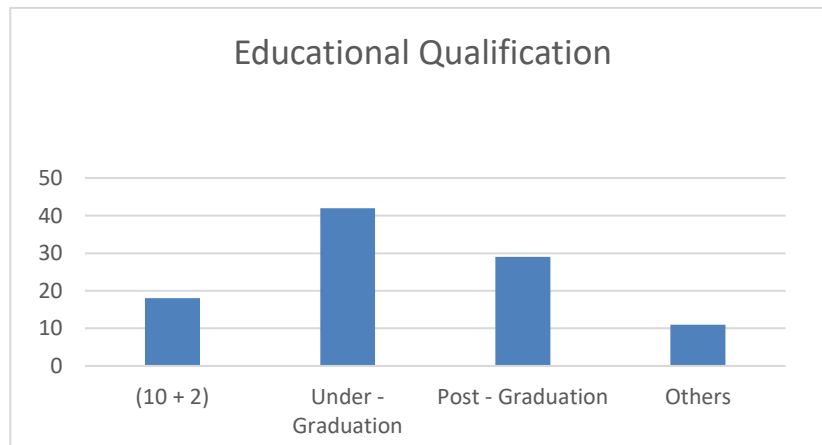


Interpretation

From the above chart it is seen that 11% of respondents are between the age of below 25, 48% of respondents are between the age of 25 - 35 years, 37% of respondents are between the age group of 35 - 45 years, 4% respondents are between the age of above 45 years.

1.3 Educational Qualification

Education	Frequency	Percentage
SeniorSecondary Education(10 + 2)	18	18.0
Under - Graduation	42	42.0
Post – Graduation	29	29.0
Others	11	11.0
Total	100	100

**Interpretation**

From the above chart we can interpret that 18% respondents has completed their Senior Secondary Education, 42% of respondents education is under - graduate, 29% respondents education is Post - graduation, 11% respondents has completed their education in other stream.

Table 1.4 Mean and Standard Deviation of the employees awareness of grievance redressal mechanism in their organisation.

VARIABLES	MEAN	SD
I am aware of grievance handling mechanism	2.91	.634
Work culture is supportive in organisation	3.69	.538

I am aware of the problem that happens in my work place	2.02	.668
Grievance Redressal Officer is available in the organisation	1.7	.449

From the mean score of the respondents in Table 1.4, it is clear that work culture is supportive in organisation with the mean of 3.69 and standard deviation .538. Followed by employees awareness regarding grievance handling mechanism with a mean of 2.91. The least factor considered was availability of grievance handling officer in the organization with a mean of 1.7.

Table 1.5 Mean and Standard Deviation of the factors that cause grievance in organisation.

VARIABLES	MEAN	SD
Undesirable and unsatisfactory working condition	3.82	.478
Employees are unable to adjust with their supervisor, colleagues.	2.62	.627
Issue with payments, adjustment to overtime, late bonus and incentives	3.93	.560
Faces grievance related to social injustice and performance appraisal.	3.62	.301

From the mean score of the respondents in Table 1.5, it is clear employees face issue with payments, adjustment to overtime, late bonus and incentives with the mean of 3.93 . Followed by Undesirable and unsatisfactory working condition with a mean of 3.82. The least factor considered was Employees are unable to adjust with their supervisor, colleagues with a mean of 3.86.

Table 1. 6 Mean & Standard Deviation of the Initiatives taken by organisation for grievance redressal.

VARIABLES	MEAN	SD
Organisation tried to identify the root cause of the problem.	2.89	.716
Improving mutual understanding between complainant and supervisor	3.83	.461
Awareness and counseling Programmes was conducted.	2.65	.477
Timely payment of salaries, bonus and incentives.	2.92	.734

From the mean score of the respondents in Table 1.6, it is clear that organization has tried to Improving mutual understanding between complainant and supervisor with mean of 3.83, followed by timely payment of salaries, bonus and incentives with a mean value of 2.92 and standard deviation of .734, followed by Organisation tried to identify the root cause of the problem. with a mean of 2.89 and standard deviation .716. The least factor considered Awareness and counseling Programmes was conducted which has mean value of 2.65 and standard deviation of .477.

Table1. 7 Mean & Standard Deviation of the level of satisfaction derived by employees in the Grievance handling mechanism.

VARIABLES	MEAN	SD
All my complaints being taken care off	2.96	.767
Management ensured justice and satisfaction to the employees.	3.15	.929
Iam satisfied with procedure followed by management to redress the problem.	3.23	.928
Our company has effective grievance handling system.	3.44	.155

From the mean score of the respondents in Table 1.7, it is clear employees feel that their organization has effective grievance handling system with the mean of 3.44 . Followed by employees are satisfied with the procedure followed by management to redress the problem with a mean of .928. The least factor considered were all complaints being taken care off with a mean of 2.96.

FINDINGS

1. Table 1.1 From above chart it can interpreted that 61% of respondents are male and 39% respondents are female.
2. Table 1.2 11% of respondents are between the age of below 25, 48% of respondents are between the age of 25 - 35 years, 37% of respondents are between the age group of 35 - 45 years, 4% respondents are between the age of above 45 years.
3. Table 1.3 depicts 18% respondents has completed their Senior Secondary Education, 42% of respondents education is under - graduate, 29% respondents education is Post - graduation, 11% respondents has completed their education in other stream.
4. Table 1.4 clearly work culture is supportive in organisation with the mean of 3.69.
5. From table 1.5 we learn employees face issue with payments, adjustment to overtime, late bonus and incentives with the mean of 3.93.
6. Table 1.6, it is clear that organization has tried to Improving mutual understanding between complainant and supervisor with mean of 3.83.
7. Table 1.7, it is clear employees feel that their organization has effective grievance handling system with the mean of 3.44.

SUGGESTIONS

- Informal counseling of employees
- Awareness programme should be conducted.
- A system of complainant box can be implemented.
- A system of suggestion Box can be implemented which will facilitate the employees to give their suggestions to improve the organisation performance.
- Grievance need to be resolved on time to encourage the employees to express their grievance.
- Organisation objective should be discussed among the employees to achieve organisational goals.
- There should be clear line of authority.
- Education and training on employee morale.
- Improve mutual understanding between employer and employees.

CONCLUSION

The research begins with presenting answers to the research questions. Majority of the Respondents have felt that teachers and professionals focuses on holistic development among the Student whereas many face problems due to lack of proper facilities in educational institutions-Laboratories, library, smart classes. Therefore, it is recommended that teachers need to be given autonomy in selecting pedagogy and institutions should provide all the facilities with well organized equipment's in laboratories, smart classes & library. Institutions should have Faculty Exchange Program and Collaboration with Industries; professionals so that NEP is implemented successfully.

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Women work force in Management sector –An Analysis of the strategies to cope with Work Life Balance

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Abstract: The purpose of this literature review is to analyse the work -life balance as a barrier faced by women in Management. The issue of work life balance is analysed through gender perspective. Considering the various secondary sources of data, this paper highlights the models and strategies, adapted in organisations to facilitate women to cope with work life balance that leads them to climb to the higher management positions.

The percentage of women working in India's blue- and grey-collar workforce has increased just over one point in six years, according to data from Better Place. Over a longer period, though, women's participation in the workforce has ranged between 11% and 13% for the past several years. The challenges of women in the workforce are due to a lack of enabling support systems, cultural biases and stereotypes, according to experts. The barriers faced by women in management sector mainly include gender bias that lead to constrained communication that down play their accomplishment, lack of acknowledgement for their contribution, secondly the lack of mentors or sponsors, lack of enabling support systems to include flexibility towards work life balance.

It is critically important for successful enterprises to consider the gender perspective, especially at the leadership level to clear the path for talented and dynamic leaders to rise to the top.

This paper also provides insights through review of literature into the best practices adapted by companies across India and other countries inorder to retain and provide equal opportunities to women workforce to reach their full potential

Key words: Women work force, Work-life balance, Gender perspective, barriers, strategies.

Introduction

The responsibility for women to maintain the balance between their personal life and professional life is a major reason that effects women's productive satisfaction both in personal and professional life. It has never been possible for women professionals throughout history to have achieved complete satisfaction at their workplace as well as at their personal spaces in relation to work- life balance. The professional women have come across several adverse effect while maintaining work-life balance. Its neither at the professional front

the women are achieving recognition as that of their male colleagues nor are they able to fully satisfy the societal gender role expected from them at the home front. The gendered organisations tend to lean on the patriarchy and fails to become sensitive towards its women employee's needs. It's often highlighted that these organisations have failed to provide an equal environment for women to step up into higher positions and contribute their potentials at the work front. The level of dissatisfaction at the home front for professional women increases especially post-motherhood and for most women when there is health crisis in the family especially with old-age parents/in-laws. This is when women are unable to tend to their family needs with utmost support and satisfaction. The socially determined roles for women to tend to all the household chores as well as to bear the day to day responsibility of bringing up children along with caring the aged at home leaves women no place to fully unleash her potential at the work front. Its important for professional spaces to create change. The change however is not only through flexi time, work from home options and other supportive facilities such as day- care centre etc. But it has to be through changing the gendered mindset of every employee. The organizational culture should bring in sensitized professionals who can recognize women colleagues as their equals and recognize their work and potential without gender bias. In India the female labour work force is continuously facing back lash due to reasons such as unhealthy competition at work place, male dominance/male chauvinism, gender discrimination, sexual harassment at work place, lack of flexi hours and social responsibilities, insensitive management towards women workers etc. While looking at the statistics it is observed that India's

labour force participation ratio is 21% which is not even half the global average. The female labour participation rate in India had fallen to 20.3% in 2019 from more than 26% in 2005 according to World Bank estimates, compared with 30.5% in the neighboring Bangladesh and 33.7% in Sri Lanka. According to annual bulletin of Periodic Labor Force Survey (PLFS) 2019-20, the female labor force participation in India is way below that of males. In FY 2020, while the male participation rate stood at 56.8 percent, this ratio was merely 22.2 percent for females. The latest quarterly PLFS surveys suggest a further decline.

Table 1: Global Scenario of Gender disparity by Industry

Industry	Female	Male
Health care	41%	59%
Training/Education	37%	62%
Financial Services	29%	69%
Government	26%	72%
Consulting	24%	75%
Telecom	22%	77%

Information Technology	20%	78%
Automotive	18%	81%
Manufacturing	17%	81%
Aerospace	17%	82%
Energy	17%	83%
Transportation/Logistics/Distribution	16%	83%
Construction	13%	86%

Source: PMI Annual Global Survey on Project Management

Today, with over two million women in the workforce, the Indian technology sector fares relatively well in terms of women's participation. However, more needs to be done, and retaining women is a critical priority for the industry. Women's participation in STEM (science, technology, engineering and mathematics) jobs, bridging the digital talent gap and unleashing critical innovation potential. The demand and the responsibility while balancing dual roles between personal and professional life leads to complex interface. The percentage of women working in India's blue- and grey-collar workforce has increased just over one point in six years, according to data from BetterPlace. Over a longer period, though, women's participation in the workforce has ranged between 11% and 13% for the past several years. The challenges of women in the workforce are due to a lack of enabling support systems, cultural biases and stereotypes, according to experts. The barriers faced by women in management sector mainly include gender bias that lead to constrained communication that down play their accomplishment, lack of acknowledgement for their contribution, secondly the lack of mentors or sponsors, lack of enabling support systems to include flexibility towards work life balance.

It is critically important for successful enterprises to consider the gender perspective, especially at the leadership level to clear the path for talented and dynamic leaders to rise to the top.

Research Methodology:

This paper provides insights through review of literature into the best practices adapted by companies across India and other countries in order to retain and provide equal opportunities to women workforce to reach their full potential. The purpose of this literature review is to analyse the work -life balance as a barrier faced by women in Management. The issue of work life balance is analysed through gender perspective. Considering the various secondary sources of data, this paper highlights the models and strategies, adapted in organisations to facilitate women to cope with work life balance that leads them to climb to the higher management positions.

Review of Literature

A study by Subhadeep Dutta on 'Performance of Women in the age of Information Technology A Snap

Short in Indian Working Society' has suggested that not only the employment rate has increased especially in the urban area and other organized sectors, there has been important "Gender Structure Changes" in the labor force. However the study also states that' Despite the increased opportunities for women in IT industry, recent employment trends indicate that the percentages of women in specific technical fields have remained flat or declined. Factors that drove women away from high-tech companies early in the decade included (Cummings, 2009) etal;

- An exclusionary culture that did not support women's advancement.
- Inflexible work-place those were not conducive to work-life effectiveness.
- Isolation of women because of a lack of role models networks and mentors

The failure of companies in the high-tech sector to strategically and objectively identify and develop talent

Managing Work Life Conflict:

According to Clark (2000), Work life balance is referred as, "Satisfaction and good functioning at work and at home with a minimum of role conflict".

A study conducted on -The Challenges of Women leadership and management in India (2019)– quotes that 'the husbands/partners supported their careers, only 27% of the women had structured arrangements regarding the division of daily household tasks and 10% of the respondents received no assistance at all from their husbands/partners. These statistics indicate that women in most cases still assume primary responsibility for child and home care'³. Research has shown that one of the problems women face is caring for adolescents with developmental disabilities which adds another dimensions to specialized care (Parish, 2006) According to Frone (2003), women are dissatisfied with corporate life and desire for a better balance and flexibility over work and personal life. Meeting conflicting demands of work and home especially for married women employees becomes a source of mental and physical strain resulting in sickness, absenteeism thereby affecting productivity, growth and development of organisations (Singh & Singhal, 2016). Greenhaus et al. (2003) proposed three components of work family balance. These are as follows

- Time balance, which means equal amount of time, devoted to work and family,
- Involvement balance states that equal involvement in work and family roles and
- Satisfaction balance which is directed at equal level of satisfaction from work and family domains.

There are numerous work related variables that affect work life balance of employees significantly. Work demands, organisational culture, peer support, working environment, organisation's family friendly policies or work life practices can determine work life balance of women employees to a great extent (Guest, 2002). The study of Kotze and Whitehead (2003) study analyzed that societal views, attitudes, support structures at

home (housekeepers, home manager, friends, parents, family, daycare centers for children were instrumental in bringing harmony and satisfaction in the life of female employees. Hantrais and Ackers (2005) suggested that family issues and concerns should be specified and added to the agenda of organizations, trade unions and state policies in order to provide maximum support to female employees in terms of work life balance. The study by Konrad and Manjel (2000) analyzed that organizations employing large number of professionals and women employees showed a stronger and positive relationship between work life programs and firm's productivity. This is primarily because work life issues affect more women than men. Women's long-term career planning relates to women's reassessment of their personal life. When women experience conflict in work-life balance the effects are adverse on career outcomes.

Therefore, many women who are executives and those in elite occupations handle by making discreet choices between their career advancement and family such as "opting out" or postponing their marriage and parenting. In other circumstances, women also enhance their personal domain resources by relying on spousal support, for example dividing house responsibilities and taking care their children. However, in certain cases such couple-level adaptive strategies, even though packaged as a couple's collective decision, do not necessarily promote women's work-life balance. In the highly acclaimed book, work and family: allies or enemies. The conflict between work and family has real consequences for women may include serious constraints on career choices, limited opportunity for career advancement, most studies found that women themselves admitting that domestic factors make it difficult for them to advance to higher jobs.

Human resources policies and programs ought to form that it should not only assemble entry level simpler for women in management but also expedite in enduring career advancement.

Gender Analysis:

Its high time that the gender analysis of studies related to women in management receives due consideration while framing/amending/implementing policies at the organizational level.

Management and managing are characteristically gendered in many respects. Over the last 30 years there has been a major international growth of studies on gender relations in organizations in general and in management in particular. Recent research and literature on the gendering of management has been strongly influenced, though sometimes indirectly, by debates in and around feminism and critical studies on gender, and on recognizing women and women's situations, experiences and voices in organizations and management.

Gender and gendered power relations are major defining features of most organizations and managements. Organizations and managements are not just structured by gender but pervaded and constituted by and

through gender; at the same time, organizational and managerial realities construct and sometimes subvert dominant gender relations.

Oakley (1972) was among the first to distinguish ‘sex’ as biological sex differences from ‘gender’ as socio-cultural constructions of sex differences. Gender should not be isolated from other social divisions and oppressions, such as class or race, in relation to which gender is formed. The intersection of gender and other social divisions and differences is now a well-established theoretical and empirical question, or set of questions.

In identifying organizations and management as gendered, a number of assumptions and emphases are made. While management can be gendered in many ways, typical patterns include the following.

- **Valuing men’s work over women’s (e.g. Grimshaw and Rubery, 2007).** Evidences through research has indicated that it takes more time for organisations to accept and value women’s contribution at work. On the other hand the male counterparts often are considered first for receiving promotions and for heading new projects inspite of similarly contributing like that of their women colleagues, while women tend to put extra effort for receiving equal recognition for the same nature of work. This is because women are considered second to men.
- **Gendered divisions of labour in management.** Gendering processes encompass gender division of labour in organisations. This further leads to tokenism, where in there is token representation of women at management level. Women tend to face role-conflict, trying to fit into norms specially designed for male-managers.

Women and men, through inclusions and exclusions, specialize in particular types of formal and informal labour, with vertical and horizontal divisions in organizations and management (e.g. Legge, 1987).

- **Conflict in Balancing organizational and domestic responsibilities.** The societal norms and expectations on women has continuously challenged women who are conditioned as primary care takers and to take up the responsibilities of house hold chores.
- **Gendered Violence/harassment:** The dominant heterosexual norms, ideology and practices are reproduced in organizations in spite of the awareness on its consequences and inspite of the Laws being established. The incumbent Sexual Harassment committee has been in representative form just in papers and has never tried its practical aspect in truly handling cases

In specific organizations and managements these elements interact, often reinforcing, sometimes contradicting each other. Many organizations and managements are characterized by definite gendered patterns of hierarchy, occupational segregation, sexuality and family responsibilities, defined by and reproducing social relations of age, class, disability and ethnicity.

Organisations have started recognizing work life balance as a concept that has received considerable attention worldwide with regard to policy and strategy.

One of the most common and potentially most effective ways for dealing with work life conflict is to establish family and life friendly policies. These practices include offering dependent care, implementing work flexibility policies and providing strong supervisory support. For instance employees who had flexible hours and discretion over when and where work was done were less likely to experience negative spillover from work to home.

Dependent child care is one of the most common ways organizations attempt to mitigate work life conflict. Providing on-site child care offers great convenience to employees as they are able to simply bring their young children to work with them and pick them up at the end of the day without ever having to leave the office. Offering dependent child care to Information Technology (IT) employees may be a particularly useful mitigation strategy for reducing work-life conflict. As discussed above, Information Technology (IT) workers frequently have changing schedules that require them to work shifts late into the evening. By offering on-site child care the employer can dictate the hours of operation for the day care facility and may be able to provide care during hours that off-site providers are unwilling or unable to staff. For instance, toward the end of major upgrades or releases that may need to be staffed 24/7, the organization may be able to make arrangements with their day care facilities to provide staff during the evening or night time hours to watch children while Information Technology(IT) workers push to complete the project. Another common way in which firms adopt family-friendly policies is by allowing employees to engage in virtual work, meaning that employees are electronically linked to the organization, yet physically located in the home. The argument in favor of virtual work suggests that employees will feel less conflict and stress because technology allows for more flexibility and autonomy in deciding how and when work will be completed.

Working „virtually“ allows employees with young children to tend to their needs while still working full or part time. In addition, virtual work reduces time based conflict by reducing the number of hours an employee is asked to commute each week. Employees may enjoy significant time savings in major metropolitan areas, allowing them to engage in more non-core related activities. The success of virtual work has been a source of debate in the academic literature. Numerous studies have indicated that work life balance is improved with the addition of virtual work.

Strategy developed in Accenture:

Towards this, returnship programmes are a wonderful way to get talented women to rejoin the workforce. They are based on the underlying premise that a career gap is not a deterrent to growth and that the organisation understands and attempts to solve socio-cultural challenges that women face beyond the work

environment. Beyond bridging the skills gap, returnship programmes set the tone for a true culture of equality – they help weed out any conscious or unconscious biases that might be barriers to diversity. For instance, there are inherent biases at play when women get asked about their plans to ‘start a family’ at job interviews and appraisals. For most people, starting afresh after a prolonged career break can seem daunting. As a result, returnship programs - such as Accenture’s Career Reboot initiative - offer hands-on guidance on returning to the professional world along with reskilling or upskilling in one’s chosen technology or business domain. In addition to structured learning interventions, mentorship from experienced women executives can help restore the confidence of the trainees and equip them with practical guidance. It is just as important to encourage these women to build their networks and offer them access to employee resource groups or similar avenues to do so. Beyond the returnship program, an equal workplace culture that inspires, advances and empowers women is critical. This includes opportunities for continuous learning and meritocratic growth. Flexible work options, initiatives focused on holistic well gender neutral parental leaves, and benefits that provide for childcare and eldercare support are critical enablers. The essence of a good returnship program is not just to get women to resume work, but to offer them an environment where they can thrive, grow and build long-standing and fulfilling careers.

KPMG Strategy

At KPMG, they have long believed that creating a work environment where women can thrive, and implementing initiatives that support, advance, retain and reward them, is not only the right thing to do, it is a smart and strategic business approach

According to KPMG study 3,014 U.S. women (2,410 professional working women and 604 college women) between the ages of 18 and 64 were surveyed as part of the study.

The findings were that ‘More than half (56%) of all working women reported that as women, they are more cautious about taking steps toward leadership roles.’

Suggestions from the KPMG study revealed

- Receiving encouragement from role models and having a strong professional network can also help women bridge the confidence gap.
- Women realize what they do today impacts future generations of working women,

and they’re prepared to take action to help others advance in their careers. At KPMG, 76% of working women plan to personally take active steps to help other women advance in their careers. So they Actively connect junior-level employees with female senior leader mentors/ sponsors and create networking opportunities regardless of level.

Conclusion

Professional women, balancing work and family are facing significant challenges. It is important for organisations to understand that it cannot limit women's ability to pursue leadership positions and a long time career. There are several ways a family can support a professional woman. Gendered norms and conditioning to gender stereotypical roles have to be subdued and the wave of change towards gender sensitization that also includes role reversals has to be welcomed at the home front. However this study has focused on the role of organisations to bring in structural and policy changes within the professional front. By considering these best practices another leap stone can be achieved for the work force to prosper.

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Cultural identity in Linda Grant's novel "When I Lived in Modern Times"

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Abstract: This research paper focuses on "Cultural Identity" on Linda Grant's When I Lived in Modern Times (2000). This paper not only examines the elements of cultural identity but also its impact on the characters in the novel in particular.

Evelyn, a young Jewish woman who was born and reared in London, is the protagonist of the novel When I Lived in Modern Times. After her mother's passing, she discovers that she is all by herself in the world. The goal of Evelyn's trip to Tel Aviv is to clarify and establish her identity. She is estranged from her family and struggles to establish a solid identity in a hostile new country. Although Evelyn Sert was born in England, her parents were Jewish immigrants from Latvia and Poland. She has been aware of her unique nature since she was a little child. She wants to make a fresh start and learn more about her Jewish heritage. She then relocates to Palestine, where she struggles to fit in just as much. She struggles to survive in the new location because she lacks any useful skills. She is a lady without a profession, family, or sense of purpose. She travels to a location that in some ways is nonexistent. She is Jewish and British. She perceives herself as an outcast among Palestinian Jews and British expatriates.

Introduction: In 1951, Linda Grant was born in Liverpool. Her debut book, The Cast Iron Shore, was shortlisted for the Guardian Fiction Prize and received the David Higham Prize for Fiction in 1996. She has written seven additional books, including When I Lived in Modern Times, which won the 2000 Orange Prize for Fiction and made the Jewish Quarterly Wingate Literary Prize shortlist, The Clothes on Their Backs, which won the South Bank Show Literature Award and was shortlisted for the Man Booker Prize in 2008, The Dark Circle, which was nominated for the 2017 Women's Prize for Fiction, and A Stranger City (2019). Her non-fiction works include The Thoughtful Dresser, Remind Me Who I Am Again, Sexting the Millennium, The People on the Street: A Writer's View of Israel, winner of the Lettre Ulysses Prize for Literary Reportage, and her autobiography Remind Me Who I Am Again. She resides in London and is a fellow of the Royal Society of Literature.

The book takes place in Israel (Palestine) in the final years of the 1940s, right before Britain withdraws and Israel becomes a new nation. The reader is taken to a different time and place by Linda Grant's description of Tel Aviv at that point in history. Additionally, she captures the nuanced atmosphere of

the era. When the world was about to undergo significant change, when huge ideas were being discussed, and when the future was unclear but appeared to be full of potential. Grant does an exquisite job of capturing Evelyn's challenging circumstances. *When I Lived in Modern Times* has received a variety of reviews from critics. Mathew J. Reisz says that the novel has full of humour, ironies and cultural clashes. He asserts: "Full of sharp humour, complex ironies and an acute eye for cultural clashes, this is a superb coming of age novel, as convincing in its picture of a particular historical moment as in its echoes with the fate of sixties idealism and utopian feminism" (blurb).

The main character in *When I Lived in Modern Times* is a young woman, Evelyn Sert, 20, who works as a hairdresser in Soho. The story is mostly set in Tel Aviv, a bright, cosmopolitan Bauhaus city where a variety of people live with Evelyn Sert, a new woman, new Jew, and a new self. She felt embarrassed when the schoolgirls in London referred to her as the hairdresser's daughter. She travels to Palestine after her mother passes away. She initially perceives Palestine as a dirty Asian waste. She travels to Palestine to establish a new Jewish state and discover her cultural identity, but because she lacks skills in several fields, it is difficult for her to exist there. Her hairstyling business initially failed. She travels towards the kibbutz because she feels useless and needs to live there.

The reader is taken to a different time and place by Linda Grant's exquisite descriptions of the lifestyle and culture of Tel Aviv at the time. It's interesting to see how Evelyn Sert is portrayed. She gains a realistic understanding of the world as she matures in the new environment and via the new experiences. She acknowledges that she has gained valuable life lessons. She finds it difficult to get used to the diet in Palestine. Evelyn asserts as:

At launch time they brought me a strange meal: bread with onions and a green pepper and a glass of hot sweet tea with lemon in it. I had been in Palestine for several hours and I was tired and thirsty. I wanted a cup of tea, made properly in a pot, with milk and two spoons of white sugar and a biscuit. I felt very alone and far from home. But I had no home. That was the point. That was why I was here. (32)

Although she was looking for her individuality, her hybridity prevents her from adjusting to food and climate. Due to the fact that she was a Palestinian girl and could not speak Hebrew, communication was also difficult. She solely speaks English, yet Arabic and Hebrew are also spoken in Palestine. In Palestine, marriages took place when the female was ready to give birth, and ceremonies lasted about five minutes. Marriage was not the high point of a woman's life; producing children was. Evelyn had no qualms about this culture.

In the novel, Evelyn Set, the protagonist found Palestine totally different than she expected and she had to disguise herself to live in Palestine. She says: I understand how to behave with them. If they offered you a sandwich, I knew that it was customary to refuse the first time and then accept only when

pressed, while amongst the Jews of Palestine, if you said no, you were hungry. It was relaxing never to have to wonder as I did. When I was amongst my own kind; what is going on? Why do they do things this way? Why do I, who am one of these people, not know how to be a Jew in Jewish land? With the English policeman and their wives I could be an Englishwoman. It was a disguise of course, but wasn't it true that everything the English did was performed according to a code and what people said and what they thought were often two different things? (110)

Human behaviour is influenced by culture, which also provides direction for action. Surprisingly, it provides the person with their identity. Additionally, when a culture is changed, people have identity crises because they find it difficult to adapt to the new culture.

In the novel, characters are suffering due to the colonizers. Female characters have their distinct problem. They are not feeling free due to British rule. Thus Linda portrays the principal characters from her own locality to make sense that there are the nationalistic feelings to the people. They struggle throughout their lie for freedom and identity.

The heroine and narrator of the book, Evelyn Sert, look for cultural identity towards the close of the Second World War. She finds it strange that she is more alike with British colonists than Jews. She says:

I dreamed of the smells of foreign food from the Italian cafes and of dappled spring skies over Hyde Park, the air smelling of rain, the breeze fresh on my face. I dreamed of buying new sheets and towels at John Lewis on Oxford Street before the war, before the shortages of my mother and me unfolding each one and holding the ends between us to examine the linen for flaws or stains. (144)

Even though Evelyn is physically in Palestine, her thoughts are constantly wandering to Britain. She continually remembers her past in Palestine. She experiences the problems. She wants to be herself, but she is also plagued by the British culture, which causes her excruciating suffering.

Thus, Evelyn's ardent Zionist boyfriend Johnny draws her into a labyrinth of changing identities, lies, and secrets. Of course, the English are hostile in Palestine. Evelyn struggles with determining her allegiance and where she fits in. There is a point in every diasporic person's life when they regret leaving their home country and the challenges they face in their new country. They are living a life of falling between two stools because they are unable to fully adapt to their local culture or let go of their western traditions.

Conclusion:

Grant, thus in her novel *When I Lived in Modern Times* deals with the dislocation, alienation and hybridization in the lives of protagonist. Because of hybridity and multicultural she cannot assimilate herself in Palestine. In Palestine she discovers herself a stranger and a foreigner and feels insecurity. Culture and Hybridity cause various problems in which Evelyn is ~~88~~ located and displaced from her own social environment and indigenous culture when they are forced to assimilate to

new social pattern. Evelyn borrows western ideas and practices and rejects her own socio- cultural structures in exchange for western structures.

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IMPACT OF GOODS AND SERVICES TAX (GST) ON WOMEN ENTREPRENEURS: A STUDY OF VIJAYAPURA CITY OF KARNATAKA STATE

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ABSTRACT

The status of women in any culture serve as a barometer of that society's level of civilization, and the social and economic advancement of women is essential to the overall economic growth of a nation. Women's economic empowerment is facilitated through women's entrepreneurship, which also elevates women's status in society and strengthens their financial position. The significant policy-driven reforms implemented over the previous years have elevated our nation from "third world" status to one that, albeit in a minor way, determines the direction of the world economy. A major development in India's indirect tax reforms will be the implementation of the Goods and Services Tax (GST). A unified national market might be created by combining a significant number of Central and State taxes into a single tax, which would significantly reduce cascading or double taxing. The experience for the young ladies and entrepreneurs from Vijayapura city has been nothing short of fascinating, from carving out a niche in a vaguely defined market to sustaining the profession during the early years. On July 1st, 2017, the GST is expected to go into effect. The authority has the power to mandate price reductions and demand that businesses refund customers' money. The women business owners in Vijayapura city have been prepared to deal with an open manner of problem solving, willingness to take risks and chances, capacity to inspire people, and knowledge on how to start entrepreneurs.

Keywords: Women Entrepreneurship, GST, Government scheme, Make in India

I. INTRODUCTION

In Vijayapura City, women with great potential can compete with other women from their own state and from other states on their entrepreneurial skills, in addition to other internal and external elements that can encourage or discourage women's entrepreneurship. Any society's status and treatment of women serve as a barometer for its level of civilisation. The general economic prosperity of any society or nation depends on the social and economic advancement of women. Schumpeter, J.A (1951), defined women entrepreneur as "Women who are innovative, starts or takes up a business activity are women entrepreneurs". Poornima Charantimath (2009) quotes Kamal Singh's definition as- "A woman entrepreneur can be defined as confident, innovative and creative woman capable of achieving self independence singly or in aggregate, creates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with their personal, family and social life." The country needs to do much more to ensure "inclusive growth" notwithstanding the impressive accomplishments of economic reforms since 1991. The significant policy-driven reforms implemented over the previous years have elevated our nation from "third world" status to one that, albeit in a minor way, determines the direction of the world economy. The Make in India campaign is a global initiative that the Indian Prime Minister started on September 25, 2014, with the goal of luring foreign investment and manufacturing to India with the primary goal of making India a major manufacturing hub by the year 2020.

INTRODUCTION OF GOODS AND SERVICES TAX (GST)

The Goods and Services Tax (GST) would be a highly significant step in the area of indirect tax reforms in India because it would consolidate a sizable number of Central and State levies into a single tax, significantly reduce cascading or double taxing, and pave the way for a single national market. An economy's consumption of goods and services is subject to the GST, which is a single, comprehensive tax. The main combining taxes would be the state VAT, service tax, union excise duties, and customs duties (CVD/SAD). After the state-level introduction of the value added tax in 2005, the implementation of GST will be mark the country of India's second significant shift to the indirect tax structure. In his Budget for 2006–2007, the then–Union Finance Minister first proposed enacting the GST.

EFFECTS OF GST ON ENTREPRENEURS

In Vijayapura city, more women are successful businesswomen than in any other area in the state, according to a recent poll. For the production and service sectors to be used for the expansion of the city, it is essential to recognise, bring to light, and expose the fundamental requirements for company owners and the fundamental input components of this potential. Vijayapur's qualities are its capacity for quick learning from experience, persuasion, open-mindedness, readiness to take chances, ability to inspire others, and

understanding of how to win and lose politely. Women's economic empowerment and business creation are what we refer to as "women entrepreneurship," which is the act of doing both.

The city's economic reforms started in the trade sector, continued with company licensing, and then moved on to finance, where they also advanced more quickly in the stock segment than in the banking sector. A new business can raise cash by issuing shares and debentures if the money market is stable, which will have an effect on the sources of funding. When banks are eager to grant loan facilities, credit is also widely available, and it is obvious that market interest rates have an effect on the cost of commodities produced.

II.REVIEW OF LITERATURE:

Dr.R.Vasanthagopal (2011) The transfer to a smooth GST from the current sophisticated tax structure is said to be complete, and it would be a good step for the expanding Indian economy. The introduction of GST has superseded the more than 130 other countries' implementations as the most widely used form of taxation in Asian nations. Additionally, he spoke of a major jump in the indirect taxation system as well as the effects of the goods and services tax on various economic sectors and how they will have a significant impact on India's economic reform.

Pinki, Supriya Kamma and Richa Verma (July 2014) are of opinions GST-panacea for tax system in India. And the present govt NDA which has tried to implement GST which is not only beneficial for central govt but also useful for consumer and producers etc. and also its implementation endorse in IT infrastructure in long run.

Agogo Mawuli (May 2014) in his paper "Goods and service Tax –An Appraisal "said that GST would be beneficial for underdeveloped and developing countries because of low income levels that would not be have a broad concept of growth and development for poor one, If yet they used to implement GST then the percentage of GST would be lower than 10% for growth and development.

Monika Sehrawat, and Upasana Dhanda, (December 2015) are of the belief that GST will be a major tax reform in India. The GST would be a top-notch tax system by capturing various manufacturing and service sectors if it were subjected to a cohesive design and taken into account when it would be implemented.

III. STATEMENT OF THE PROBLEMS:

Since the current GST framework lacks a method for vetting anomalies, there is an estimated imbalance in tax rupees. In the final GST return for the months of July through December, almost 85% of the taxpayers failed to properly submit their revenue statement. Such a system is likely to cause Political and Economic problems. The implementation of GST has made things more difficult for both consumers and sellers. It has the second-highest tax rate and is one of the most complicated.

The fourth year of the GST implementation had begun as of July 1st, 2020, but tax filers had not been

able to complete the returns even for the first year, which became one of the main pain points for the filer, and for everyone still had not received full or clear information about the GST. Thus, tax filers are having a really difficult time.

IV. NEED FOR THE STUDY:

A new tax system called the good and services tax is expected to unite state economies and boost the country's overall economic growth. GST is a comprehensive indirect tax that is levied on the production, sale, and consumption of goods and services on a national basis. It will replace all other indirect taxes. A recently established law known as the GST (goods and services tax) helps to simplify your tax structure by getting rid of all indirect taxes.

Extra taxes paid by a company. GST enables you to manage your taxes and provides you with a clear picture of the taxes you are paying. GST is a single indirect tax on the supply of goods and services from the manufacturer to the customer. It is supposed to increase transparency, compliance rates, and level the playing field. GST is good for the Indian economy.

V. OBJECTIVES.

- 1) To study the Role of GST.
- 2) To understand the women entrepreneurs in textile market of vijayapura city.
- 3) Evaluate the impact of goods and services tax (GST) on women entrepreneurs.

VI. RESEARCH METHODOLOGY.

The study is conducted to obtain data on Introduction of Impact of Goods and Services Tax (GST) on women Entrepreneurs in India. In this use primary as well as secondary data, primary data through questionnaire and the responses from the respondents were collected and analyzed using the simple percentage method. Secondary data through Books, Journals, Newspapers and from some websites. The study is conducted in vijayapura city of Karnataka. A sample size of 30 Women Textile Merchants of Vijayapura City was selected by using the convenience sampling procedure.

VII. DATA ANALYSIS AND INTERPRETATION

Table 1.1

Age differentiate

AGE	Persons	%
Below 30	8	26.66
31 to 40	10	33.33
41 to 50	10	33.33
Above 50	2	6.66

Primary source.

The information women enable business to increase the range of GDP. It improves trade in our state. City business aggressively accepted new skill of women to upgraded entrepreneurs services in all areas. Participation of women in all the area may be cloth market is upgraded standard of living of women in the society.

As per our primary source, our 33.33% under the age of 31 to 40 are interested to business and same 33.33% of women under the age of 41 to 50 have same interest they showed and very interested things in our survey 26.66 % who have under the age of 30 they showed their talent to participate I the entrepreneurs and 6.66 % of women under the age of above 50 they showed them among the younger.

Table 1.2

Size of Business

Business	persons	%
Large	2	6.66
Medium	16	53.33
Small	12	40

Primary source

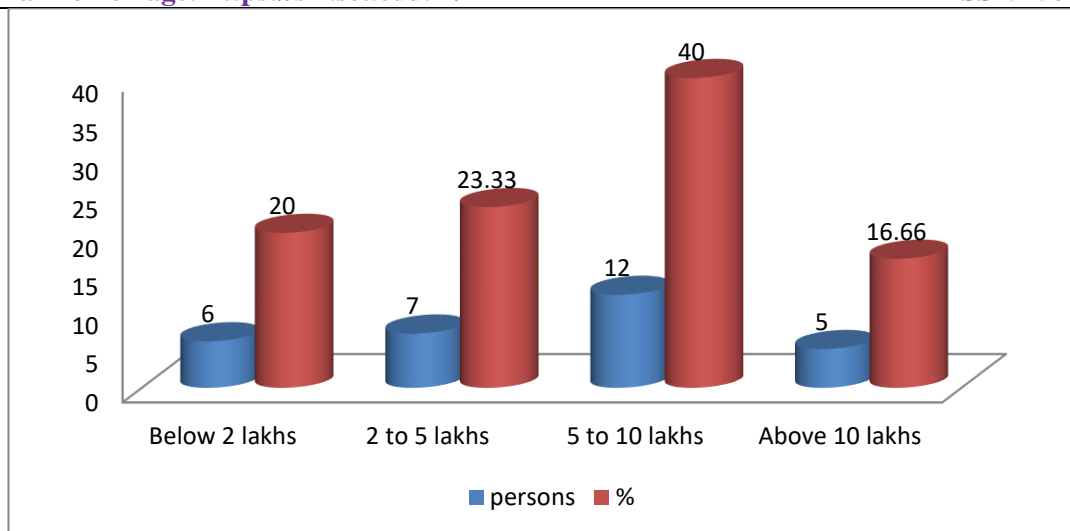
Under the Table 1.2 we got 3 types of business in vijayapur city which are Large , Medium , small ,here 53.33% are women under the Medium size business in 30 sample of my survey , and 40% of small entrepreneurs and 6.66 % of women under the small size of business. We can say after seen the data, after 2 years more no of % in the large size women entrepreneurs.

Table 1.3

Annual income:

Annual income	persons	%
Below 2 lakhs	6	20
2 to 5 lakhs	7	23.33
5 to 10 lakhs	12	40
Above 10 lakhs	5	16.66

Primary source.



In table 1.3 annual income of women entrepreneurs which have 40% income under the 5 to 10 lakhs that have appreciable for women of vijayapur city and 20 % of income below 2 lakhs and 23.33 % of income 2 to 5 lakhs and last one 16.66% of income above 10 lakhs . **Table 1.4**

Education

Qualification	persons	%
Illiterate	11	36.66
10 th std	10	33.33
12 puc	4	13.33
Graduates	3	10
Post graduate	2	6.66

Primary source.

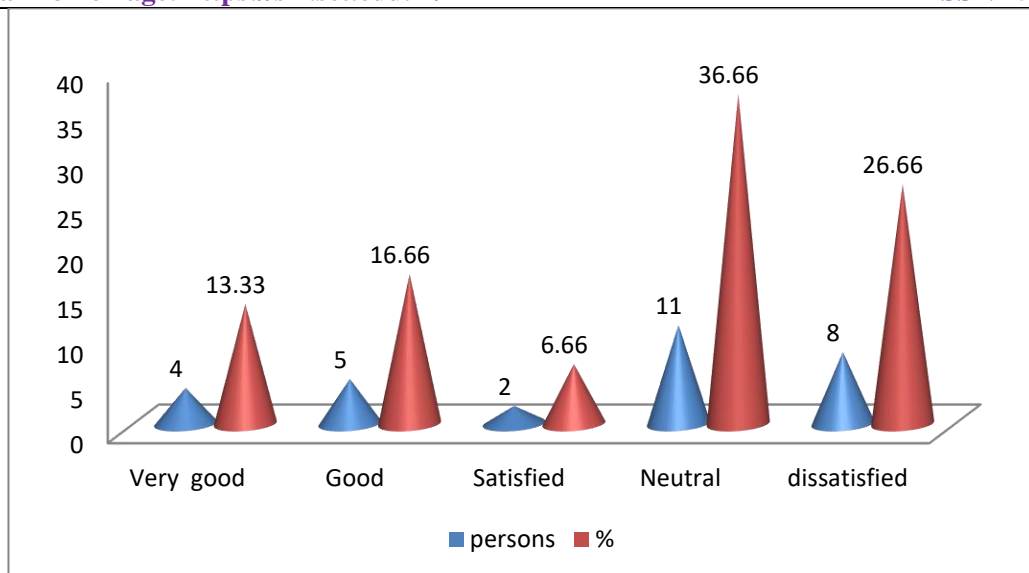
In the above table 1.4, 36.66 % of women in vijayapur city they are very admirable who are come under in illiterate then they are aware to business and 33.33 % of women passed 10th std and 13.33 % of women who have 12 puc passed ,and 10% graduates and 6.66 % of women come under the post graduates.

Table 1.5

Impact of goods and services Tax (GST)

Impact mark	Persons	%
Very good	4	13.33
Good	5	16.66
Satisfied	2	6.66
Neutral	11	36.66
dissatisfied	8	26.66

primary source



In the above table 1.5 the impact of GST Where have 6.66 % of women gave their opinion regarding the GST satisfied and 13.33 % of women gave very good and 16.66 % gave Good mark and 26.66 % of women have Dissatisfied mark to regard GST and 36.66 % Neutral opinion of women in vijayapur city .

Here we seen 26.66% of women gave their opinion Dissatisfied regard GST because who have very small and medium size business they are not getting proper profit after implementation of GST business some women have their business in market area in the inside there people not aware of the shop so through not getting profit but they have to pay rent monthly and some small business women who have in street area those also not getting proper profit people want bargaining in that and through GST not able to gave .

VIII. FINDINGS

- In vijayapura city women are interested to become entrepreneurs.
- Many women who have small entrepreneurs they are facing problem in GST.
- Large size of women entrepreneurs feels happy to get GST.
- Some women not gave information so I faced problem.
- Illiterate women showed empower through business.

IX. CONCLUSION AND SUGGESTIONS

As the workplace becomes more gender neutral, women can flourish and realize their full potential. The stereotype of women as stay-at-home mothers, household appliances, devoted caregivers, and unproductive members of society in terms of the economy is quickly fading. Today, women are able to successfully balance work and family obligations, find support for their creative endeavours, take calculated risks, and grow sustainable businesses. Women entrepreneurs could make a large impact on GDP. India implements pro-growth and pro-gender policies last but not the least, GST tax, because of its

transparent and self-policing character, would be easier to administer. Women should come up with their creativity and strategy to show have no limit for their development or area have not covered by govt , how we seen in the politics the area have covered in the form of % of women participation in there.

Small company owners must stay current with the shifting dynamics and rules until it is known how the GST will impact small enterprises and women entrepreneurs. The Goods and Services Tax may be a minor change to tax laws, but it represents a significant step forward in the quest to coordinate business activities across the nation. More Indian women should join the bandwagon and start changing the world in order to have sustained and dependable development of the city. According to my survey, women are less educated than men but they are increasing awareness in their respective fields. Despite this, there are many challenges that continue to negatively impact this development.

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An Economic Analysis of Electric Mobility

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Introduction:

The transportation system in India comprises a diverse network of modes that significantly contributes to the country's economic development. Technological advancements have made transportation cheaper and faster, with road transport being the most popular choice due to its affordability, flexibility, and reliability. Although India boasts one of the world's largest road networks, only a small portion is paved, causing traffic disruptions during monsoons and winters. Additionally, India faces energy challenges due to its limited commercial energy resources and increasing reliance on foreign oil. To address these issues, electric mobility and the pursuit of sustainable transportation policies have become imperative national concerns.

Electric Mobility on Road:

Electric mobility, or e-Mobility, involves using electric powertrain technologies, in-vehicle information and communication systems, and connected infrastructures to enable electric propulsion for vehicles and fleets. This technology includes full electric vehicles, plug-in hybrids, and hydrogen fuel cell vehicles that convert hydrogen into electricity. E-Mobility is driven by the need to meet corporate fuel efficiency and emission requirements while catering to market demands for lower operational costs.

Review of Literature:

R Shukla (2021) Research indicates that electric vehicles offer an effective solution to reduce greenhouse gas emissions, minimize fossil fuel dependency, and facilitate the deployment of renewable energy on a large scale. However, issues such as life cycle assessment (LCA), charging infrastructure, and driving range have led to some reluctance in adopting electric vehicles in favor of conventional fuel-powered automobiles. Lack of awareness and misconceptions about electric mobility technology also contribute to the lower usage of electric vehicles in India.

Nayan Madhav Sarode, M. T. Sarode (2020), Adoption of electric cars (EVs) faces obstacles in India due to the affordability and utility of everyday automobiles. Despite government initiatives to encourage green energy, higher costs and a shorter range discourage individuals from opting for EVs over conventional fuel-powered vehicles. Low adoption rates are also a result of misconceptions regarding EVs, such as worries about their safety in wet or rainy environments. Accelerating the use of electric vehicles and laying the foundation for a more environmentally friendly transportation future in India can be done by addressing pricing, improving infrastructure, and increasing awareness.

Research Gap

In the effort to review the past studies, it was noted that some of the studies focused on the factors determining consumer behaviour in choosing electronic vehicles. Most of the studies focused on the research and development with regard to EV batteries and charging stations. It was also noted that no significant study has been dedicated to evaluate the economic implications of transition to electric mobility. Furthermore, the review could not trace from literature focusing the growth of electric vehicle market in India and the efforts of the Government in promoting EV penetration. This study is an effort to address these gaps. This study is focused only on land transportation. In land transportation the study considers the electrification of passenger mobility.

Objectives:

To review the growth and programmes for electric mobility in India

To analyse the economic implications of transition to e-mobility

To identify the challenges of e mobility

Methodology:

The study is based on secondary sources. The data included in this article is taken from the e-Amrit website, annual reports of the Ministry of Road, Transport and Highways, Vahan Dash board, Ministry of Power, Government of India, Special reports by India Energy Outlook, National Electric Mobility Portal, Energy Efficiency Service Limited (EESL), Reports of Bureau of Energy Efficiency, Department of Science and Technology, Reports of Automotive Research Association of India (ARAI) and Newsletter of Ministry of New and Renewable Energy, Government of India, Special reports by International Energy Agency .

Analysis:

Growth of electric mobility in India:

The trends of electric vehicle possession in India is largely incremental. The comprehensive data table below details the decadal growth.

Growth of Indian EV industry over ten years							
Year	2-Wheeler	3-Wheeler	4-Wheeler	Buses	Goods carriers	Total	YoY growth in %
2013	1989	36	374	1	43	2443	
2014	1678	12	481	3	20	2194	-10.19
2015	1454	5399	678	3	19	7553	244.25
2016	1459	46561	621	4	54	48699	544.76
2017	1523	82238	820	17	533	85131	74.81
2018	16572	108289	988	49	657	126555	48.65
2019	29756	131375	847	468	53	162499	28.4
2020	28632	88227	3179	88	13	120139	26.06
2021	153523	153679	12112	1177	1084	321575	167.66
2022	622337	337335	37792	1932	453	999849	211
Total	858923	953151	52898	3742	2929	1876637	

Source: Vahan Dashboard

Over the past decade, India has witnessed significant growth in the adoption of electric vehicles. From just 2,443 units in 2013, electric vehicle sales have skyrocketed to 999,849 units in 2022, with substantial growth observed in the last two years. The government's initiatives like the National Mission on Electric Mobility (NMEM 2020) and the Faster Adoption and Manufacturing of Electric Vehicles (FAME) schemes have played a crucial role in promoting electric mobility. India aims to have EVs account for 30% of its transportation needs by 2030, supported by subsidies, incentives, and a growing awareness of eco-friendly transport options.

Programs for electric mobility:

National Mission on Electric Mobility (NMEM 2020):

The National Electric Mobility Mission Plan (NEMMP, 2020) was presented in January 2013, under five-year plan 2012–2017, which sets up a roadmap for accomplishing significant development toward productive and environmentally friendly EV innovations in India. The 2020 roadmap estimates a cumulative outlay of about Rs.14000 cr. during the span of the scheme, including industry contribution. The National Electric

Mobility Mission Plan 2020 (NEMMP 2020) envisages, among other initiatives, encouraging the development of electric vehicles so that by 2020 some 5-10% of vehicles on the road will be electric-powered (6 - 7 million EVs by 2020). This is a culmination of a comprehensive collaborative planning for promotion of hybrid and electric mobility in India through a combination of policies and schemes. This includes demand side and supply side incentives. The plan promoted R&D in technology including battery technology, power electronics, motors, systems integration, battery management system, testing infrastructure, and ensuring industry participation in the same

FAME I and FAME II:

The Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme was launched in April 2015 under the National Electric Mobility Mission, to encourage electric and hybrid vehicle purchase by providing financial support. Its first phase ran for four years until 2019.

The second phase (FAME II) is a 3-year subsidy programme. It aims at supporting the electrification of public and shared transportation: around 7,000 electric and hybrid buses, 500,000 lakhs electric three wheelers, 55,000 electric four wheeler passenger cars, and 1 million electric two wheelers. The programme also finances charging infrastructures. Until July 2022, a total of 532 charging stations have been installed.

DHI-DST Technology Platform for Electric Mobility (TPEM 2018):

The Government of India has collaborated with several agencies to provide flexibility to industries including EVs working toward an innovative ecosystem. The Department of Science and Technology (DST) cooperated with the Department of Heavy Industry (DHI) to create the Technology Platform for Electric Mobility (TPEM). The DHI will govern the economic aspects of the program while the DST will preside over the execution arm. (DHI-DST technology platform for electric mobility(TPEM), 2018).

The following six priority areas have been identified for technology development.

Lithium ion Battery, Charging – Low voltage platform, Driving Cycle & Traffic Pattern, Motors & Drives, Ultra capacitor, Light weighting.

Automotive Research initiatives by ARI:

The Automotive Research Association of India (ARAI) collaborated with IITB Mumbai, CDAC Thiruvananthapuram, and IISc Bangalore to develop an offline real-time simulator for hybrid and electric vehicle (HEV/EV) frameworks in response to the industry's growing need for specialized simulation tools and platforms. This cooperative effort intends to deliver native solutions designed specifically for the special

needs of the EV sector.

In addition, the Indian Space Research Organization (ISRO) and ARAI have teamed together to examine and appraise the suitability of these batteries in light of the importance of lithium-ion battery cells in automotive traction applications. This project is a vital component of ARAI's efforts to enhance and improve EV technology, encouraging innovation and development in the Indian electric mobility sector.

Synergy with National Adaptation Plans -2018:

The Ministries of Road, Transport and Highways of India (MoRTH), along with other ministries such as the Ministry of Environment and Forest, Ministry of Petroleum and Natural Gas, Ministry of Power, and Ministry of Non-Conventional Energy Sources, are also involved in the formulation of standards related to safety, emissions, noise, fuels, electricity consumption, and alternatively fueled vehicles in line with National Adaptation Plans (NAP 2018). In response to the reducing technology costs and new business, NITI Aayog in collaboration with various ministries and industry partners is working on model innovation for driving the world's transition to renewable energy and EVs.

Promoting Private sector EV Manufacturing:

The Indian government's policy think tank, NITI Aayog, has teamed up with ABB, a Swiss-Swedish robotics and automation technology business, as well as a number of original equipment manufacturers (OEMs) to provide EV charging solutions. They displayed the Terra HP quick charging system, which can power a car for 200 km on just an 8-minute charge, during the MOVE Global Mobility Summit 2018. An important milestone was reached in 2017 when the Energy Efficiency Services Limited (EESL) purchased 10,000 four-wheeled electric vehicles, making it the largest single EV purchase to that point in history.

Promoting EV learning in Universities and colleges:

By developing graduate degree programs with an EV focus, several universities and colleges have taken an active step towards boosting electric vehicle (EV) education. A noteworthy example is the Master's program in electric mobility and vehicle configuration offered by the Industrial Design Centre (IDC), which has as its main goal addressing the nation's future mobility issues. The initiative additionally intends to promote a research-focused culture in the area of electric transportation. Furthermore, the esteemed Indian Institute of Technology (IIT) has focused its research and development efforts on environmentally friendly cars, placing an emphasis on ecologically friendly and sustainable transportation options. These projects reflect an increase in EV-related study and research in India, advancing the country's ecosystem for electric transportation.

Other programmes:

Additionally, NITI Aayog and a confederation of Indian industries in June 2017 organized the joint initiative “Cleaner Air Better Life,” to recommend suitable interventions for cleaner fuel and clean transport policies in India (Abhyankar and Sheppard, 2017). In order to examine India's potential to dominate the globe, NITI Aayog and the Rocky Mountain Institute (RMI) jointly accelerated a two-day charrette with a variety of staff and senior investors from the government and the sector.

The economic implications of transition to e-mobility

Electric vehicles offer cost advantages through government incentives, tax deductions, and significantly lower running expenses compared to conventional fuel-powered vehicles. With lower driving costs of just 0.90 Rs/Km for electric cars versus 5.3 Rs/Km for fuel cars, the potential savings are evident, making electric mobility an attractive and environmentally friendly choice.

Minimum cost

There are upfront incentives from Government to EV owners and also incentive for scrapping ICE vehicles. EV owners can also claim income tax deduction up to Rs 150,000 under Section 80EEB. However, the distinct advantage that electric vehicles have is low running cost. Electronic vehicles part from being environment friendly with zero tailpipe emissions, have advantage over conventional fuel powered vehicles is its low running cost. There is a considerable difference in the cost of the input power/fuel required to run an electric vehicle and a conventional fuel powered vehicle. The driving cost of electric car is .90 Rs/Km but the driving cost of fuel car is 5.3Rs/Km. The net difference between the two is 4.10Rs/Km. The economics of which are illustrated below

Battery electricity vehicle		Conventional vehicle	
On board energy consumption	153 Wh/Km	Fuel economy	15 Km/Ltr
Charging efficiency	90%	Fuel cost	80 Rs/Ltr
Electricity consumption	160 Wh/Km	Driving cost (Fuel only)	5.3 Rs/ Km
Electricity cost	6		
Driving cost(Electricity only)	0.90 Rs/Km		

• Job Creation in Different Scenarios of Electric Mobility:

High-skilled jobs in the production of batteries, powertrains, and charging infrastructure are anticipated to be created together with jobs in the electricity sector as a result of the shift to electric transportation. According to the CEEW 2020 report, India can improve job creation by 2030 if new sales of EVs account for 30% of the market. Around 1,21,422 employment would be added to the EV value chain in 2030 under a 30% EV scenario.

Reduces oil- import bill and ensures energy security:

India's crude oil imports amounted to USD 119.2 billion in 2021-22, emphasizing the country's heavy dependence on fossil fuels. However, transitioning to electric mobility offers a solution to curb this import reliance. Estimates suggest that by 2030, In comparison to a private ICE car's (4.1 times greater) import burden of Rs 3,72,693, a private electric vehicle will have one that is substantially lower at Rs 90,247. Similar to how commercial ICE cars' import burden for battery cells will be Rs 10,35,259 (5.7 times greater) compared to commercial electric cars' import burden of Rs 1,80,494 for battery cells. India's goal of improving its trade balance and energy security can be achieved by electrifying commercial use cars, which can reduce the country's oil consumption from passenger transport by up to 12%.

Market growth:

The switch to electric vehicles (EVs) has a positive impact on the environment and has great potential to boost the economy. A significant market development opportunity for high value-add components exists with the estimated 30% EV penetration, amounting to over INR 2.1 lakh crore by 2030. This comprises components that are crucial to the EV supply chain, such as batteries, electric powertrains, and charging infrastructure. Particularly in a supportive governmental context, these activities may serve as catalysts for future investments, stimulating economic growth.

Other benefits:

Sustainable mobility:

Electric vehicle (EV) adoption in the transportation sector is widely considered as a green growth strategy with several advantages. The transport industry is a significant driver of climate change, contributing around 24% of the world's CO₂ emissions through fuel burning. By providing a greener and more sustainable alternative to traditional fossil fuel-powered automobiles, EVs significantly reduce these emissions. Countries can increase their domestic value addition in the automobile industry while reducing greenhouse

gas (GHG) and pollution emissions by making the switch to EVs. Additionally, EVs can let people travel for less money, supporting economical and eco-friendly mobility options.

Challenges about electronic mobility:

Despite its many advantages, there are many challenges and negative concerns relating to electro mobility.

Electric batteries have a long charging time when having a standard power outlet.

- Lithium-ion batteries in EVs frequently catch fire because of a short circuit that occurs within one or more of the battery's cell's. The chemicals inside the battery and the cell next to it may then be set ablaze by the heat, rapidly spreading the fire.

The problem with EV batteries is they need to be replaced frequently

There are not enough charging stations for electric vehicles

Use of EVs may increase vehicular population and road congestion

Conclusion:

A comprehensive evaluation indicates that transitioning to electric mobility offers significant economic advantages, aligning with India's goal of becoming a global automotive manufacturing hub. With favorable policies and incentives in place, the burgeoning global EV market provides an opportunity for the Indian automotive industry to thrive. While challenges exist, the momentum towards electric mobility in India seems inevitable, making it a crucial component of the country's sustainable economic growth.

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