

# **International Conference Proceedings of “Behavioural Approaches to Financial Decision Making”**

Dr.Sreeya B, Ms. Ranjithaa K C, Ms. Aruna A R, Ms. Snekha M, Mr.  
Gautham Shanmugam

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# **Conference Proceedings of “Behavioural Approaches to Financial Decision Making”**

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**21<sup>st</sup> March, 2023**

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**About the International Conference:**

Financial behaviour performs a central role where individuals' well-being including household, society, nation as well as around the world can be influenced by the financial decisions made by them. In a wider view, financial behaviour includes broad concepts including investment behaviour for short-term and long-term, savings behaviour, credit usage, expenditure behaviour, etc. responsible financial behavior tends to be effective in its use of money in such a way to make a budget, save money and control spending, also financial behaviour stimulates diversified investing in available financial products and to pay obligations on time. Understanding of money and investments by individuals can make a huge difference in the scope of their financial behaviours. This International conference focuses on Behavioural Approaches to Financial Decision Making.

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# **A COMPARATIVE STUDY ON TAXATION OF CRYPTOCURRENCY**

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## **ABSTRACT:**

Cryptocurrencies have been the talk of the town for more than a year now, after the announcement of the Covid lockdown. People needed a source of income, and cryptocurrencies came in handy for them. In 2010, a bitcoin client traded 10,000 coins for two pizzas. Given that 10,000 bitcoin would be worth more than £55m today, these are possibly the most costly pizzas ever. In any case, the digital currency environment isn't all just about the different coins, for example, bitcoins, but also includes a few different entertainers and members. Cryptocurrency's function as a medium of exchange has dwindled in recent years. It's becoming more like a gold-like asset class. Because of the evolving blockchain technology and the complexity in regulating it, the government and the tax authorities are still figuring out the ways to tax cryptocurrencies and creating regulatory laws. The study tries to raise general questions on people's opinions about cryptocurrency and how interested they are in investing in cryptocurrencies. The sample size of the study is 100. The researcher had collected the responses using an e-survey. The researcher had also suggested ways on collecting the taxes by comparing them with other countries. Some countries like El Salvador have given legal tender status to cryptocurrencies. The study had also raised questions regarding the regulation of cryptocurrencies. Since cryptocurrencies are evolving in India, it is better to regulate them with laws and support users with the transactions. With better laws, people will be confident to invest their money, that it is safe there.

## **KEYWORDS:**

Bitcoin, Cryptocurrencies, Investment , Regulatory laws , awareness

## **INTRODUCTION:**

Cryptocurrency or crypto is defined as the digital currency secured by cryptography. The information in cryptography is encrypted. Digital currencies are computerized cash intended to be speedier, less expensive, and more dependable than our normal government provided cash. Rather than trusting an administration to make your cash and banks to store, send and get it, clients transact directly with one another and store their cash themselves. Since individuals can send cash straightforwardly without a mediator, exchanges are normally truly moderate and quick. To

forestall fraud and control, every user of cryptocurrency can simultaneously record and check their own exchanges and the exchanges of every other person. The computerized exchange accounts are known as a "legend" and this record is freely accessible to anybody. With this public record, exchanges become proficient, perpetual, secure, and straightforward. Digital forms of money have created a ton of interest for investors of all ages because of the late increase in value. It is assessed that approximately a crore Indians have invested in cryptocurrencies.

In April 2018, the Reserve bank of India (RBI), had prohibited banks from supporting crypto exchanges after instances of fraud through virtual currencies. Later, the Supreme Court struck down the boycott in March 2020. Among the reasons referred to was that digital forms of money were lawful but unregulated in India. In the interim, the Ministry of Corporate Affairs (MCA) has made it necessary for organizations to show their digital money exchanges and ventures during their monetary year. Since cryptocurrencies are not regulated and the rules for taxations are yet to be formed, this study aims at comparing different countries and their tax regulations on cryptocurrencies, to suggest a better set of regulations for cryptocurrencies. Cryptocurrencies are generated through mining, buying, as investments, receiving them as gifts, as consideration, and so on. The taxation for cryptocurrencies changes for different types of transactions. Cryptographic money mining is the way toward recording and confirming transactions on a public digital record of transactions, called a blockchain. Since mining is a form of self-generated income, experts suggest that they could be taxed under income from other sources. In the case of investments, based upon the holding period, tax rates differ. So if the holding period exceeds three years, then they are considered as long-term assets and are reasonable to index at 20% for the expense of obtaining. If it is a short-term asset, then they are taxed based on the individual slab rate. Cryptocurrencies that are held as stock in trade are taxed as per the tax slab category the individual falls in. Recently, the Indian government mentioned that income from whatever source inferred is included in the Income Tax Act, 1961, and supply of any assistance, if not explicitly excluded, is available under Goods and Services Tax (GST), the increases from digital currency (crypto) exchanging and benefits by crypto exchanges are liable to taxation. The data was shared by the Minister of State for Finance Ministry Anurag Singh Thakur because of an inquiry in the Rajya Sabha whether the public authority is presently gathering income tax on crypto income and furthermore whether GST is collected from crypto trades.

## **TAXATION OF CRYPTOCURRENCY UNDER INCOME TAX ACT:**

Under Income tax act, the profits obtained from profits on mining, trading, selling will have to pay 30% tax on profits and 1% tax deduction at source (TDS) while selling crypto assets exceeding more than Rs.50000 in a financial year. The Income Tax Department introduced Section 2(47A) to define the term Virtual Digital Assets (VDAs). This current definition is wider in scope and covers almost all forms of crypto assets. In the 2022 financial plan, the Finance minister presented Section 115BBH. This part imposes a 30% duty) on gains made by exchanging digital currencies on or after April 1, 2022.

The 30% tax isn't the main expense crypto is dependent upon. Another section 194S, demands a 1% Tax at Source (TDS) on the exchange of crypto resources on or after July 1, 2022, if crypto exchanges surpass RS50,000 in a monetary year (or RS10,000 in specific cases) to guarantee all crypto exchanges are tracked correctly. According to the new section, non-derivation and payment of TDS to the public authority can prompt not just 100 percent of the TDS sum as punishment, however in specific cases may likewise be imprisonment for a period of 90 days to 7 years in addition to a fine. Except if you're buying crypto through a P2P or worldwide stage, purchasing crypto with government issued money like INR is tax exempt.

The filing of cryptocurrency using the Income tax form ITR-2 for filing capital gains and ITR-3 for filing it as business income. The taxpayer has to file under “Schedule VDA” in the tax return. No deduction, with the exception of the expense of obtaining, will be permitted while reporting income from the exchange of digital resources. Losses from digital resources can't be set off against some other income.

### **TAXATION OF CRYPTOCURRENCY IN OTHER COUNTRIES:**

Crypto currency taxation is collected in different ways in different countries. Some countries consider crypto as assets whereas some countries consider cryptocurrencies as legal tender.

#### **UNITED KINGDOM:**

Digital forms of money are practically equivalent to owning shares in public companies in the UK. They are both treated essentially the same way. Whether they are generated by mining or any kind of rewards, are received as payment, all forms of cryptocurrencies are taxable.

#### **AUSTRALIA:**

Australia characterizes crypto as an asset. The trading stock principles, not the CGT guidelines, apply in case bitcoin is held available to be purchased or traded in the regular course of business. The sale of bitcoin held as exchanging stock a firm creates ordinary income, and the expense of procuring cryptographic money held as exchanging stock is charge deductible.

### **UNITED STATES OF AMERICA:**

In the US, all Americans are intended to pay charges on both, cryptographic money-based pay (which incorporates installments, pay rates, mining prizes, airdrops, and fork-related airdrops) just as investment and trading. The tax rate relies upon whether it was a short-term asset or a long-term investment(over a year). Short-term assets have higher taxes. Any losses or gains from a crypto asset held for not exactly a year are charged at the highest marginal tax rate relevant to your available pay. Any losses can be utilized to balance personal expenses up to \$3,000 altogether. Any extra losses may be continued to the following year.

### **JAPAN:**

The Japanese government considers digital money related activities as miscellaneous income. The below table shows the taxation for cryptocurrency based on the income, which is upto a rate of 45%, whereas for stocks it is only 20%.

<b>INCOME</b>	<b>% TAX RATE</b>
<b>Upto 1.9m</b>	<b>5</b>
<b>1.95m to 3.3m</b>	<b>10</b>
<b>3.3m to 6.95m</b>	<b>20</b>
<b>6.95m to 9m</b>	<b>23</b>
<b>9m to 18m</b>	<b>33</b>
<b>18m to 40m</b>	<b>40</b>
<b>Above 18m to 40m</b>	<b>45</b>

All figures are in Japanese Yen. 40 million JPY amounts to \$364,700. Aside from this, Japan additionally charges a level 10% neighbourhood occupant's expense. Altogether, hypothetically, somebody may have to pay as much as 55% of their all out cryptographic money benefits as duty in Japan.

### **EUROPEAN COUNTRIES:**



There's no single form of tax in Europe. The European Union (EU) allows the nations to choose whether they need a tax on digital currency possessions and how much. There are countries that don't collect any taxes for crypto.

Switzerland considers the trading of cryptographic forms of money "equivalent to conventional installment exchanges". No tax reporting must be accomplished for any benefit gains or losses made by putting resources into or exchanging digital currencies. Portugal, despite the fact that it doesn't perceive digital forms of money as an installment framework or a kind of monetary standard, it has made all digital currency exchanges excluded from any type of income tax or capital gains tax. Germany considers Bitcoin as private money. There's no tax on digital money benefits. Be that as it may, if the gains on holding Bitcoin are obtained within a year, there will be a 25% capital gains tax.

The other 24 nations levy income, capital gains, and other sorts of taxes on cryptographic forms of money. France sees digital money as movable property. People who participate in an intermittent buy and offer of cryptographic forms of money in France need to pay a 12.8% tax.

### **GOVERNMENT INITIATIVES :**

An inter-ministerial board of trustees under the chairmanship of Subhash Chandra Garg, Secretary of the Department of Economic Affairs, has been constituted to draft the regulatory law for cryptocurrency. India's Union Home Minister Rajnath Singh introduced a public digital legal lab and the Delhi Police's cybercrime unit called Cypad to assist with detecting fraud online, including those cryptographic money.

Preceding 2022, the Indian government had no authority position on the characterization of crypto resources, nor the ensuing tax collection from Bitcoin and other digital currencies. In any case, without precedent for 2022, the Indian authorities recognized the Digital Assets (VDAs) and presenting a tax collection structure for VDAs - otherwise known as crypto and NFTs

### **OBJECTIVES:**

- To compare the methods of taxation for cryptocurrency between India and different countries.
- To know how aware people are about cryptocurrency
- To know whether people are interested in investing in cryptocurrency.
- To know whether people are satisfied with current legislations
- To know at what rate they want the tax to be levied.

## **LITERATURE REVIEW:**

This article is all about taxation on Bitcoin, in the United States. The Internal Revenue Service (IRS) is a United States based agency which is responsible for collecting taxes and imposing laws related to taxes. The organization expressed that digital forms of money would be treated as an asset, like property. U.S. citizens should report Bitcoin exchanges for tax purposes. Retail exchanges utilizing Bitcoin, like buy or sell goods, bring about capital gains tax. Gifting, acquiring or donating Bitcoins are similar to money or property transactions. **Kushal Agarwal (2021)**

The author had described cryptocurrency and taxation on digital currency like GST and income tax. Digital currency can be held as capital resources in case they are bought with the end goal of investment by citizens. Any gain emerging on the move of a cryptographic money will be available as capital gains. If holding period is below three years it will be treated as short term capital assets and if period of holding is more than three years it is to be treated as long term capital assets. Citizen can likewise show income from Cryptocurrency as Income from different sources in case transactions are substantial. **Rahul Jagdish Prasad Sureka (2021)**

The author had laid down the ways to calculate taxes for cryptocurrency for business people and individuals in Germany. Mining of crypto by people is taxed as “Income from other sources”, under section 23 of the Income tax act. In Germany, crypto is considered as ordinary intangible assets. The tax treatment of crypto in Germany as private cash implies that sales under 600 Euros have tax exemptions for people. **Zac McClure (2021)**

The Internal Revenue Service issued its first guidance on cryptographic money disclosure requirements in nearly five years in October 2019. Issues, for example, how to characterize cryptographic forms of money and what an exchange's motivation means for announcing principles are presently being addressed across the globe as governments work to foster conventions that arrange this quickly creating field. This note investigates the creating revealing guidelines of select nations and the possible effects on use as cryptographic forms of money become more standard as a likely venture and technique for installment. **David C. McDonald (2021)**

The goal of the examination is to decide the situation with an advanced monetary resource and the highlights of its tax assessment in the Russian Federation and reformist nations. Presently, there are three fundamental tax collection models that are utilized around here: income tax, corporate income tax, and capital gains tax. The potential changes that may happen in charge guidelines are dissected. The investigation gives an examination of the reasonable situations of computerized pay tax collection and objects of tax collection during the time spent digital money creation. The

investigation fundamentally evaluates potential alternatives for applying global guidelines for tax accounting of computerized resources. **Viktor Shestak (2021)**

The author had dealt with the substance of the expense on digital currency, which is an inventive IT instrument of economic development. It has been discovered that the EU part states had just a single limitation on the tax collection from cryptographic money, namely digital currency exchanges were not responsible for VAT. It has been set up that Ukraine offered the most ideal tax rate on pay from cryptographic money exchanges for people and legitimate elements. Simultaneously, the meaning of the monetary impact of the digital money charge as income to the state spending plan because of the shaky digital currency conversion scale is invalidated, which raises the issue of the achievability of the quest for new spaces of state effect on cryptographic money. **Oleg Reznik (2020)**

The author had examined the various potential methodologies of recording and revealing of the virtual currencies for accounting and tax purposes and to think about the methodologies among the Czech Republic, the Slovak Republic and Germany to bring up the requirement for a fit arrangement in a worldwide environment. The paper features the requirement for a uniform methodology for the accounting and tax treatment of virtual money by contrasting the degree of lawful definitions and various methodologies. The Czech Republic approaches digital forms of money just based on proposals from the Ministry of Finance, which isn't lawfully restricting it to comply. Germany has remembered cryptographic forms of money for the Banking Act, the bookkeeping definition is absent and the duty arrangement is in the Income Tax Act. **Ivana Kucharova (2020)**

This study gives a comprehensive investigation of the methodologies and strategy gaps across the fundamental duty types for in more than 50 jurisdictions. It covers the key ideas and meanings of blockchain and crypto-resources, taking a look at the portrayal, legality and valuation of virtual monetary standards and investigating the assessment outcomes across the various phases of their lifecycle, from creation to removal. The report likewise deals with various arising issues identified with the tax assessment from virtual monetary forms, including the ascent of stable coins and 'National Bank Digital Currencies'; just as the advancement of the mechanisms used to keep up with blockchain networks and the rise of decentralized finance. **OECD (2020)**

This article looks at the ordinary tax treatment of cryptographic money exchanges performed by people in South Africa. It was discovered that misalignment may happen between available salaries and financial additions of citizens occupied with cryptocurrency mining. The South African

Revenue Service (SARS) ought to take into account an allowance comparable to the market worth of digital money procured through digital money mining as far as section 22(2)(a). A danger of misalignment between available salaries and financial additions of citizens performing digital money mining has been recognized and recorded, which the author may advise administrative correction, or the act of the SARS. **Remerta Basson (2020)**

Improvements and Advancements in the technologies, has empowered the Govt. to recognize new ways and opened new stages to gather charges. Among them, comes the inquisitive circumstance of tax collection from Cryptocurrency. In contrast to the fiat cash, Cryptocurrencies are decentralized, depending on a shared organization that works with no outsider mediation like the Central Bank. The author has focussed on different features of crypto currency and analyzes the prevailing domestic laws relating to cryptocurrencies, and those laws which are affecting the taxation of cryptocurrencies. **Prakhar Harit (2020)**

The reason for this article was to attempt to reveal insight into the tax assessment from exercises or activities identified with digital forms of money. This article dissected whether the exercises identified with Bitcoin ought to be announced for the reasons for personal income tax, property tax, inheritance tax. At last, special notice was made of exercises, for example, the mining of Bitcoins in "Bitcoin farming" and the misuse of sites for purchasing and selling cryptographic forms of money and vending machines. **Sergio Luis Náñez Alonso (2019)**

Planning to propose an tax treatment that is nearest to the idea of cryptographic money hard forks, this proposition thinks about different viable concerns, for example, the shortcoming of the digital currency market, the circuitous ownership of forked coins through outsider trades, and the fluctuating exchanging costs of forked coins while deciding the valuation, charge premise, and holding period. This proposition not just gives lucidity to citizens in documenting tax returns and satisfying tax obligations, however it additionally diminishes the potential tax deferral and tax avoidance issues that emerge after a digital money hard fork. **Danhui Xu (2019)**

The goal of the investigation is to decide the output tax ramifications for a South African VAT merchant who gets bitcoins in return for the supply of goods and services that are dependent upon VAT, and when the same South African VAT seller trades the bitcoins for South African rand at a nearby trade platform. The getting of bitcoin in return for the inventory of goods and services, just as the trading of bitcoin for South African rand, is liable to output tax at the standard pace of 14%, which will prompt "double taxation". **Cecileen Greeff(2019)**

Despite the fact that the presence of its thought arose years prior Bitcoin, began to be utilized after the 2008 world monetary emergency, is the most known virtual monetary form. Bitcoin has thought of Craig Wright's "Bitcoin: A Peer-to-Peer Electronic Cash System" interestingly, nicknamed Satoshi Nakamoto interestingly and began to be utilized in 2009. Therefore, digital forms of money, digital money trade and its Regulations, in regards to for tax collection on pay got from the cryptographic forms of money, and practices of chosen nations is referenced to different tax assessment ideas for Turkey in this study. **Yereli (2018)**

An ever increasing number of regulators are stressing over lawbreakers who are progressively utilizing digital currencies for illegal activities like money laundering, financing for terrorists and tax avoidance. The issue is critical: despite the fact that the full size of abuse of virtual monetary forms is unknown, its reasonable worth has been accounted for to surpass EUR 7 billion around the world. It contains strategy proposals for future EU norms. **Dr. Robby Houben(2018)**

The author had said that due to the quickly developing plans of action and intricacy of the fundamental blockchain innovation, controllers and tax authorities are still unclear about various issues. This article has attempted to bring up issues that actually stay unsettled, especially according to the viewpoint of the tax collection from cryptographic forms of money themselves as well as the way in which different members in the crypto-cash environment are controlled and burdened. This article will likewise separate between a crypto-currency and a utility token which are regularly reciprocally utilized in like manner speech despite the fact that they are essentially extraordinary with their own one of a kind arrangement of tax challenges. **Nishchal Joshipura (2018)**

The attributes of the Bitcoin are resolved through a survey of the writing, trailed by the assurance of key tax collection topics utilizing a multi-jurisdictional view where the wards were resolved utilizing the biggest Bitcoin trades. The author had centered around annual assessment including capital additions expense and utilization burdens and was directed with an example of intentionally chosen South African duty specialists, given that the Bitcoin is encountering upgraded popularity in South Africa. It gives an underlying system to develop tax assessment treatment for exchanges not covered by existing enactment. This paper is quick to give standardizing proposals on the taxation from Bitcoin. This paper offers an imaginative methodology for creating tax collection arrangements when an exchange isn't explicitly included in the present enactment. **Asheer Jaywant Ram (2018)**

The paper investigates the connection between the most well known cryptographic forms of money and a scope of chosen fiat monetary standards, to distinguish any example or potentially causality between the series. The author had explored the relationship interestingly by completely researching the information, their highlights, and the manner in which they are interconnected. Results show exceptionally intriguing outcomes with regards to how focused the causality impact on some particular cryptographic forms of money and fiat monetary standards is. The result is a reasonable and perhaps logical connection among cryptographic forms of money and Asian business sectors. **Angelo Corelli (2018)**

This article was about Bitcoin and tax implications in the state of Texas. The author had said that in the guidance memo of the year 2014 by the Internal Revenue Service (IRS), it was stated that crypto currencies were not legal and were considered as property which were exchanged for goods and service. They were subjected to the same laws as stocks or bonds. In the state of Texas, they don't accept tax in any of the digital currencies. They are to be paid in US dollars only. All sales of taxable things in Texas are as yet dependent upon sales charge, regardless of whether the exchange is esteemed in bitcoins or any other digital money. **Bruce Wright (2018)**

The author outlines the total landscape for tax collection from cryptographic forms of money like bitcoin, dissecting the direct and indirect structure of tax , especially after the execution of Central Goods and Services Tax Act, 2017, while likewise resolving the issues concerning the evasatory rehearses. The findings help in evaluating the administrative viewpoints considering the innovative, monetary, social and monetary powers, and setting up a set system for tax collection from digital currencies. **Hatim Hussain(2017)**

#### **MATERIALS AND METHODS:**

The researcher has used the empirical method in this research. This is a non-doctrinal study. This research depends on both primary and secondary data. The primary data for the study is collected using sampling techniques. Convenience sampling was used to collect first-hand information. Convenience sampling refers to collecting data from individuals who happen to be easily accessible to the researcher. The primary data was collected by conducting an e-survey. The secondary data is collected from journals, articles, and e-sources. And the current paper uses SPSS analysis. SPSS stands for Statistical Package for the Social Sciences, and it's used by different kinds of researchers for statistical data analysis. It is used to get appropriate results.

#### **SAMPLING SIZE:**

Random sampling method was used for the purpose of the study. The sampling size is 100

### INDEPENDENT VARIABLE:

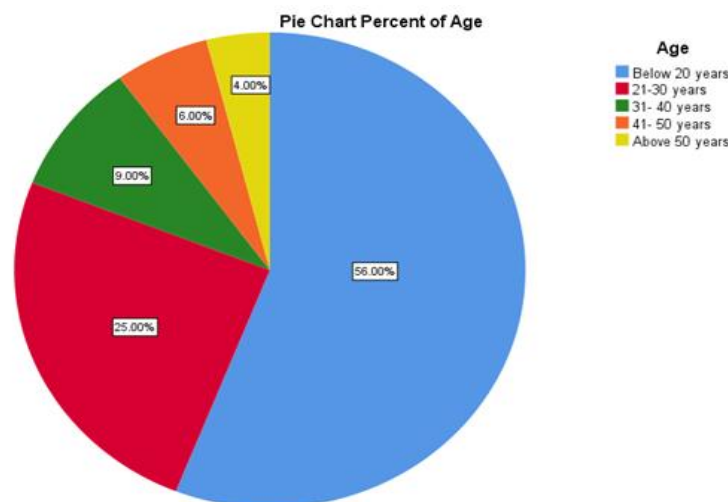
- Age
- Gender
- Educational Qualification
- Marital Status
- Occupation

### DEPENDENT VARIABLE:

- Level of awareness on the topic of cryptocurrency.
- Whether people have an interest in investing in cryptocurrency.
- Whether people are satisfied with the current legislation.
- Opinion of people on which type of tax they prefer and at which rate they are willing to pay.

### ANALYSIS

**FIGURE 1**



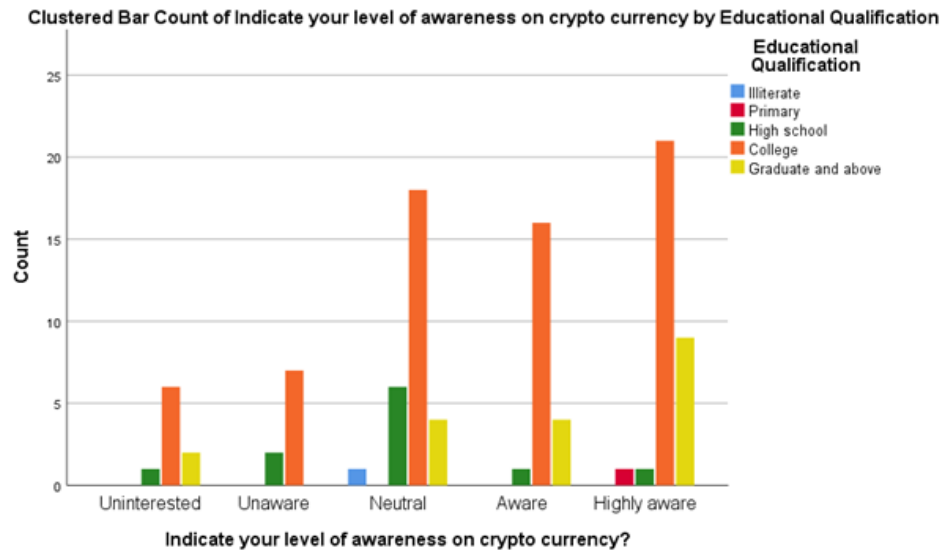
### LEGEND:

The above graph shows the age distribution of the whole population.

### RESULT:

The graph shows that 56% of the respondents are below 20 years old and 25% of the respondents are between 21- 30 years old. 9% of the respondents belong to the 31- 40 years old group. 6% and 4% of the respondents belong to the age group of 41- 50 years and above 50 years respectively.

**FIGURE 2**



### LEGEND:

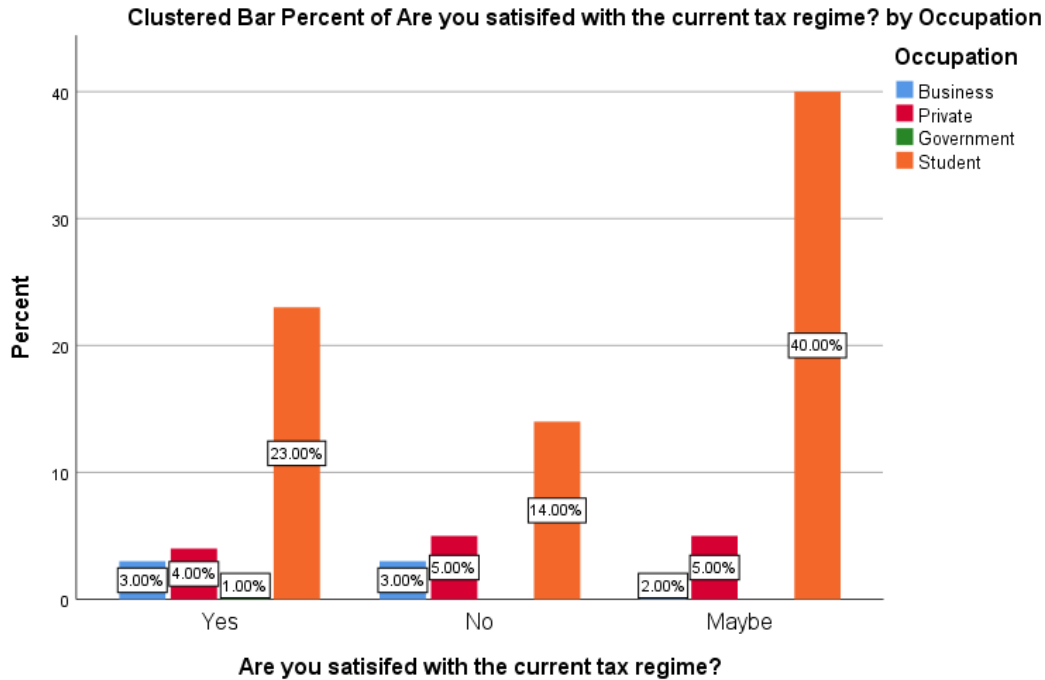
The graph represents the level of awareness of people on crypto currency compared with their educational qualification.

### RESULT:

The result shows that most of the college students and graduates are highly aware of the crypto currency. People with a low level of education and high school level of education are somewhat aware of the digital forms of money.

**FIGURE 3**





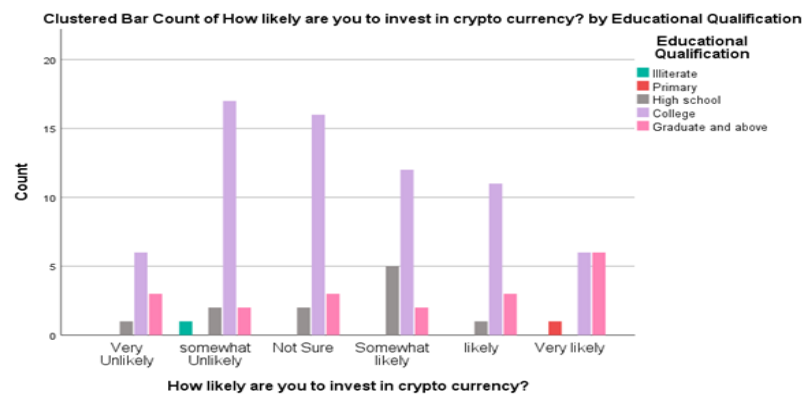
#### LEGEND:

The graph represents the opinions of people whether they are satisfied with the current tax regime.

#### RESULT:

The results show that the students have their highest responses to maybe which means they are partly satisfied and dissatisfied with the tax regime, while 23% of the students have said that they are satisfied with the current tax regime. Business people have equally given their responses to both agreeing and disagreeing with the statement.

**FIGURE 4**



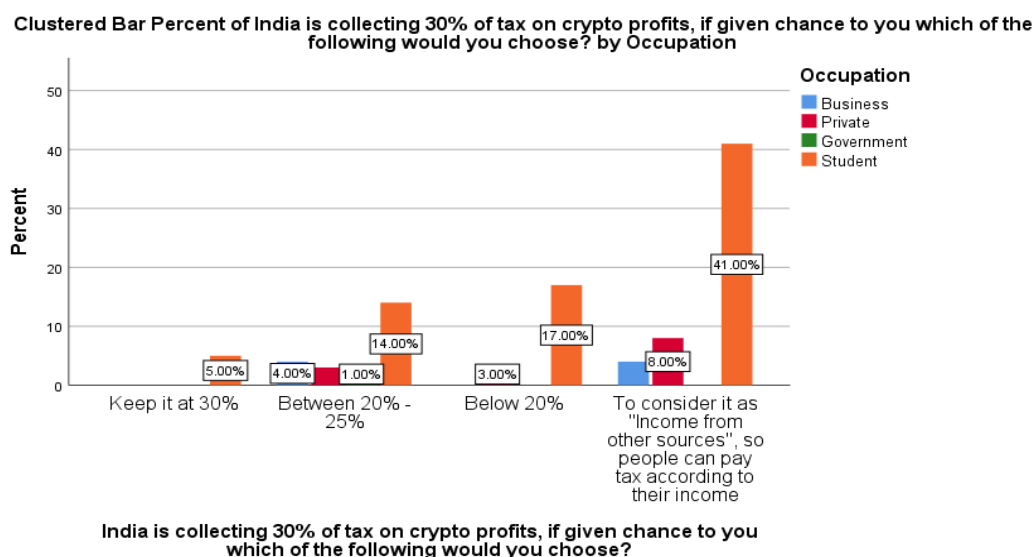
#### LEGEND:

The graph represents the possibility of respondents investing in crypto currency compared with their educational qualification.

### RESULT:

Majority of the respondents are somewhat unlikely and not sure to invest in digital currencies, whereas respondents from the same group are likely to invest in crypto currency. College students are somewhat likely and not sure about investing, whereas graduates and above are very likely to invest in cryptocurrency.

**FIGURE 5**



### LEGEND:

The graph represents the opinions of people on which of the given options would they recommend, if India decides to collect taxes for crypto currency compared with their occupation.

### RESULT:

The result shows that the majority of the respondents have said to consider it as “Income from other sources”, irrespective of their occupation. Some of them have voted for below 20% and also between 20% - 25%.

### DISCUSSION:

In Figure 1, the graph shows that school and college students have actively participated in the sampling method survey conducted online. Below 20 years of age group have contributed 56% for the survey. This could actually help us to analyze the future of cryptocurrency. They are going to

be the future investors of cryptocurrencies. It is very vital to know their mindset, and how aware they are about the digital forms of currencies. 25% of the respondents belong to the age group of 21-30 years. They are most probably fresh graduates or newbies , starting their career. Their opinions also help us in figuring out the present situation of digital currencies.

**In Figure 2**, the graph states that people irrespective of their educational qualification have responded to the survey. Majority of the respondents are aware of crypto currency. People with college level education or present college students are highly aware of cryptocurrency. High school students are somewhat aware. This could be because crypto currency's popularity, which had taken a major hit in 2018 and remained dormant for most of 2019, began to pick up steam in 2020, which the IMF has dubbed the "Great Lockdown Year." The impact of the various constructs had a devastating effect on the global economy, and all types of mainstream investments and assets were severely harmed. The ratio of people who are aware of the digital currency is higher than the people who are not aware.

**In Figure 3**, The researcher had chosen occupation for the comparison because it would be precise to know from people who are actually aware of the topic and to know which working sector is more involved. The results depict that people are satisfied with the current tax regime, taking maybe into consideration and the rest of the respondents have said yes. Taxes for cryptocurrencies have been collected in many countries, some consider them asset/money. India is more likely to collect taxes for crypto including GST for crypto trades.

**In Figure 4**, respondents with college level education or currently college students are unlikely to invest in cryptocurrency, whereas respondents who are graduates are very likely to invest in crypto currency. The reason for this particular comparison is to get an idea about the investments in crypto currency in the future and how well people are trusting and getting used to it. This could also be because there are no laws regulating cryptocurrencies and the government isn't supporting people in investing. When there is no government support , considering its volatile nature, people are scared to invest their money. Also due to its decentralization, when there's a loss people have no one to claim it from. Graduates are very likely, maybe they are aware of the investors who gained more from investing in digital currency and how its value has increased from 2010.

**In Figure 5**, the reason to compare it with occupation was to know the opinions of people from their work perspective. Respondents who are students and respondents with private jobs have said to consider it as "Income from other sources". Some of the respondents have said below 20% of tax rate would be great. Business people have voted both for between 20% - 25% of tax rate and to

consider it as “Income from other sources”. This could be based on their experiences or assumptions. Some experts suggest it's better to pay tax under “Income from other sources”. But it purely depends upon the nature of the transaction. Some countries collect taxes with exceptions like donating, gifts, and buying crypto with fiat money.

### **LIMITATIONS:**

The researcher found it difficult to access second hand information, since cryptocurrency is a recent phenomenon and it is still not regulated in India. There wasn't enough information to support the study. The sample size of the study is too small to represent a large group. The research could have given more accurate results if the sample size of the study was large. Since the survey was conducted during Covid period, the researcher couldn't reach many respondents. The responses to the questions were all people's opinions and all of them have different sides. Hence they cannot be ended with the same conclusion.

### **CONCLUSION:**

Cryptocurrency After a catastrophic meltdown in 2018, Bitcoin, which is known for its volatility, has rebounded significantly in 2020. The digital currency has increased by about 800% since mid-March of last year. The study has found that people are aware of cryptocurrency. For the past six months, after the announcement of the lockdown, people needed another source of money and top business leaders like Elon Musk (CEO of Tesla) have been tweeting about it. The study also found that people are unlikely to invest in cryptocurrencies. This could be because people might be scared of losing their money and also its volatile, as its price went down due to some tweets about it. More people started investing and the value of the currency went down. This could also be because there are no laws regulating cryptocurrencies and the government isn't supporting people in investing.

The study has found that people are satisfied with the acts that are in use right now. In the present circumstance collecting taxes on the exchanges including digital money ought to be viewed as an inviting move and ought not be viewed as a limitation. Banning instead of regulating will just make an equal economy, empowering illegal use, invalidating the actual point of the boycott. It is additionally contended that a ban is infeasible. All things considered, any individual can buy cryptographic money over the web. The results of the survey says that people prefer taxes to be collected as “Income from other sources”, the researcher suggests that it would be better that if taxes are collected based on the nature of the transactions. Regulating cryptocurrencies can be seen from two perspectives, just as creating revenue for the public authority to be utilized productively.

It is likewise energetically declared that utilizing charge on crypto can also help create a safe platform for the traders and investors, that their money is safe in there.

Tax policy ought to in a perfect world exist inside a sound administrative system for cryptocurrency and other crypto-resources, and to be rational with other strategy perspectives including tax straightforwardness and legitimate, monetary and buyer assurance necessities. In the most recent couple of years the value of Cryptocurrency has reduced as a cash. It is advancing more like an asset like gold. The ban forced by RBI would be hard to uphold practically speaking also, accordingly, customers lose value, trades lose business, the Government loses taxes, while probably the exchanges will move either abroad or on the other hand underground. This is a circumstance where all partners lose and the only way forward is to perceive the imperfections of the current methodology and also, make the strides important to manage cryptographic forms. Accordingly, taking into account that cryptocurrency exchanges are progressively getting in India, while, laws managing them are essentially missing, we are confident that the public authority will concoct a notice soon to disperse the uncertainty around the legitimacy of cryptocurrency their taxability, and disclosure prerequisite of cryptocurrency.

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# **A STUDY ON THE INDIAN GOVERNMENT'S STANCE TOWARDS CRYPTOCURRENCIES AND THE FACTORS DRIVING ITS REGULATORY DECISIONS**

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## **ABSTRACT:**

The Indian government has taken a cautious stance towards cryptocurrencies, with various regulatory measures being implemented to monitor their use and trade. The Reserve Bank of India (RBI), the country's central bank, has been particularly wary of digital currencies and has issued several warnings to banks and financial institutions about the risks associated with their use. One of the primary factors driving the Indian government's regulatory decisions regarding cryptocurrencies is the potential for illegal activities such as money laundering and terrorism financing. The lack of centralized control and anonymity of cryptocurrency transactions makes them particularly attractive to criminal elements. Another significant concern is the potential impact of cryptocurrencies on the stability of the traditional financial system. Additionally, the Indian government has also expressed concerns about the lack of consumer protection in the cryptocurrency space, as well as the potential for speculative bubbles and market manipulation. However, despite these concerns, there is also growing recognition of the potential benefits of cryptocurrencies, particularly in terms of financial inclusion and access to capital for small businesses and individuals. The paper also analyzes the potential impact of the cryptocurrency and regulation of the official digital currency Bill, 2021, which aims to create a legal framework for a central bank digital currency while also banning all private cryptocurrencies. Moving forward, it is likely that the Indian government will continue to take a cautious and measured approach towards cryptocurrencies, implementing regulatory measures to monitor their use and trade while exploring ways to harness their potential benefits. In conclusion, the Indian government's stance towards cryptocurrencies is driven by a range of factors, including concerns about illegal activities, the potential impact on the stability of the traditional financial system, the lack of consumer protection, and the potential for speculative bubbles and market manipulation.

**KEYWORDS:** Cryptocurrency, Digital, Market, Technology, Manipulation.

## **INTRODUCTION:**

There is no doubt that the era of information and communication technologies has created many golden opportunities in several aspects. One of the fields that benefit from these technologies and online connections is the financial and business sector. A growing number of online users has activated virtual world concepts and created a new business phenomena. Thus, new types of trading, transactions and currencies have been arising. One of the remarkable financial forms that have emerged in the past few years is Cryptocurrency. Cryptocurrency (CC) can be defined as any medium of exchange, apart from real world money, that can be used in many financial transactions whether they are virtual or real transactions. Cryptocurrencies represent valuable and intangible objects which can be used electronically or virtually in different applications and networks such as online social networks, online social games, virtual worlds and peer to peer networks. Governments around the world have taken different approaches to regulate cryptocurrencies. India, which is home to a large number of cryptocurrency investors and traders has been cautious about cryptocurrency. Cryptocurrency has gained widespread attention worldwide in recent years and India is no exception. India, with its rapidly growing digital economy has seen a significant rise in the popularity of cryptocurrencies. However, the Indian government has taken a somewhat cautious stance on cryptocurrencies, citing concerns about money laundering fraud terrorism financing. This paper will examine the Indian government's stance on cryptocurrency and the various measures taken by the government to regulate cryptocurrency trading and transactions.

### **The key characteristics of cryptocurrencies:**

- (i) Decentralization: They are decentralized systems where participants authenticate transactions to the systems by consensus;
- (ii) Anonymity: while transactions are verified, counterparties or purposes of transactions are not necessarily verified;
- (iii) Borderless: existence over the internet without physical existence.

## **INDIAN GOVERNMENT'S STAND ON CRYPTOCURRENCY**

- During 2013-17: The duration 2013-17 can be seen as the start of the cryptocurrency trend in India. Doubts, ambiguities and confusions were very high for cryptocurrencies development in India during this time.

In 2013, RBI warned the public about cryptocurrencies. Here the term “public” means consumers, holders, trading persons/agencies etc. RBI has also stated that it is observing all the cryptocurrency related developments very closely including Bitcoins (very popular one) and other cryptocurrencies (Altcoins-An Altcoin is an alternative digital currency to Bitcoin).

In February 2017, RBI has warned the public again and in the last quarter of 2017, RBI has issued a clear cut warning that “virtual currencies/cryptocurrencies are not a legal tender in India”. Due to some PILs (Public Interest Litigations) filed in court as a reaction to RBI's warning, the government of India has formed a committee to look into various issues related to cryptocurrency and tell about the required actions in future. So as a result, no ban on virtual currencies took place in this period.

- 2018: It is very important to mention that in April 2018, the committee appointed by the finance ministry of India, has drafted a bill regarding cryptocurrencies but “was not in the favor of ban”.

- 2019 (Banning of cryptocurrency bill):

Some major points are given below

- Trading, mining, holding or transferring/use of cryptocurrencies is subject to punishment in India with a financial penalty or/and imprisonment up to 10 years.

- Any holder/user/person must declare/dispose of all cryptocurrencies in his/her possession within the time span of 90 days with effect from the publish date of this act.

- The processes/technology of cryptocurrencies can be utilized for research/development or teaching and academic purposes.

- RBI may launch digital rupee as a legal tender in India in future.

- The government of India may give relaxation in certain trading activities in public interest (if necessary).

- 2020 (Setback for RBI): In March 2020, the supreme court of India has given a set back to RBI by removing the ban on cryptocurrencies imposed by RBI.

- Judgement: A bench including justices Rohinton Nariman, Aniruddha Bose and V.Ramasubramanian have passed a 180 page verdict claiming that: RBI has not mentioned any point regarding regulations of virtual currencies till date by nationalized banks/commercial banks/other financial institutions etc and also RBI did not yet mentioned any adverse effect directly or indirectly, completely/partially due to the exchange of virtual currencies. Justice Ramasubramanian who headed the bench said that the RBI stand was very “disproportionate”. The

Supreme Court has also indicated the failure of the government of India that even after several bills and committees, the government has failed to introduce any legal digital Indian rupee.

- 2021: A high level Inter-Ministerial Committee (IMC) was formed (having secretary of economic affairs as chairman of the committee) and the job of the committee is to study various issues of cryptocurrencies and suggestions for future actions. All this has been declared by finance minister Nirmala Sitharaman in February 2021 in Rajya Sabha. In the same context and continuation, minister of state for finance Anurag Thakur has also announced in the parliament that the government is very determined to present a bill on cryptocurrencies. Finance minister Nirmala Sitharaman has also indicated that the government wants to enhance research and innovation in crypto-related areas with an open mindset. In November 2021, the standing committee on finance, headed by Jayant Sinha hold a meeting with various representatives of crypto-exchanges in India along with Blockchain and Crypto Assets Council (BACC) and concluded that it will be unfair to ban cryptocurrencies in India but it should be regulated. Just after that, RBI governor Shaktikanta Das mentioned that cryptocurrencies can be a threat to the financial system because they are unregulated and discussed the keen intention of RBI to launch its own digital currency (as a legal tender of course). The finance minister Nirmala Sitharaman stated in Rajya Sabha that the government has not taken any step towards banning cryptocurrencies advertisements in India but the government will spread awareness on cryptocurrencies through RBI and SEBI (Securities and Exchange Board of India).

#### 1. Impact of Union Budget 2022-23 on Cryptocurrencies in India

- The government of India has clearly mentioned in union budget 2022-23 that-the transfer of any virtual currency/cryptocurrency asset will be subject to 30% tax deduction.
- No loss in the transaction will be permitted to be carried forward.
- Gifts in the form of virtual assets/cryptocurrencies will be taxed in the hands of the receiver.
- A Central Bank Digital Currency (CBDC) by utilizing the concept of Blockchain will be issued by RBI by the year 2023.
- A tax of 1% will be deducted at source for the payments made on the transfer of digital assets.
- Impact: This clear-cuts announcement of the Indian government may recognize cryptocurrencies as a legitimate asset and the corresponding trading as a legal activity. The clarity on tax slab clarifies doubts and may increase the industry size.

- **Bad for investors:** No carry forward losses will be a setback for investors as cryptocurrencies are highly volatile. This fear will always discourage investors (specifically retail investors) from trading in cryptocurrencies. The high tax slab will cut down the net profit of investors and with effect from 1st April 2023, the 115BBH provisions on income generated from virtual currencies will be in force.
- **Dilemma:** Imposing tax on cryptocurrencies does not completely and explicitly declare cryptocurrencies legal because income tax in India is subject to assets not on the method/manner of acquiring those assets.
- **Future:** From previous history and recent tax declarations, it can be said that it is very unlikely that the government of India will introduce a fresh bill to declare cryptocurrencies illegal.

### **Emerging legal digital currency / CBDC in India:**

A study undertaken by the Bank of International Settlements finds that 86% of central banks are keen to launch central bank digital currencies (CBDCs) in one form or the other. The Indian Finance Minister, while giving the Union Budget 2022-23 speech announced plans of launching Digital Rupee – India's very own CBDC. The Cryptocurrency and Regulation of Official Digital Currency Bill, 2021 which was scheduled to be tabled in the last winter session of the parliament, sought the probation of all private cryptocurrencies and made a facilitative framework towards launching India's official digital currency or CBDC. Cryptocurrencies' characteristics of anonymity and threat to monetary stability are understood to have triggered RBI's interest in a digital currency. Usually, sovereign states issue money. Historically, private currencies have existed too, but they have given precedence to sovereign-issued money. A better credit standing and stability is offered by sovereign-backed public money. Thus, a legal tender in digital form exchangeable with fiat currency issued by a central bank is to be understood as a legal digital currency. Money issued by the central bank exists in two dimensions – retail and wholesale. Retail refers to paper currency used for daily transactions, and wholesale refers to reserves held by commercial banks with the central bank for managing interbank settlements. Traditional ideas around monetary policies can be reworked by the central bank primarily in the retail segment (where paper currency is currently used predominantly), which may also see technological advancements.

### **CBDCs around the world**

As of March 2022, a total of 87 countries are looking to launch their CBDCs (a jump of over 50 additional countries over the past two years). Out of these, nine have already launched their CBDCs – Bahamas, Nigeria, and seven countries of the Eastern Caribbean Union. The Sand Dollar by the Bahamas was the first CBDC launched globally. Dominica, Antigua and Barbuda, Montserrat, Grenada, Saint Lucia, and St. Vincent and the Grenadines of the Eastern Caribbean Union introduced CBDCs primarily to cater to those without bank accounts. Apart from India's plan to launch the CBDC discussed during its budget, Russia announced plans for its "Digital Ruble" in February. China was the first large economy to make a trial run of its digital currency e-CNY way back in April 2020 – its central bank intends to operationalize e-CNY in 2022. As for the USA, the Joe Biden administration has passed an executive order to promote digital assets – a formal launch of digital currency not looking in near sight. Similarly, the UK is in the research phase for digital currency.

### **CBDC and UPI**

The Unified Payment Interface (UPI) administers the wallet ecosystem prevalent in India. UPI, developed by the National Payment Corporation of India (NPCI), ensures payments between banks on technology platforms developed by private players (Google-pay, WhatsApp, Paytm, etc.) with regulatory oversight of the RBI. A CBDC will be distinguished from UPI as its infrastructure will be managed by the central bank only, and payment will be made directly through money issued by a central bank. With CBDC, settlement risk will be minimized, given that the entire system will be sovereign-backed. As CBDC will be a centralized payment system, it would reduce the risk of concentration of control in the hands of any private player. Payment systems such as the UPI are subject to multiple regulations and oversight by multiple gatekeepers. Further, they have often been slow and expensive. For instance, the SWIFT payment system is presently unreliable as it suffers from the sanctions imposed by the WEST on Russia for the invasion of Ukraine. A globalized payment network for real-time transactions may be possible by a partnership of CBDCs – given the creditworthiness due to its sovereign-backed nature. CBDCs also hold promise to become "programmable money". This means it could be designed to act in a particular manner in predetermined criteria. This could herald in a new age for public service delivery which at present suffers from systemic issues such as inefficiency, corruption, etc. For instance, when combined with the Jan Dhan – Aadhar – Mobile Trinity, the CBDC can exponentially increase financial inclusion. When replaced with physical currency, CBDC stands to reduce the cost of printing,

storage and distribution of money. Intermediation by banks other than the central bank is a key element in the monetary policy of a nation. A CBDC may lead to the disintermediation of such banks. Upon the launch of CBDC, people may withdraw their deposits from banks if there is any doubt about their health. Similarly, if low-cost deposits are lost, credit creation may take a hit – in turn affecting monetary policy.

### **The Cryptocurrency and Regulation of Official Digital Currency Bill, 2021:**

The Official Digital Currency Bill-2021 has been introduced with an aim to create a facilitative framework for creation of the official digital currency to be issued by the Reserve Bank of India. The Bill also seeks to prohibit all private cryptocurrencies in India; however, it allows for certain exceptions to promote the underlying technology of cryptocurrency and its uses. The purpose of creating a digital currency is to provide significant benefits, such as reduced dependency on cash, higher seigniorage due to lower transaction costs and reduced settlement risk. The new digital currency would also possibly lead to a more robust, efficient, trusted, regulated and legal tender-based payments option. The intention of the government has shifted earlier from outright banning to regulating the same. It may be very well inferred that the crypto industry is awaiting a positive regulation that may permit investing and trading in crypto with certain restrictions. However, the Indian government listed this new bill to be tabled in the winter session of the Parliament, but no movement has not taken place as of now. The Indian government may consider changes in the domestic tax laws of India to bring gains made from transactions in cryptocurrencies under the tax net in the coming Union Budget next month (Feb'22) along with the possibility of looking at imposing goods and services tax (GST) on the trade in virtual currencies.

### **CHALLENGES & ISSUES IN CRYPTOCURRENCY**

The form of cryptocurrencies is not free from some financial problems and security concerns. I analyzed several studies and cryptocurrency platforms and also observed some cryptocurrency selling forums in order to explore challenges and issues that exist in such virtual phenomena.

The main problems and impacts of cryptocurrency can include:

**Security threats:** Hackers and malicious users can create as much as they want from virtual currency if they break the system and know the method of virtual currency creations. This will lead to the ability to create fake virtual currency or steal virtual currency by just changing the accounts balances. For example, selling in-game virtual items and virtual currency is against World of



Warcraft (WoW) game policies. Therefore, many users log into WoW gold selling websites to buy virtual gold in order to pay for virtual items that they need. Many WoW gold selling websites are not reliable and they are vulnerable to hacking and many users are complaining about paying real money for nothing or for fake virtual currency.

**Collapse concerns in cryptocurrency systems:** Unlimited issuing of virtual currency in the variety of virtual communities will lead to economic problems since its issuing is not based on the demand and supply. It is possible for some providers such as Second Life to issue unlimited Linden Dollars and increase their virtual items prices in order to gain more real revenues. On the other hand, it will suffer from inflation and economic issues leading to collapse in the virtual currency system.

**Impact on real monetary systems:** Since some virtual currency systems are connected with real world monetary systems, they may affect the demands and supply facilities of real-world money. For example, enabling users to purchase virtual and real goods and services with virtual currency in some platforms may reduce the demands on real money. Users will no longer depend on real money to buy what they want and they will use virtual money instead. On the other hand, some platforms enable users to exchange their virtual currency with real currency and this will increase the demands on real world currency. This fluctuation will affect the real monetary systems.

**Gold farming risks:** Gold farming term is very popular in China and developing countries. Gold farmers are players who play in social games such as World of Warcraft in order to gain gold, which is virtual currency of the game, and then sell it for real money. The targeted buyers are the players who do not have enough time to play and compete for gaining virtual currency. In fact, huge cash flow is generated from the gold farming process and it is not controlled and regulated. This will increase fraud and financial risks where virtual currency is exchanged with real money in an unreliable environment.

**Fluctuation in virtual currency value:** According to Chow and Guo study, it is observed that when the popularity of a virtual community drops, the value of its virtual currency will be devalued. For example, users who own 1000 units of virtual currency can buy from a variety of 100 items. In case the provider of that virtual currency drops, users can only buy from 10 items with

their 1000 units since dropping will be reflected in fewer goods and services especially in closed virtual communities.

**Money laundering:** Money laundering is one risk that is very likely to rise with the use of VC especially with platforms that enable users to exchange virtual currency with real money. In a practical case that occurred in Korea in 2008, the police arrested a group of 14 persons for laundering \$38 million obtained from selling virtual currency. The group converted the amount of \$38 million, which is generated by gold farming, from Korea to a paper company in China as payments for purchases.

**Unknown identity risks:** Since creating an account in most virtual currency platforms such as social games and social networks is not authenticated, financial transactions cannot be monitored very well. Gamers and users can create more than one account with unknown identities and use them for illegal transactions. There is no way to recognize the source of creating or cashing out the virtual currencies. This leads to inability to track the transactions in case of money laundering suspicion. Moreover, unknown identity will enable criminals to get paid with virtual currency for their crimes.

**Black market for cryptocurrency:** The financial position of some social games such as Second Life and World of Warcraft are mature enough to create black market for buying and selling their virtual currency. The increasing popularity of virtual currency in the online environment has led to a thriving black market for trading virtual currency with real money. By observing several social games' forums, some fraud cases have been raised and discussed between users. For example, when a gamer decides to quit a game, he/she may want to sell the owned virtual currency by offering them in the game's forums. The way of receiving the payments is risky since many malicious users may not complete the payment or they dispute after paying. In this case, they will get their money back plus the virtual currency.

## **CONCLUSION:**

Cryptocurrency offers a new, effective and attractive model of payment methods that can boost companies and operators' revenues. It also provides alternative methods of payment, apart from real money, that enable users to make financial activities such as buying, selling, transferring and exchanging easily. Although cryptocurrency platforms open many channels for digital financial

transactions and provide a new form of currency with different mechanisms and methods, they are not controlled and regulated as they deserved. It can be concluded from the above discussion that the journey of cryptocurrency is not too long in India but it has seen many ups and downs in this short span. The banning of cryptocurrencies bill in 2019 and Supreme Court verdict in 2020 are the key issues. Cryptocurrencies have a high potential and recently after the union budget of 2022-23 (presented on 1st February 2022), Indians have once again started talking about it. It will be very interesting to see that after 30% tax impositions, how investors react about cryptocurrencies in India. The launch and features of RBI's-future digital currency will also be very important. After the union budget 2022-23, investors started saying that India is following China by giving sole authority to the RBI to launch and promote digital currencies. If the government of India will present a fresh bill on cryptocurrency, it will be very interesting to see the nature and regulations of it. Apart from all the facts and predictions, one thing is clear that cryptocurrencies (and hence Blockchain) will be the matter of discussion for upcoming years.

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# **Impact of Covid 19 pandemic on all disciplines and aspects of business**

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## **ABSTRACT**

- The impact of the Coronavirus Disease 2019 (COVID-19) pandemic on the businesses operating in industrial sectors, as well as the extent to which these businesses changed or adjusted their business activity, or changed the extent to which they used open innovation tools and implemented innovation promotion processes, was investigated in this paper.
- The findings show that, despite COVID-19's far-reaching impact in all aspects of life, the pandemic had no negative impact on the revenues of most small businesses in the industrial sector, and the majority of them did not change or adjust their business activities or the extent to which they used open innovation tools and engaged in innovation promotion processes.
- The results also suggest that companies, which receive the majority of their income from business-to-business (B2B) subcontracting and long-term agreements, are likely to fare better during times of economic difficulty and uncertainty. The results also indicate that businesses operating in foreign marketplaces have been successful in adapting to shifting demand and different trade restrictions.
- The theoretical addition of this study is found in its emphasis on small businesses in the industrial sector and its investigation of how the subcontracting strategy and foreign operations assist such businesses in dealing with problems and economic uncertainty.
- On a practical level, the results indicate that policymakers should encourage programs that help small companies with these work strategies, which can help them endure, improve their stability, and thus support the economy's ability to withstand crisis circumstances.

## INTRODUCTION

The global health crisis caused by the Coronavirus Disease 2019 (COVID-19) epidemic started in China in December 2019, catching the world unawares and unprepared, and causing major disruption to business operations, with severe detrimental impacts on companies.

companies are likely to be severely impacted because they are more concentrated in areas immediately affected by COVID-19 response measures and are usually more credit constrained than bigger companies. Importantly, small businesses account for the vast majority of enterprises in the industry and hire a sizable proportion of the workforce.

Small businesses that used open innovation tools and implemented processes for sharing and utilizing knowledge, as well as processes for developing an innovation culture that encourages innovation, were more successful in promoting innovation. This paper tells that companies has also found a clear connection between innovation and company success and growth.

In light of COVID-19's far-reaching impact on all aspects of life, particularly the economy and the business sector, the purpose of this study was to investigate the pandemic's impact on the scope of operations and revenues of businesses in industrial sectors, as well as the extent to which business activities were adjusted or changed to cope with the new challenges of this period.

The study looks at whether and to what extent there were changes in the use of open innovation tools or the implementation of sharing and cultural processes that could potentially foster innovation, with a corresponding impact on business performance, in order to try to assess the COVID-19's impact and future consequences for these businesses.

Businesses operating in the international market were exposed to knowledge and ideas that contributed to innovation and promoted business opportunities, thereby developing the capabilities and flexibility required to cope with change to a greater extent than businesses operating solely in the domestic market. Businesses involved in the international market with a reasonably high-income rate from export sales were able to make more changes and modifications, as well as modify their business activities to developments on the ground and shifting client requirements around the world.

They also succeeded in adapting to the numerous trade limitations placed by various nations at different periods and to differing degrees. Maximum of the world's poor and food insecure live in rural areas, and although bodily distance, relative isolation, decrease populace density and their very own manufacturing of meals play in want for rural regions, they're especially at risk of suffering severe impact from the pandemic and the making sure monetary contraction.

COVID-19 has brought the world into uncharted waters. Many countries are under lockdown, the economy has ground to a halt, and almost everyone is afraid of dire consequences. The unprecedented changes that came on so quickly due to the pandemic and stay-at-home confinement to accomplish social distancing and mitigate risk for infection pose many challenges.

The outbreak of COVID-19 delivered social and financial life to a standstill. In this examine the point of interest is on assessing the impact on affected sectors, consisting of aviation, tourism, retail, capital markets, MSME's, and oil. Global and internal mobility is confined, and the sales generated by means of travel and tourism, which contributes 9.2% of the GDP, will take a main toll on the GDP increase price.

Covid-19 drastically hits the Indian economy. The disease and starvation both concomitantly influenced the death of Indian. Environment is the only sector that got a positive impact from Covid-19.

Covid-19 pandemic extends beyond morbidity and mortality to social, psychological, and economic implications. It aims the concerned authorities to design a multi-sectoral, multi-disciplinary, and multi-systematic approach to reduce their distress in the context of pandemic outbreak.

## **OBJECTIVES**

- To analyze the impact of covid-19 in business sector.
- To know how sales has been declined due to Covid-19 restrictions.
- To analyze how the companies recovered the fixed costs and target.
- To know how Covid-19 affecting the personal and professional life of working employees.
- To analyze how these businessmen had overcome the financial consistence's at emergency situation

## **ECONOMIC IMPACT OF COVID-19 PANDEMIC**

The financial effect of the 2020 coronavirus widespread in India has been generally troublesome. India's development within the fourth quarter of the monetary year 2020 went down to 3.1% agreeing to the service of measurements. The chief financial counsel to the government of India said that this drop is primarily due to the coronavirus widespread impact on the Indian economy. Eminently India had moreover been seeing a pre-pandemic lull, and concurring to the World Bank, the current widespread has "amplified pre-existing dangers to India's financial viewpoint".

Major companies in India such as Larsen & Toubro, Bharat Manufacture, Ultra Tech Cement, Grasim Businesses, Aditya Birla Gather, BHEL and Tata Engines have incidentally suspended or altogether diminished operations. Youthful new businesses have been affected as financing has fallen. Fast-moving buyer merchandise companies within the nation have essentially diminished operations and are centering on basics. Stock market in India posted their most noticeably awful loses in history on 23 March 2020. In any case, on 25 March, one day after a total 21-day lockdown was declared by the prime serve, SENSEX and clever posted their greatest picks up in 11 along.

### **IMPACT ON MANUFACTURING SECTOR:**

In a few segments, counting car components, MSME's were as of now encountering a pre-lockdown decay in trade, due to a stagnating economy and showcase request and the disturbance of world-wide supply chains due to the lockdown in India. A few communications, deals, authoritative and other bolster exercises are being embraced from domestic but on or may be restricted scale. Transient specialists, especially semi and incompetent laborers, have returned in huge numbers of their hometowns. One bicycle-parts producer has succeeded in enhancing and got included within the fabricate of ventilators, in spite of the fact that it as it were holding a little division of its normal workforce.

The development of materials, as well as fills and individuals, has by and huge come to an unexpected halt. Fabricating MSME's nearly only support other businesses, which have moreover halted working. Coming about in decreased request and cancellations of orders over the board. With the special case of basic businesses. In any case their requests for vital inputs from non-essential businesses cannot be met. For cases, the paper industry cannot meet current requests for high-quality paper for pharma, nourishments and clean applications. The disturbance of the stream

of materials and merchandise in having negative suggestions on other viewpoints of trade, in specific an unexpected conclusion to approaching cash streams and the movement of workforce over all expertise levels.

## **IMPACT OF REVENUES**

The rate of revenue from subcontracting work was higher for businesses whose revenues increased or remained unchanged during the pandemic than for businesses whose revenues decreased, indicating a significant relationship between the change in revenue levels during the pandemic and revenues from subcontracting work, such that businesses with a relatively high rate of revenue from subcontracting work showed increased or unchanged revenues.

The subcontracting relationship between large and small businesses is oriented toward production and product-related collaboration, with vendors concerned with meeting fluctuating demand and reducing lengthy delivery times.

Given the ability to ensure decreases in running costs and risk, as well as resource accessibility, the production subcontracting strategy is critical to the success of small companies in the manufacturing sector.

Small companies in the industrial sectors that work as subcontractors, particularly those with long-term contracts with large clients, are likely to fare better during times of economic hardship and instability. Businesses that sell mainly to other businesses (B2B) and do not service private end consumers (B2C) face-to-face fare better during times of constraint and unforeseen events, such as a global pandemic.

There was no substantial connection discovered between revenue shift during the pandemic and export sales. The findings contradict the expectation that businesses operating in international markets and exposed to new knowledge and ideas will be less adversely affected by extreme situations of economic distress, uncertainty, and restrictions.

As many as 41 lakh teenagers within the India misplaced jobs due to the COVID-19 pandemic while production and farm quarter employees account for most people of process losses, in keeping with a joints record by the International Labour Organization (ILO) and the Asian Development Bank (ADB).



## **IMPACT OF COVID-19 ON EMPLOYMENT**

### **➤ GLOBAL WISE**

COVID-19 is having a colossal impact on worldwide financial development. World Bank gauges that the worldwide economy seem contract by between 5% and 8% in 2020, pushing 71-100 million individuals underneath the worldwide destitution line of US\$1.90 per day.

A related issue is the effect of widespread on work and wage over numerous divisions. Once of these divisions is the higher instruction segment where thousands of understudies have been seeking after their instruction to gain a living and progress their way of life, separated from their commitment to national advancement and the economy

### **➤ INDIA**

In India, the lockdown combined with worldwide headwinds conveyed a serious blow to the economy. For 2020, the IMF gauges GDP development of fair 1.9% for the country, the most reduced rate since the 1991 Balance-of-Payments emergency. This accepts centrality in an economy ruled by smaller scale and little businesses, basically within the casual segment.

India does not have work constrain information covering the period quarter 4, 2019, to quarter 2, 2020. In any case, the PLF's 2017-2018 gauges that 77.1% of business in India is non-regular - either self-employed or casual specialists. There's an advance 13.7% in customary but unprotected employments. When applying 2020 UN population estimate to the above proportion, it proposes that between 364 and 473 million workers are at risk of being antagonistically influenced by the lockdown.

### **➤ TAMIL NADU**

The COVID-19 widespread has disturbed economies over the world and displayed policymakers with the unenviable errand of supporting work in the midst of lockdowns. In any case, the scholarly and political talks about in India on unemployment, which is broadly ascribed to jobless development in the midst of stagnation with the agrarian and fabricating sectors, predate the widespread. It'll be valuable to find the disturbance caused by the widespread on a bigger canvas so as to empower a comparative evaluation vis-à-vis other later financial stuns such as

demonetization and the presentation of the product and Administrations Assess (GST). It would be moreover be teacher to compare Tamil Nadu, one of the India's most industrialized states conjointly one of the most noticeably awful pandemic-hit states, with other states that have a expensive fabricating division and are net recipients of transients. Within the nonappearance of government information on business for later a long time, we depend on the middle for observing Indian economy (CMIE) indeed in spite of the fact that is business information arrangement is moderately unused. Assist, the reach of CMIE's overviews was limited by the lockdown, which influences comparison of the information for the later months with the pre-COVID-19 period.

## **IMPACT OF COVID-19 ON YOUTH EMPLOYMENT**

Youth were helpless going into this emergency. Unemployment influenced 67.6 million youthful ladies and men around the world or 13.6% of the youth work drive. Numerous more millions were not in business, instructions or preparing. More than three quarters of youthful individuals were utilized within the casual economy making them greatly powerless to this downturn.

At the onset of the emergency, 178 million youth were utilized in segments, such as conveniences and nourishment administrations and retail exchange, which have been difficult hit, driving to cuts in working hours, cutbacks and extreme misfortunes in salaries. Agreeing to the worldwide study on youth and COVID-19 executed by the ILO and other accomplices, more than 1 in 6 youthful individuals studied have halted working since the begin of the emergency.

## **CHANGES OR ADJUSTMENTS TO BUSINESS ACTIVITY**

Revenue from subcontracting work is lower for businesses that made changes or adjustments to their business activity than for businesses that did not make such changes or adjustments. This indicates a substantial connection between the extent of business activity changes/adjustments and the rate of revenue from subcontracting labor. The degree to which changes or adjustments were made in business activity during the COVID-19 time was smaller in companies where income from subcontracting work was comparatively significant.

Businesses that made changes or adjustments to their business activity had higher export sales than businesses that did not make such changes, showing a substantial connection between the degree of the changes/adjustments made to business activities and export sales. The degree to which

changes or adjustments were made in business operations during the COVID-19 time was greater in companies with comparatively large export sales.

Businesses operating in the international market were exposed to knowledge and ideas that contributed to innovation and promoted business opportunities, resulting in a greater development of the capabilities and flexibility required to cope with change than businesses operating solely in the domestic market. Businesses engaged in the international market with a reasonably high-income rate from export sales were able to make more changes and modifications, and adapt their business activities to developments on the ground and shifting client requirements around the world. They also succeeded in adapting to the plethora of trade limitations placed by various nations at various periods and to differing degrees.

## **LIMITATIONS**

- The results were based on several articles given by company managers on internet, and each firm was represented by a single manager.
- Future study could broaden the circle of research participants in each company so that the answers can be cross-referenced.
- A bigger group of businesses, as well as small businesses in other sectors, such as commercial, service, and finance firms, as well as small businesses in the periphery, should be included in future studies. This would allow us to establish whether there are differences between industries and whether geography has an effect.
- Furthermore, it would be fascinating to compare the effects and repercussions of the COVID-19 epidemic to previous economic crises and decline events.

## **STATEMENT OF RESEARCH PROBLEM**

- Financial disaster of most of the people of agricultural organizations.
- Lack of growth inside the commercial quarter.
- Inadequacy of the prevailing public employee training packages.
- Low prestige of work inside the business sector.
- Low Salaries inside the business sector.

## **SIGNIFICANCE OF THE STUDY**

The COVID-19 epidemic and its economic ramifications were devastating. Tens of millions of people lost their livelihoods in the early months of the crisis. While employment started to recover after a few months, it stayed high throughout 2020.

Travel limitations, societal distancing, restrictions on the sale of certain goods, and customers turning to budget cutbacks and postponing projects have all resulted in a sharp drop in sales.

Companies are battling to recover fixed expenses in the lack of income creation as a result of a significant decline in sales.

India is the tipping point of the transition in its agriculture-dependent population. A large proportion of the youth in the countryside are trying to sever their links from farming.

Entrepreneurs in Covid-affected industries should expect to lose 50% to 80% of their revenue as well as a significant part of their market worth.

## **NEED OF THE STUDY**

- ▢ To know the relationship among quarter and spatial dynamics of people employment, character earnings and household welfare dynamics.
- ▢ To observe how those relationships, vary throughout different social businesses and commercial businesses.
- ▢ To know how business sector affected during the Covid-19 pandemic.

## **SCOPE OF THE STUDY**

- ▢ This observes facilities to acquire more desirable manufacturing and productivity in rural and urban regions.
- ▢ Approximately three-fourth of India's population are in business sector and almost ½ of the national income is derived from service sector.
- ▢ To bring out the development within the ecological surroundings so that it could be conducive to growth and happiness of the business entrepreneurs.

## **CONCLUSION**

The study's goal was to empirically examine the impact of the COVID-19 pandemic on the revenues of businesses in the industrial sectors, as well as the extent to which these businesses changed their business activity, used open innovation tools, and implemented various managerial processes. The research also investigated the connection between revenue from subcontracting work/export sales and revenue changes/the degree of changes or adjustments in business activity during the pandemic.

The findings revealed that, despite the far-reaching impact of COVID-19 on all aspects of life, particularly the economy and business sector, the revenues of the majority of small businesses in the industrial sectors were not harmed during the pandemic, and the majority of these businesses made no changes or adjustments to their activity, or the extent to which they used OI tools or implemented sharing and cultural processes.

The results indicated a link between revenue change/extent of change or changes in business activity during the epidemic and revenue from subcontracting work. Businesses with a reasonably high rate of revenue from subcontracting work did not experience a revenue drop and were not required to make many changes to their operations during this time. As previously stated, big companies in certain industrial areas that the authorities deemed necessary for continued economic behavior were permitted to continue operations with some limitations. Small businesses that worked as suppliers for those larger companies were also permitted to continue operations. Furthermore, even during the lockdown times, these small companies continued to operate without direct interaction with their clients.

The coronavirus malady proceeds to spread over the world taking after a direction that's troublesome to anticipate. The well-being, compassionate and socio-economic approaches received by nations will decide the spread and quality of the recuperation. The ILP's four column approach system displayed in this brief gives direction not as it were for nations as they advance through the different stages of the emergency, but too for the worldwide community as an entire. There must be a worldwide human-centered reaction which is grounded in solidarity.

International work measures contain direction for ensuring conventional work that's applicable indeed within the unparalleled setting of the COVID-19 emergency. In specific, the business in

not too bad work for peace and versatility proposal, 2017 emphasizes that emergency reaction got to “ensure regard for all human rights and the run the show of law, counting regard for crucial standards and rights at work and for universal work standards”. The measures managing with security and well-being at work, social security, business, non-segregation, working courses of action and the assurance of particular categories of specialists give direction on the pain of fast reactions that can encourage a more grounded recuperation from the emergency.

# **E-Learning – Education in the area of finance and business –**

## **Best practices**

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### **ABSTRACT**

- The findings from the survey are sufficient to demonstrate the importance of e-learning, particularly after 2020. According to a World Bank research, the school closure has resulted in a shift to e-learning, with approximately 700 million pupils still studying from home. E-learning is so pervasive and vast that it is difficult to provide a concise overview that does its credit. Online learning, as opposed to traditional chalk and board instruction, makes learning more convenient because lessons can be viewed virtually from anywhere.
- Online education is commonly referred to as e-learning. It is changing the way instruction is delivered and received. With a year of COVID-19 outbreak, e-learning has solidly established itself in the field, transforming education. The concept behind electronic learning is to enable students to study without having to attend school by providing improved organization and quality courses.
- These tactics are then contrasted to the prerequisites for effective online learning. As a consequence, current financing methods are widely regarded as insufficient to support a high-quality, long-term strategy to online learning. Then, in the shape of arguments for and against, a variety of alternative financing methods are examined. Readers are invited to contribute their own points of view.
- These tactics are then contrasted to the prerequisites for effective online learning. As a consequence, current financing methods are widely regarded as insufficient to support a high-quality, long-term strategy to online learning.
- The paper ends with a short discussion of some of the key issues, emphasizing the importance of particular financing strategies for online learning, improved pricing methods, and additional research into the costs of both online and face-to-face instruction, as well as the dangers implicit in for-profit operations.

## INTRODUCTION

There are significant educational and fiscal advantages to be gained from online learning. Financial services firms deal with sensitive material that requires cautious preparation and handling. Banks, for example, manage their customers' cash, credit, and other computerized financial information. A knowledgeable staff in the financial industry is always essential for improved productivity and lower organizational risks.

E-Learning enables workers in financial organizations and finance departments to stay up with the rapidly changing industry. Because most workers have busy schedules, eLearning saves time and engagement effort over conventional training.

According to Bates (2000), teaching staff are frequently under-trained in the use of technology for online learning, and they are also frequently ignorant of the significance of project management, educational design, and media production skills in the development of high-quality online classes. More significantly, after the Web site is created, instruction is frequently subpar in terms of managing online discussions and assignments, and students are frequently under supported or teachers are overburdened with student communications. Institutions do not provide faculty with adequate technological, media creation, or instructional design support or training in online learning, and as a result, faculty frequently gripe about the increased workload.

Many of these issues are the product of insufficient financing or financial strategies for online learning, which results in programs that are unsustainable or under-resourced, and thus of poor quality.

The goal of this work plan is to propose various financing methods and resources that could be used to support the creation of high-quality, cost-effective online learning. Online learning takes many shapes, but can be divided into three major categories, which should be viewed as places on a continuum rather than distinct categories.

This can include using e-mail between students and teachers, using listservs or Web discussion platforms for student contact, and using the Web to provide lesson notes, reading references, and access to other sources of information relevant to the course.

While this is almost certainly the most prevalent use of the Internet for teaching in higher



education, it is not the primary emphasis of this report. In this study, distributed learning is described as a deliberate combination of face-to-face teaching and online learning, in which online learning reduces but does not eradicate face-to-face teaching. (for instance, one lecture or seminar a week, with the rest done online, or where students mix a summer institute with online study). This study includes a section on the use of internet learning.

Distance education is described as a course or program in which the vast majority of the instruction and learning takes place without the instructor or pupils ever meeting. Online learning is one method of delivering distant education. In the setting of remote education, online learning is frequently supplemented by other tools such as print or video-conferencing. This study focuses on the use of internet learning as well. It is critical to understand the type of online learning being addressed, as this influences the relevance of various financing methods.

## **OBJECTIVES**

- To know how to improve the standard of learning and instruction.
- To analyze how employees in banking organizations benefit from E-Learning.
- To know how E-Learning assists in the training of workers in order to achieve the goal.
- To analyze how the primary goal of schooling is to promote upward movement.
- To know how personalization is available with E-Learning.

## **IMPORTANCE OF E-LEARNING**

E-learning is not a new idea in the education industry. However, the spread of COVID-19 has increased the need for schools to use technology platforms to promote learning efforts. There is a greater demand for schools to provide learning solutions to students through online networks because the benefits exceed the drawbacks. In basic words, e-learning is the act of learning or educating via digital tools such as software programs, mobile devices and the internet.

The use of digital learning tools is dramatically altering our educational structure. Traditional classroom training is gradually becoming obsolete as a result of high-speed internet and technological development. The pandemic has increased the worldwide significance of e-learning.

UNICEF, UNESCO, and the World Bank assessed National Education Responses to School Closures as part of the planned global education response to the COVID-19 pandemic. The first

round of the poll, which was conducted in 118 countries, and the second round, which was conducted in 149 countries, showed that almost every country included online learning in its education reaction to the continuing crisis. 89% of nations implemented at least one policy to improve access to online learning devices and internet.

The research is sufficient to demonstrate the importance of e-learning, particularly after 2020. According to a World Bank research, school closures have resulted in a shift to e-learning, with approximately 700 million pupils still studying from home. E-learning is so pervasive and vast that it is difficult to formulate a concise outline that does it credit. Online learning, as opposed to traditional chalk and board teaching methods, makes learning more convenient because lessons can be viewed virtually from anywhere.

### **PURPOSE OF E-LEARNING:**

Online education is commonly referred to as e-learning. It is changing the way instruction is delivered and received. With a year of COVID-19 outbreak, e-learning has solidly established itself in the field, transforming education. The concept behind electronic learning is to enable students to study without having to attend school by providing improved organization and quality courses.

Psychologists think that this audio-visual mode of instruction is also successful at attracting pupils. It is adaptable and sufficient for all learning styles. The importance of technology is highlighted in the UNESCO Global Education Monitoring Report 2020. According to the study, technology has a significant but mainly untapped potential to promote inclusive education. E-learning is available to everyone and can reach even the most distant regions.

Following the pandemic, students benefited greatly from a drastic change to computerized learning. The Ministry of Electronics and Information Technology considers internet learning to be an important instrument for education. The development of technology has facilitated faster access to knowledge.

### **BENEFITS OF E-LEARNING IN THE FINANCE SECTOR**

#### **➤ Improved Privacy and Control:**

Some financial companies use a variety of training tools and internal processes, not all of which

are intended for use outside the company. E-Learning is an efficient answer to this problem. The online training guarantees that workers receive the necessary information within their employer's VPN or firewall, raising control and privacy.

Distance is no longer an impediment to E-Learning. To avoid compromising privacy and control, financial companies with multiple branches use an LMS to watch, administer, and protect the training process.

➤ **Keeping Current with Changes:**

The financial and finance industry is dynamic. Every day, changes occur, and the majority of these changes are intended to enhance operational effectiveness at work.

Employees in those fields who rely on conventional books and learning tools will most likely fall behind. Why? Because updating changes on online learning tools is simpler than publishing in books.

The centralized web-based distribution technique makes it simpler for every employee in the finance industry to remain current on worldwide events.

➤ **Savings on expenses:**

Employees can teach themselves at their leisure thanks to E-Learning. Employees can access the internet classes from anywhere, including their homes, offices, and parks. This adaptability reduces the transportation expenses associated with visiting training centers.

Your workers will spend less time traveling in and out of classrooms with online training, allowing them to spend more time at work. More efficient work hours equate to more money and fewer workplace disruptions.

➤ **Gives Effective and Timely Feedback:**

The E-Learning program provides comments to managers immediately to keep them informed of the learners' development. Managers can then use that data to make critical decisions for the business and identify which areas require additional attention.

## **SIGNIFICANCE OF E-LEARNING IN FINANCE INDUSTRY**

➤ **Training Flexibility:**

While conventional methods of education and training require you to adhere to a strict timetable and attend classrooms on a daily basis, eLearning eliminates these hassles by allowing bankers to access online training whenever they want.

It is a fluid strategy to teaching banking education because you can educate yourself before or after your meeting while on a journey or when your everyday work is winding down. Employees in the finance business don't have much spare time, and coming to training classes can interfere with their job. As a result, eLearning shows to be a game-changing option in this instance.

➤ **E-Learning Reduces Training Costs:**

Yes, E-Learning is known for being a less expensive choice for training and instruction, even in the finance sector. Although money is never a problem in the financial industry, deploying eLearning solutions through applications and other methods can be a much less expensive choice. Indeed, financial applications that provide eLearning classes to workers and common users all over the world have grown in appeal over the years. This is an area in eLearning that is only behind education, leisure, customization, and healthcare in terms of the number of applications today.

➤ **E-Learning is keeping up with the ever-changing finance industry.**

Traditional methods of instruction require the use of textbooks and notes, which are difficult to revise on an ongoing basis. As a result, in a vibrant industry like finance, where new challenges emerge at every turn, updating and adapting training to the changing patterns in the industry becomes critical.

This is a problem that can be easily surmounted with the help of eLearning. All study materials and training programs made available to finance corporate workers can be easily updated or altered by implementing a web-based eLearning system. In reality, any third-party learning products and materials can be incorporated into the learning process via the eLearning process.

➤ **Ease of Security Management:**

Today, many financial companies are turning to E-Learning to provide critical instruction to their workers. But here's the thing: while instruction is essential, keeping it safe and private online must be the priority.

Organizations can use an internet-based eLearning tool to impart useful knowledge to the appropriate workers while also securing the process behind the organization's own firewall. This effectively removes any possibility of third-party influence. Similarly, for companies with numerous sites, there is always the option of developing an LMS that can be readily watched and protected by the IT team.

➤ **Employee Orientation Using E-Learning:**

This is possibly the most practical eLearning case in any company, not just finance. Many organizations use this method to instruction to introduce new employees to the company's policies and laws. This includes informing workers about the company's rules, laws, sexual harassment policies, ethnic abuse problems, and professional ethics.

➤ **Managers Gain Valuable Information About Training Programs:**

Not only does E-Learning improve the overall training process in the finance industry, but it also gives project managers and other leaders in a financial company with comprehensive information about how well the training program has been accepted by the employees. This input is completely automatic and delivered quickly, making the entire training process almost frictionless.

**THE E-LEARNING BUSINESS IS EXPANDING AT AN INCREDIBLE RATE**

E-Learning refers to any type of instruction provided using electronic technology, most commonly the internet. Few industries have seen greater development. By 2023, the e-Learning market is anticipated to surpass 240 billion dollars.

This expansion is being pushed by a variety of variables, including increased company productivity and student benefits. As everyone has seen over the last few weeks, circumstance is sometimes a consideration.

➤ **Business productivity is increased by E-learning:**

Companies that choose to educate their workers through e-Learning platforms reap numerous advantages. According to studies, online learning takes up to 40% less time than in-person instruction and leads to substantial productivity increases.

There are numerous suggested explanations for these results. Employees, in particular, are free to

consume materials on their own time, study and re-watch classes, and connect with interactive elements. However, regardless of the reasons, the business and educational advantages are undeniable. In one research, companies were questioned if e-Learning had resulted in higher profits.

➤ **E-Learning is being adopted by schools and colleges:**

Educational institutions are also incorporating e-Learning into their programs and courses. Notably, distance learning has increased in prominence in recent years, with more students enrolling in classes than ever before.

Universities have been able to reduce expenses by using digital course materials, making programs accessible to a broader audience while giving students the freedom and flexibility to work when they want.

➤ **It allows groups to enhance course materials using data:**

E-Learning platforms enable businesses to gather fast, reliable data about employee and pupil development in ways that conventional methods cannot. Importantly, this allows instructors to spot students who may be struggling and help early.

Analytics tools also allow course designers to see which training resources are successful in terms of participation and learning results, and which are not. This ability to identify underperforming content and try alternatives allows for modest, ongoing growth.

➤ **There is a sizable customer market for E-learning:**

The market share of e-Learning is not confined to the business and school sectors. e-Learning is at the cutting edge of instructional research. Many platforms and course makers are beginning to use tactics such as gamification, quizzes, progress monitoring, and others.

According to research, these types of tactics result in improved learning results such as increased involvement and efficiency. Course designers can use a variety of technical tools to "tune in" to human predispositions. As a result, incentive, retention, and success are boosted in ways that would not have been feasible otherwise.

## **LIMITATIONS**

- Not only does online learning struggle without real feedback and engagement, but instructors may become less attentive and thoughtful in their approach.
- Without face-to-face contact or useful feedback, students may feel under strain, put off engaging in their studies, or forsake them entirely.
- We are hardwired to search out human contact. And learning simply functions best when others are present.
- Not all eLearning classes have been carefully and thoroughly applied.
- E-Learning can be used to educate a broad variety of subjects in almost any area. However, it is better suited to imparting facts and theory rather than practical, hands-on elements.
- However, another disadvantage of E-Learning is that this is not true for many eLearning systems. Most are self-regulated and provide little in the way of accreditation.

## **STATEMENT OF RESEARCH PROBLEM**

- Understanding the benefits of internet schooling is critical.
- Because of the implicit work skills, e-learning provides employers often see the advantage of employing those who have excelled online.
- Time management is something that can be learned and applied with a little effort.
- While tips on how to remain inspired and disciplined while working towards an objective can be very general.

## **SIGNIFICANCE OF THE STUDY**

During the last decade, technology has changed the financial services industry. The technological transformation that is currently taking place in finance is anticipated to accelerate over the next decade. Keeping up with new technological developments has become increasingly essential for anyone working in this industry if they want to avoid falling behind the competition.

Not only is rivalry increasing in the finance business, but so are regulatory standards. Financial service providers who do not follow the legislation and rules that control their industry face severe short and long-term consequences. High penalties, severe reputational harm, and even shutdown are all possibilities.

Continuous learning is essential for keeping up with technological developments and developing a highly skilled staff for your financial services business. Employees who are trained to use new

technology will be able to complete more task in less time. Improving your sales and social skills will help your company acquire and keep new customers.

Following all of the financial sector corruption incidents over the last few decades, it has become much more difficult and expensive to comply to regulatory requirements that have never been as stringent as they are today. Compliance training is one of the most essential preventative measures a financial services business can take.

## **NEED OF THE STUDY**

- To know the requirements in the financial services industry.
- To implement a solid teaching plan in conjunction with a comprehensive compliance program.
- To guarantee the success of a new learning and development initiative.

## **SCOPE OF THE STUDY**

- Teachers provide knowledge to E-Learning.
- E-Learning collects data about trainees and their traits.
- Learning theories and related pedagogical methods have an impact on e-learning.
- The information technology used in e-Learning, which pertains to the hardware and software foundation of e-Learning, has an impact on it.

## **CONCLUSION**

E-Learning has numerous advantages and enormous potential. It has the potential to break down the financial and geographical obstacles that have impeded equitable schooling for all. It has the potential to open up new learning possibilities for individuals and communities by making more options available to more people at a reduced expense.

However, there are some significant flaws and downsides to eLearning. Many of these can be easily solved with proper preparation and implementation.

To keep tuition costs low for students, most undergraduate college and university credit programs in Canada are highly supported by government grants. Most jurisdictions base grant money on an average expense per full-time pupil equivalent. (FTE). Some jurisdictions cap or



restrict the number of FTEs paid. Although the weighting of FTEs varies by topic area, money per FTE is loosely linked to the expenses of face-to-face instruction.

This has several implications for internet learning. To begin with, the cost mechanisms of online learning vary from those of face-to-face instruction. For example, while face-to-face costs rise linearly within set instructor/student ratios, online learning has greater start-up costs but reduced marginal cost per student. This makes it challenging to adapt funding formulas designed for face-to-face instruction to online learning.

However, there is sufficient evidence to indicate that the expenses of online learning vary from those of face-to-face instruction. The ratio of direct to indirect expenses, in particular, appears to differ significantly between the two types of instruction. More study and improved costing methods that account for direct and indirect expenses are required.

There are also obvious possibilities for developing completely cost-recoverable online initiatives. This opens up new marketplaces, particularly the market for continuous learning. To promote a more enterprising approach to online learning, governments may need to reconsider how they control investment and financing in public institutions.

Finally, it is probably a bad idea to minimize the dangers associated with entrepreneurial methods to online learning. The industry is becoming more cutthroat. Many sectors of public higher education, whether through online learning or face-to-face instruction, are unlikely to be able to pay their expenses, at least while student tuition is regulated.

Competition from both public and private sector groups is expected to be fierce in areas such as continuous learning and ongoing professional education, where there are possibilities for at least cost recovery. The capacity to recover expenses and generate profits will be determined by price, service excellence, and client worth, as in all marketplaces. Appropriate funding methods will then be crucial for success.

# **ENVIRONMENTAL LAW - YOU POLLUTE, YOU PAY**

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The implementation of environmental regulations in our nation would undoubtedly improve the quality of life and decrease excessive environmental exploitation. However, certain factors must be considered, such as the inflationary effect, the fact that these funds are not always used for environmental reasons, the experiences of several member countries show minor impacts on GDP, and raising costs to a producer within a country or region that are not imposed on companies outside of that country or region may, obviously, have an impact on the local maker's profitability. The primary goal of the study is to determine how aware the sample population is of environmental regulations and their importance, if it acts as an incentive to minimize pollution, and the many benefits it provides. The empirical research approach was used in this study, along with a simple sampling strategy. The study's sample size is 350 respondents. According to the study, eco taxes benefit society and the business community because they generate money that can be used directly to protect the environment, to provide incentives to others to do so, or to reduce other, more costly taxes, such as labor taxes, with the goal of improving employment and overall economic well-being.

## **KEYWORDS**

Eco taxes, Green schemes, Environment, Revenue, Pollution

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## **INTRODUCTION**

While most readers of this paper sit at the comfort of their homes and offices which are conveniently placed within their comfort zones, they comprise less than 40% of the total population of the country, the majority still belong to the underdeveloped rural sectors. One might argue about the vast set of differences between the urban and rural citizens of India but as the sun sets after an astonishingly hot day, the one main similarity between the two is that both

are paying guests in this world and owe it to their land to treat her right and be aware of the prevailing environmental condition. Before proceeding with the remaining parts of this paper, it is critical to understand the meaning of two main terms- 'Environment' and 'Environmental Tax'. In layman's words, The Environment can be defined as a collection of all biotic and abiotic elements that play a role in the evolution, survival, and development of those organisms who occupy the region. However, the latter of the two, Environmental Laws refers to all federal, state, local, and foreign laws, regulations, agreements, or governmental restrictions relating to pollution and the protection of the environment or the release of any materials into the environment. Man has always been dangerously eager for quick economic expansion, which leads to many environmental concerns. These issues have produced an unsettling impact both on human existence and on earth. This grave scenario has led to significant consideration of environmentally sustainable growth strategies. The responsibilities of industry and government in adopting Market Based Instruments and creating regulations for them in a developing and democratic processing country like India are critical. Numerous international programs and treaties have given out various routes for the country's sustainable development and promotion of environmentally friendly growth. For the preservation of the environment, the government has been pushing certain Market Based Instruments. However, there is a disconnect between the policy's scope and its execution. In short, taxes are fees charged by the government and must be paid regardless of whether the product or service is consumed or not. The physical unit (or its representative) of something that has a specific harmful effect on environmental pollutants or the use of commodities that can produce such pollutants is the basis for environmental taxes. The objective of environmental taxes is to collect taxes on goods and activities that cause environmental pollution or damage by internalizing externalities. The concept of environmental tax was first proposed in the Rio Declaration, which established that to internalize environmental problems, prices must be internalized along with products and services. It is also included in other environmental conferences and treaties, such as the Green Economy Report of the United Nations Environment Program (UNEP), the OECD and the European Environment Agency. It is now the most popular tool for market-based tools. Green taxation is a concept discovered through treaties and conferences in India in the 1990s. It was the most basic type of technology used in the country at the time. The first resolution approved by the Tax Commission in 1992 recommended the collection of such taxes. The 2006 National Environmental Policy further emphasized the need for environmental taxes and environmental control in India. Even before

that, according to the 1974 Water Law, taxes and fees were collected from companies that pollute water bodies, giving the government the ability to control this and impose fines on these industries.

### **Government initiatives:**

Green public procurement, also known as the green procurement plan, is a way for the government to provide insurance for items that have less impact on the environment during the entire life cycle compared with the conventional primary products produced. The plan for manufacturing items that are less harmful to the environment is made by the government. If the product is manufactured in an environmentally friendly way, even production waste can be controlled. Can reduce manufacturing costs, disposal and deterioration costs. The main benefit of establishing such a green procurement plan is that it is cost-effective and easy to implement. In addition, because it is a reusable or recyclable product, it can save waste disposal costs. It reduces the amount of hazardous waste generated, as well as the emission of hazardous gases, and even improves the competitiveness of the organic industry, leading to greater innovation and technological coverage of said products, goods and services. In addition, it protects natural resources, which is the ultimate goal of the concept of sustainable development. Green purchasing policies reduce the consumption of resources, utilities and energy, eliminate the generation of non-biodegradable waste, and increase the cost of innovation and transparency. The acquisition has had an impact on the market. Promoting such projects will help the government provide real incentives to companies that create green products, technologies and materials. It also promotes eco-innovation and will be very beneficial to the "Made in India" movement. Green procurement is based on the concept of pollution prevention, so it is an effort to reduce harmful, hazardous and toxic waste. Green car tax is a relatively new trend in India, but they are distributing RFID tags and CCTV cameras. It has been installed at the border entry point in Delhi to ensure that the emissions of commercial vehicles entering the city are monitored. Depending on the size of your vehicle, polluters will face ECC (Environmental Compensation Fee). The government initially imposed fines of 700 to 1,300 rupees for two-axle trucks and three- and four-axle trucks, but the charges have since doubled, and light vehicles and two-axle trucks are required to pay 1,400 rupees and three and four-axle trucks respectively. Every time a truck passes through the city, it has to pay Rs 2,600. The government of Maharashtra has decided

to impose a green tax on private vehicles over 15 years old, and commercial vehicles over 8 years old will also be taxed. The tax applicable to private vehicles older than 15 years are as follow:

<b>Two wheelers</b>	Rs.2000
<b>Diesel vehicles</b>	Rs.3500
<b>Petrol vehicles</b>	Rs.3000

The tax will have to be paid every five years. The tax applicable to commercial vehicles older than eight years is as follows:

<b>Autorickshaws</b>	Rs.750
<b>Light good vehicles</b>	Rs.2500
<b>Six-seater taxis</b>	Rs.1250
<b>vehicles with more than 7500 kg capacity</b>	10% of annual tax
<b>Service vehicles</b>	2.5% of annual tax
<b>Contract buses</b>	2.5% of annual tax
<b>Tourist buses</b>	2.5% of annual tax

The Air (Pollution Prevention and Control) Act of 1981 contains similar restrictions. In addition,

the government prioritizes clean energy production and counts recycling costs at the company itself. However, there are still difficulties in the collection and management of these taxes, among the problems faced is the need for a comprehensive tax system, rather than planning from the higher level. This taxation has several flaws and, therefore, traders evade them and do not achieve their objectives.

### Various environmental taxes in India

In total there are seventeen environmentally related taxes, of which sixteen are levied by various states and only one is levied by the Centre. The details are as follows:

- a. **Product Taxes:** There are twelve environmentally related taxes in this category making it the biggest category.
  - ☐ **Clean Energy Cess:** This cess was the first attempt by the Government of India to introduce an ecotax at the national level. It was introduced in 2010 at a rate of ₹ 50/metric tonne on coal, peat and lignite which are either imported or produced domestically.
  - ☐ **Gujarat Green Cess:** The Gujarat government has enacted legislation imposing a 0.02/unit cess on energy generated from nonrenewable sources. It exempts power producing firms with less than 1,000 KW of capacity. In addition, the proceeds will be used to establish a Green Energy fund, which will be specifically dedicated to environmental causes and the promotion of renewable energy generation.
  - ☐ **Vehicle Entry Tax:** This tax is charged in four Himachal Pradesh cities: Manali, Rohtang, Solang, and Shimla, as well as Mussoorie in Uttarakhand. The tax rates are the same in all four cities: Rs 100 per entry for two-wheelers, Rs 200 for cars, Rs 300 for SUVs, and Rs 500 for buses/trucks.
  - ☐ **Vehicles Tax (on Old Automobiles):** This tax is levied at varying periods by six Indian states. Karnataka, which implemented this levy in 2002, is the forerunner. The fee is based on the inefficiency of cars as they age, causing them to produce more pollutants. As a result, in order to disincentivize the use of such cars, several state governments imposed this levy.
  - ☐ **Ecological Fund and Environment Cess:** Government of Sikkim in 2005 levied a unique cess on non-biodegradable substances that are either produced in the state or

imported from other states in order to solve the problem of solid waste.

- ☐ **Goa Green Cess:** This cess was levied by the Government of Goa in 2013 so as to reduce the carbon footprint of the state. The rate of the cess was kept below 2% of the sales value of all the polluting products that harm the environment in any manner. Since this tax is of recent origin further details about the revenue, usage of the fund etc. are not available
- b. **Natural Resource Tax:** There are five states that levy a tax on the forest produce that belongs to this category.
  - ☐ **Forest Development Tax:** This is an ad-valorem tax paid on forest output in the states of Maharashtra, Kerala, Orissa, Karnataka, and Madhya Pradesh at rates ranging from 1% to 12%. Three of these five states, Madhya Pradesh, Kerala, and Maharashtra, charge the tax at a rate of 5%. Orissa, on the other hand, has different rates such as 1%, 2%, and 4% on bamboo, tendu leaves, and wood (Government of Maharashtra 1983; Government of Kerala 1986; Government of Madhya Pradesh 2009; Barik 2003). Karnataka is the only state with an exclusive fund called the 'Forest Development Fund,' which is designated for the development of Karnataka's forest reserves through forest plantings and other measures.(Karnataka 2009)

### **Current Trends related to the topic**

In India, there is presently no national pollution fee in place. To combat growing car emissions in New Delhi, the National Green Tribunal (NGT) has imposed an Environment Compensation Charge (ECC). In support of the NGT, the Supreme Court issued an order in October 2015 imposing ECC on light commercial vehicles (Rs.700) and three-axle trucks (Rs. 1,300). According to estimates, vehicle emissions account for more than one-third of air pollution in New Delhi, owing to the fact that around 40,000 trucks pass through the city on a daily basis, with approximately 13,000 using the capital city as a transit route. Commercial cars entering Delhi contribute 22 percent of nitrogen oxide and 30 percent of particulate matter. Surprisingly, 40-60% of big trucks and 23% of commercial vehicles enter Delhi to avoid toll costs. The Environment Compensation Charge is only charged on heavy-duty business vehicles, not on personal automobiles. Furthermore, cars transporting vital goods such as gasoline and food, as

well as ambulances, are exempt from the Environment Compensation Charge. Every Friday, the toll operators (at 127 entrance points to the capital city from Uttar Pradesh, Rajasthan, and Haryana) who are responsible for collecting ECC pay over the money to the Delhi government. The Environment Compensation Charge is the Supreme Court of India's second most important anti-pollution decree for improving Delhi's air quality. In 1998, the Supreme Court ordered that buses, trucks, auto-rickshaws, and taxis utilize CNG fuel. The government of India implemented a carbon tax in July 2010, marking a significant shift from carbon subsidisation to carbon pricing, according to some analysts. A Rs.50 tax was levied on each metric tonne of coal imported or produced in the country. The finance Minister increased the carbon tax to Rs.100 per metric tonne in the 2014 budget, while the carbon tax was hiked to Rs.200 per metric tonne in the 2015-16 budget. In his 2015-16 budget address, finance minister Arun Jaitley said of coal, "there is a need to establish a balance between pricing pollution and the price of power." The cess on domestic and imported coal is anticipated to increase the efficiency of coal-fired power plants. Some argue that the excise charge on gasoline and diesel acts as an implicit carbon price.

### **Comparison between India and China**

The comparison of the state of ecotaxes in India and China, based on the OECD-EEA database and our own definition, indicates that environmental taxes are a relatively new idea in both countries, and hence there aren't many instances. In total, there are just twenty-four environmental levies in both nations. In China, five out of seven ecologically relevant taxes were updated after 2006, whereas in India, all taxes were collected only after 2002. Furthermore, according to our definition, only seven and five ecologically linked levies in India and China, respectively, may be considered eco taxes. There is a serious scarcity of research that has examined the effectiveness of ecotaxes. Limited investigations on the revenue utilisation of money generated by the Karnataka clean energy cess and FDT indicate that the monies are not used effectively, and there are examples of corruption and mismanagement. According to studies conducted in China, the objective of a consumption tax is undermined since it leads to an increase in overall fuel use. The pollution levy system had an impact on reducing emissions and providing incentives for businesses to invest in abatement measures. Also, none of the countries have targeted all the four aspects of environment - land, air, water and biodiversity and forest -



through ecotaxes.

## OBJECTIVES

The two core objectives of the study are to:

- Analyze the status of ecotaxes in India
- Examine the necessity of eco taxes India
- Examine the advantages of environmental taxes
- If it acts as an incentive to reduce pollution

## LITERATURE REVIEW

Examines a rising interest for enacting governance policies of property development so as to mitigate environmental degradation and also the ever-rising rates of pollution. These policies are being adopted in order to strictly regulate environmental laws and apply an equivalent to industries that discharge pollutants or manufacture products that are not setting friendly. So as to go with this, countries everywhere on the planet try to bring a revolution in their Taxation Regime for strict management over such environmental hazards with a read to discourage industries and businesses from being concerned in activities that will create a heavy threat to the environment. **Arjun Pal June 2020** This research examines not only the direct economic consequences of green vehicle-friendly tax breaks and subsidy programs, but also their spillover effects using the event study technique. Author investigates the economic impact of the event study methodologies in industries. Their data demonstrate that the tax breaks for green vehicles have fewer positive direct impacts and no positive spillover effect, with higher positive, positive direct effects and positive spillover effects from the eco-friendly car subsidy scheme. **Hanae Tamechika September 2020** The paper recommends macro-level policies with regard to using environmental external fiscal tools (such as taxes). Also, it helps to analyze sustainable conduct in context of the readiness of society, using a contingent assessment approach, to pay for and avoid environmental hazards. **Monika Gupta January 2016** This article mainly examines India's fragmented green tax system, including Cess, gasoline and diesel excise tax and other tax measures in the country, in order to understand what kind of environmental tax policy India currently has. He believes that while Cess is desirable when the country does not impose taxes or

charges on fossil fuels, there are certain basic functional obstacles to its collection and hedging methods. The article also pointed out the problem areas of other "green tax" collection methods under the current "carbon tax" system, and provided some solutions / suggestions, because political gaps that will not be resolved will have an impact. The long-term energy future and energy security of India.

**Ipshita Chaturvedi July 2016** The purpose of this work is to design green taxation policies to mitigate the hazardous environmental impacts of various sectors and to visualize the benefits that can fill the socio-economic gaps that are particularly prevalent in developing countries. This method is a fusion of the Energy Institute's standards and an EIA-based approach based on the environment, energy, and economy. Policies based on the model discussed can be designed to achieve the best contribution of the industrial sector to the creation of resources for economic growth and the reduction of the socioeconomic gap. The facts have shown that green taxation is a deterrent tool to prevent environmental degradation and optimize energy use.

**Abdul Qayum, Anjana Gupta, Akanksha Gupta 2016** The article discusses environmental fiscal reform (EFR) principles and mechanisms, as well as their implementation in the Indian context. EFR has the potential to enhance the environment more efficiently and cost-effectively than traditional regulation. The European Union has extensive experience regarding successful EFR deployment. India has also implemented certain EFR policies, such as the deregulation of fuel prices, the imposition of a coal cess, and the provision of subsidies for the construction of shared effluent treatment plants. The problems of executing EFR policies in India are also highlighted, including inadequate analysis, a lack of a policy framework, and a lack of institutional ability, as well as tension with reducing poverty and gaining political support.

**Ashish Chaturvedi and Manjeet S.Saluja September 2014** This study presents findings from current research on how climate change and other environmental policies connect with the fiscal system. It delves into four topics concerning budgetary relationships. First, it investigates how these connections affect the chances for a "double dividend": both a betterment in the environment and a decrease in the expenses of the tax system. Furthermore, it examines how the utilization of funds from a carbon tax or a cap-and-trade system involving auctioned emissions permits affects the economic consequences of these policies. Finally, it examines how fiscal interactions influence the selection of CO<sub>2</sub> emissions-pricing mechanisms against alternative climate policy instruments. Lastly, it examines how fiscal interactions influence the selection of CO<sub>2</sub> emissions-pricing mechanisms against alternative climate policy instruments.

**Lawrence September 2013** This study adds to the discussion about

the function of environmental levies in current tax systems. Some environmental taxes, particularly those levied on fuel or electricity, are more difficult to prevent than labor or income taxes. When the tax base is moved in a revenue-neutral way toward such environmental levies, the net amount of tax evasion is reduced. Using a carbon tax as an illustration, the “tax evasion effect” is demonstrated to significantly lower the welfare cost of reducing emissions. The impact of contemplating tax evasion can be significant: expenses are reduced by 28% in the United States, 89% in China, and 97% in India. A carbon tax will compensate for itself through increasing the efficiency of the tax system in nations with significant levels of pre-existing tax evasion. **Antung Anthony LiU November 2013** Examine its effectiveness from an environmental and economic perspective, especially when other European countries have successfully introduced carbon taxes. The result is that it is reasonable to abandon the carbon tax after most stakeholders have refused on grounds, which will weaken its competitiveness and impose an excessive tax burden on the sector. **Pol-Vincent Harnay & Petronille Reme may 2012** This paper discusses whether a green tax can help reduce pollution. Author points out that India’s indirect tax system has undergone major reforms for over 20 years. It raises the relative cost of inputs and outputs of pollution and thereby corrects the negative externalities of pollution activities, which can lead to appropriate environmental decisions. Environmental issues are putting pressure on governments to find ways to reduce environmental damage while minimizing harm to economic growth. Author concludes by saying, when a tax is imposed on a substance or activity that is polluting or harmful to the environment, there is an added economic cost that the polluter takes into account when determining whether or how or to what extent that activity should continue. Countries like India have green tax deterrent effects and are sensitive to pollution control and management. **Sonali Singh and Minali Deswal May 2012** This article gives an overview of the main economic problems involved in the use of taxes as a tool of environmental policy in the United Kingdom. It first examines the economic justifications for employing taxes and other market mechanisms in environmental policy, then addresses the tax base selection and the worth of environmental tax income. Environmental tax revenues, it is said, do not materially alter economic limitations on tax policy, and thus environmental taxes must be justified largely by the cost-effective fulfillment of environmental goals. The article next evaluates major sectors where environmental taxes are likely to have substantial potential, such as taxes on industrial and household energy usage, road transportation, aviation, and trash. **Don Fullerton July 2008** This article investigates whether countries choose to be environmental

policy leaders or followers. To investigate this topic, transboundary pollution and two nations that must determine whether to levy environmental fees sequentially or concurrently. When taxes are established consecutively, a phenomenon known as the sequential setting effect occurs, which raises the equilibrium taxes. **Juan Carlos January 2006** In a numerically calibrated model of climate change and the global economy, this article investigates the interplay between carbon dioxide emissions taxes and an existing income tax. These tax rates, which originate from the use of emissions tax funds to lower personal income taxes, are somewhat higher than the present value marginal benefits of emissions control. **Richard B. June 2006** This research presents the issues that nations have confronted in three areas: technical design concerns, the consideration of the distributional consequences of environmental taxes deriving from intramarginal transfers, and defining the tax's aim. It finds that several of the causes for the failure to properly deploy ecotaxes might have been foreseen and avoided. The study builds on the work of the OECD Joint Sessions on Taxation and the Environment to analyze options for effective environmental tax implementation. **Pearson 2005** The focus of this article is on two contrasting impacts of environmental taxes on long-run economic development. One is a destructive influence that impedes productivity, while the other is a potent influence that improves the degree of environmental condition left to future generations. According to the research, there is a crucial amount of taxation that balances one force with the other. If the tax is initially set below (or above) the crucial level, increasing the tax rate is helpful (or detrimental) to economic growth. **Tetsuo Ono May 2003** Studies government policy possibilities for environmental protection. The Author evaluates the effectiveness and distributional effects of ecologically driven taxes and other non-tax environmental policy tools. Much of the analysis is carried out under a second-best scenario in which the government finances portion of its budget via distortionary taxes. **A. Lans Bovenberg Lawrence and H. Goulder 2001** In this study, they assess carbon taxes in terms of their competitiveness, distributional impact, and environmental impact. Carbon taxes have repeatedly been promoted as a cost-effective tool for decreasing emissions. However, only six nations have enacted environmental regulations based on the carbon content of energy products. The research suggests that carbon taxes might be an attractive policy alternative, with the major negative effects offset by the design of the tax and the use of the produced fiscal revenues. **Andrea Baranzini March 2000** Investigates the impacts of environmental taxes using an overlapping generations model. The ecosystem's quality is modeled as a long-term consumption good. The imposition of an environmental fee damages older generations while benefiting

younger generations and all future generations. A well-structured bond policy can be utilized to disperse the efficiency gains that result from the internalization of environmental externalities across decades. **A.Lans Bovenberg and Ben January 1998** This study analyzes the theories for several concepts of the double dividend. This also relates the issue of multiple dividends to concepts of optimum environmental taxation in a second-best context. **Lawrence H. Goulder August 1995** This article investigates the economic, political, and practical difficulties that occur with developing environmental levies. The section discusses a taxonomy for evaluating design considerations, including (1) what is taxed, (2) who is to pay, (3) the size of the tax, and (4) allowances for ancillary policy concerns. He uses this taxonomy to overcome design challenges in order to produce economically viable and administratively practical results. The article demonstrates these arguments by discussing the newly implemented ozone-depleting chemical excise charge. **Thomas A. Barthold 1994**

## **METHODOLOGY**

The research method followed here is a descriptive method (empirical research). A total of 350 samples have been collected out of which all the samples have been collected through google forms survey. The samples are taken from many parts of India. The statistical tool used in this study is graphical representation. The data on revenue for the ecotaxes implemented in India is obtained mostly from CAG reports published online in the year 2014. An extensive synthetic review of literature has been conducted to map the status of ecotaxes in India. We did attempt to comprehensively bring out the fundamental issues related to ecotaxes in India by constructing our own definition and then comparing the status of ecotaxes in India. This will not only add to the existing literature on ecotaxes but also help the government in re-structuring their ecotaxes.

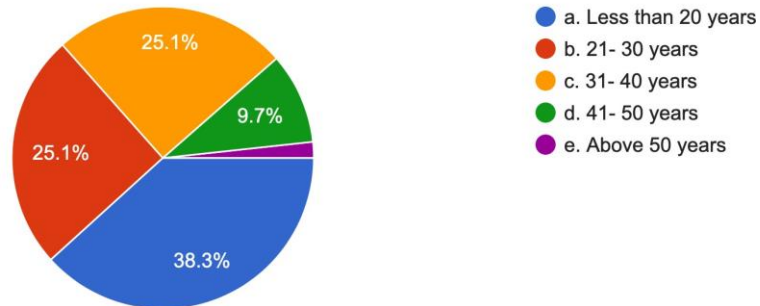
## **INDEPENDENT VARIABLES**

- Age
- Educational qualifications
- Gender
- Occupation.

## **ANALYSIS**

### **1. Age**

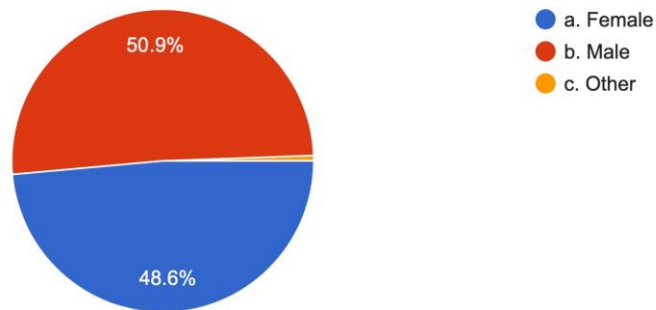
350 responses



**Legend :** This pie chart represents the age: Less than 20, 21-30,31-40,41-50 and above 50 years.

### **2. Gender**

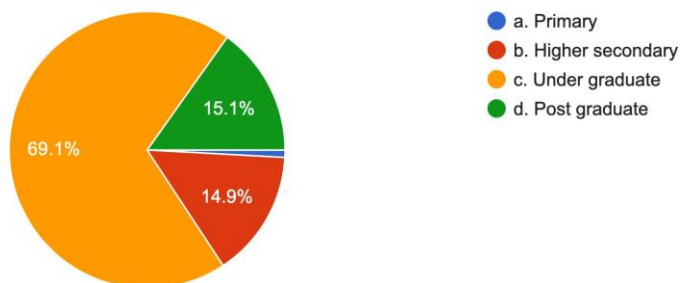
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**Legend :** This pie chart represents the gender: male and female

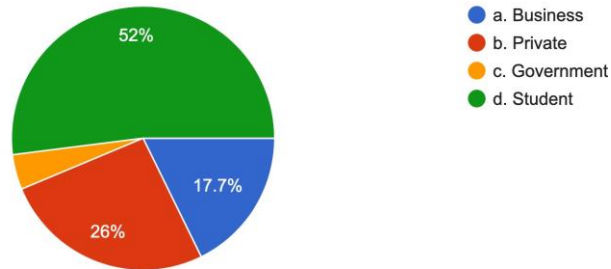
### **3. Educational qualification**

350 responses



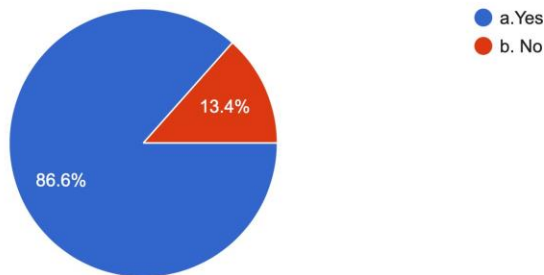
**Legend:** This pie chart represents the educational qualification: Primary, Higher secondary, undergraduate and postgraduate.

4.Occupation  
350 responses



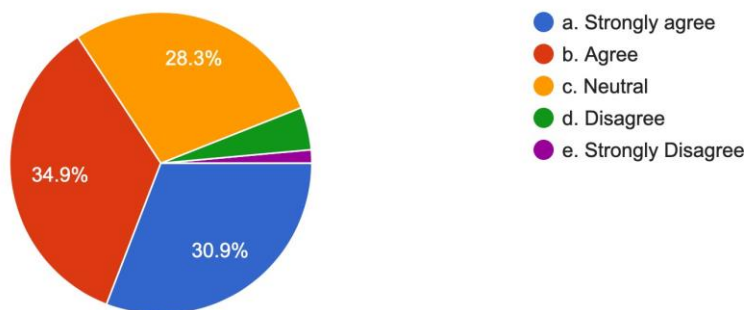
**Legend:** This pie chart represents the Occupation: Student, government, private job and business

6. Do you think Eco taxes are necessary in a country  
350 responses



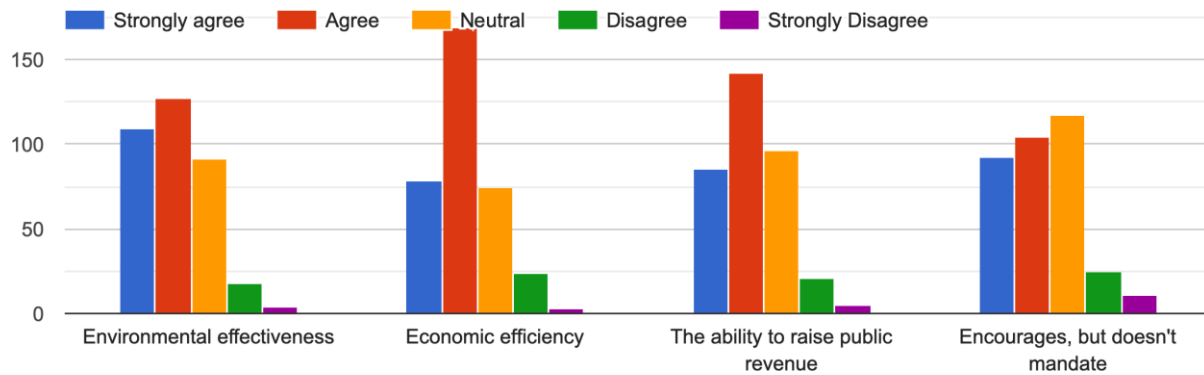
**Legend:** This pie chart represents the percentage of agreeability whether eco taxes are necessary in a country.

7. Do you agree that green tax can be an incentive to reduce pollution  
350 responses

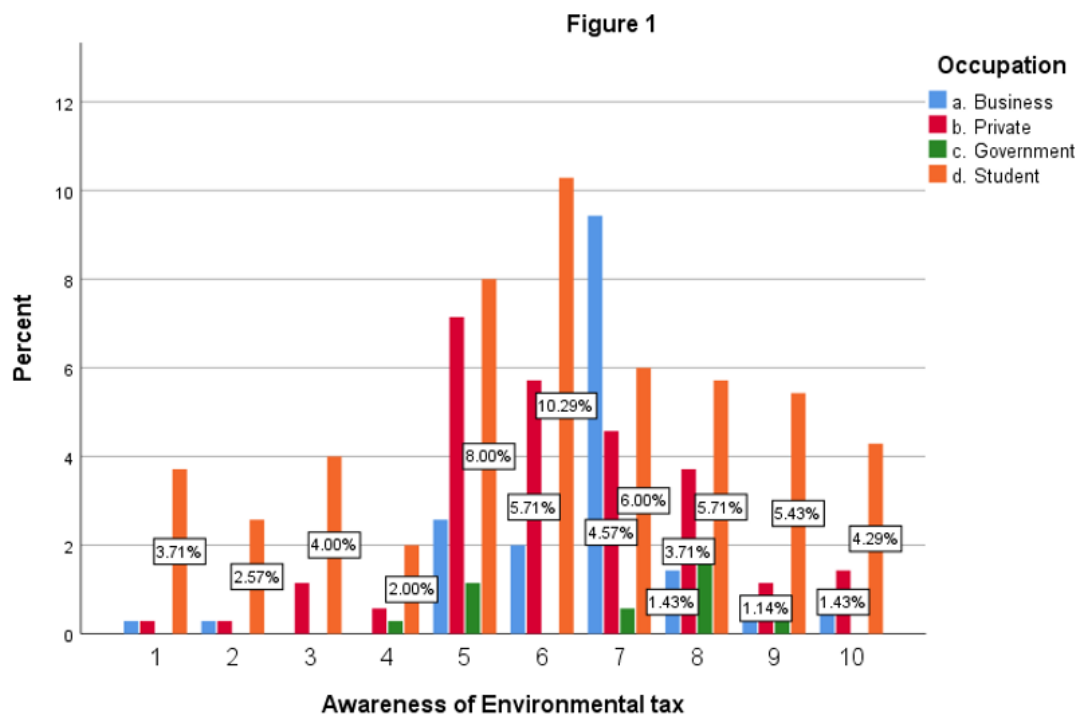


**Legend:** This pie chart represents the percentage of agreeability whether green tax acts as an incentive to reduce pollution.

#### 8. Rate your level of agreeability on the advantages of Environmental taxes



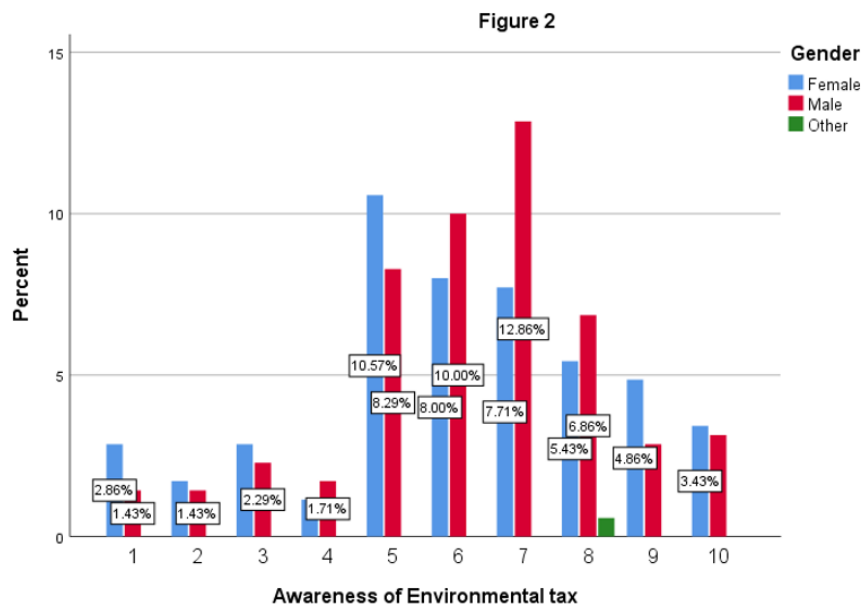
**Legend:** This chart represents the agreeability on the advantages of environmental taxes.



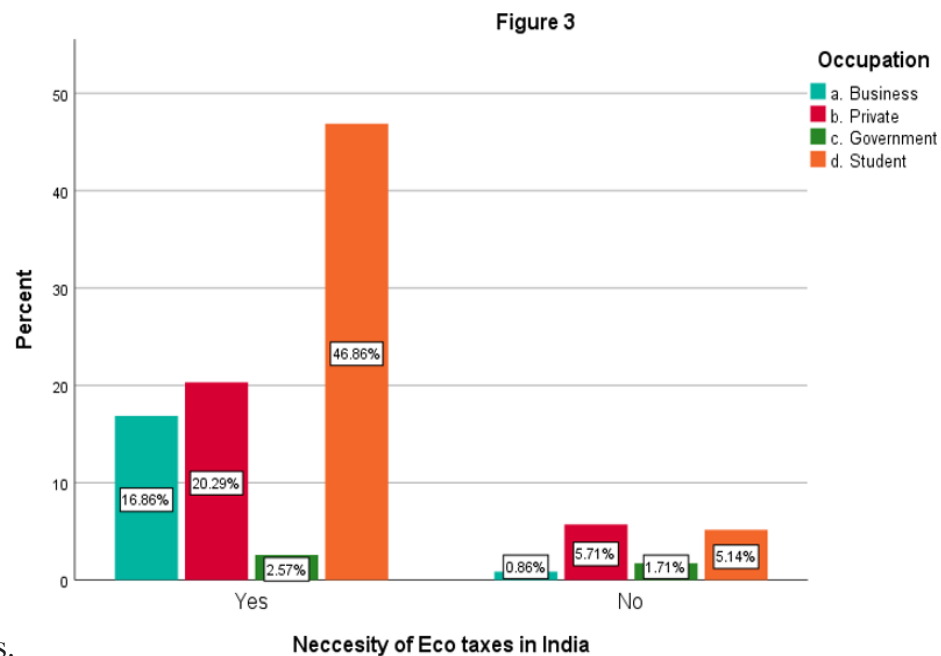
**Legend:** This bar graph represents the level of awareness of environmental tax and the



occupation status of the respondents.

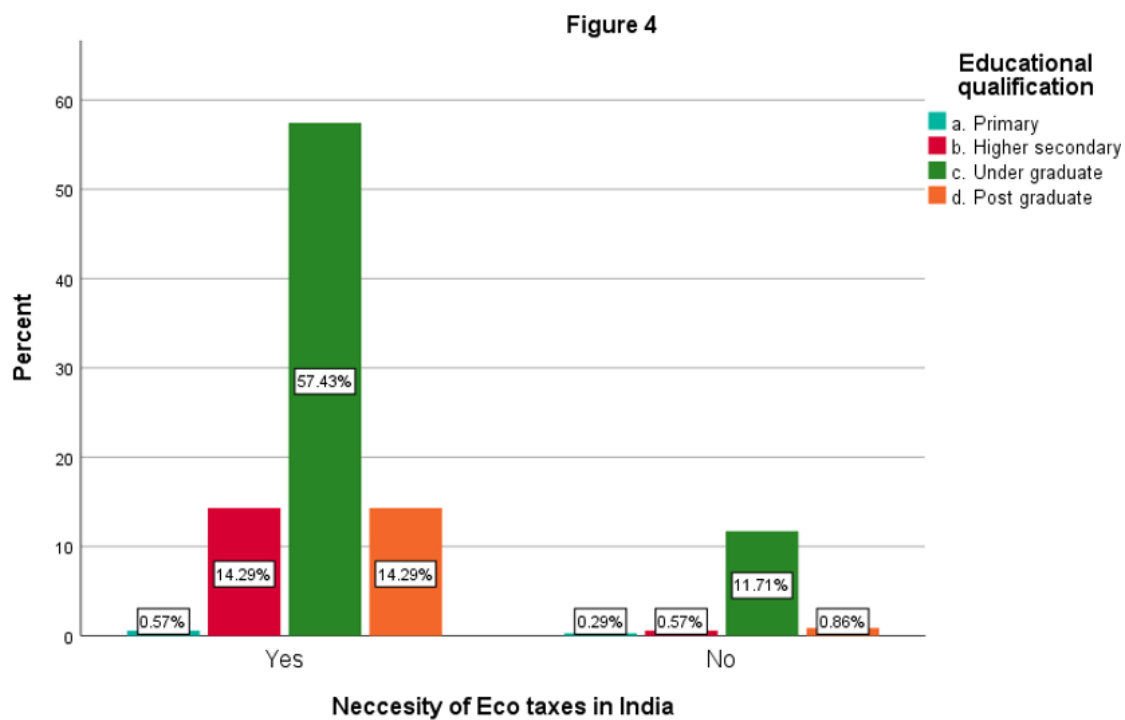


**Legend:** This bar graph represents the level of awareness of environmental tax and the gender of

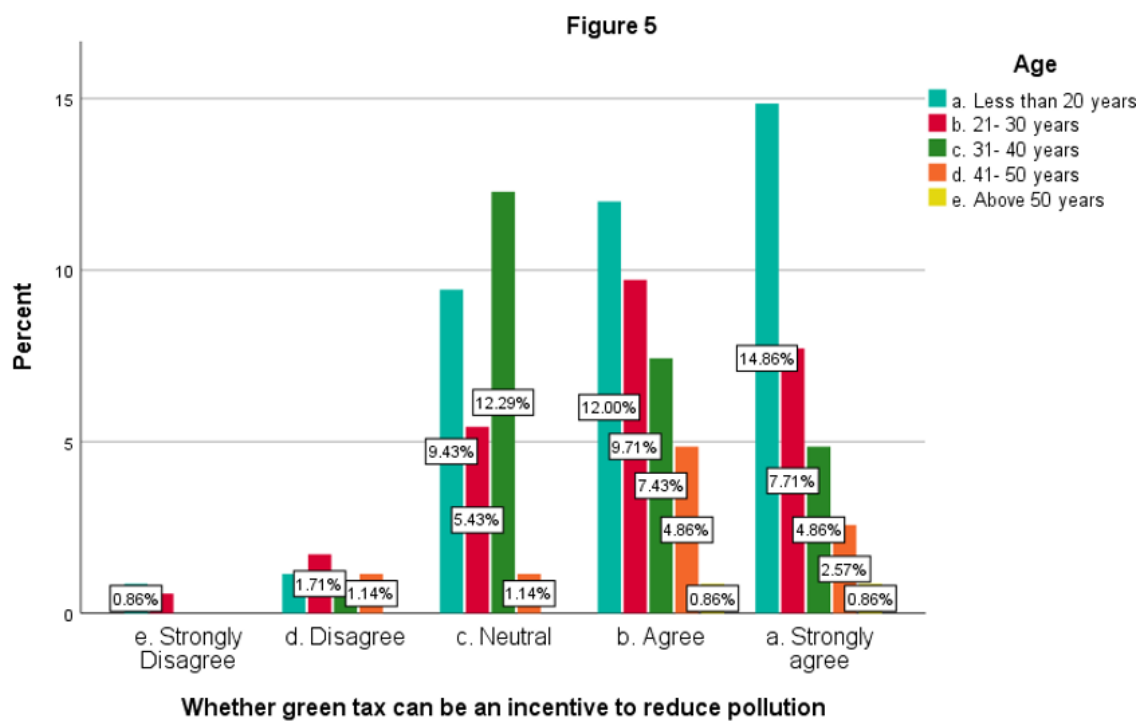


the respondents.

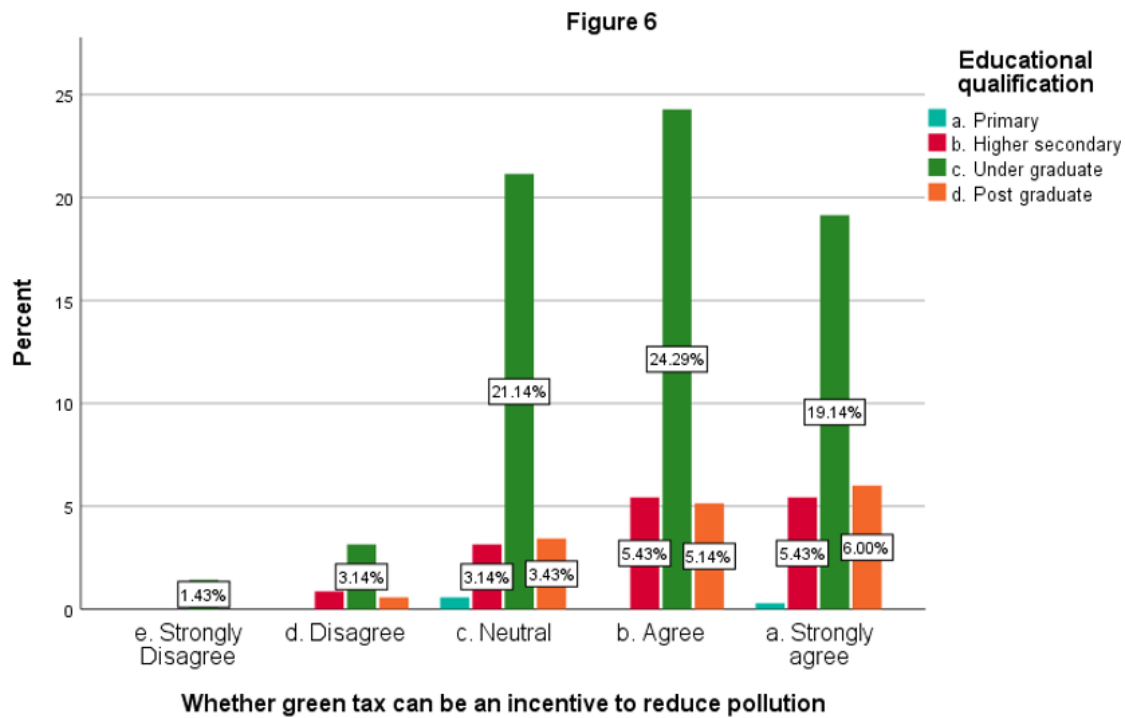
**Legend:** This bar graph represents the necessity of eco taxes in India with the occupation of the sample respondents.



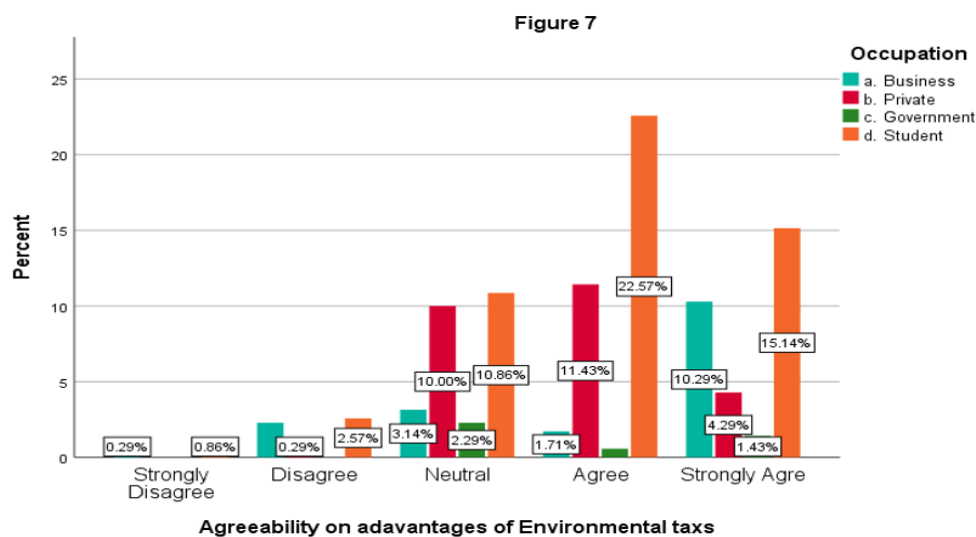
**Legend:** This bar graph represents the necessity of eco taxes in India with the educational qualification of the sample respondents.



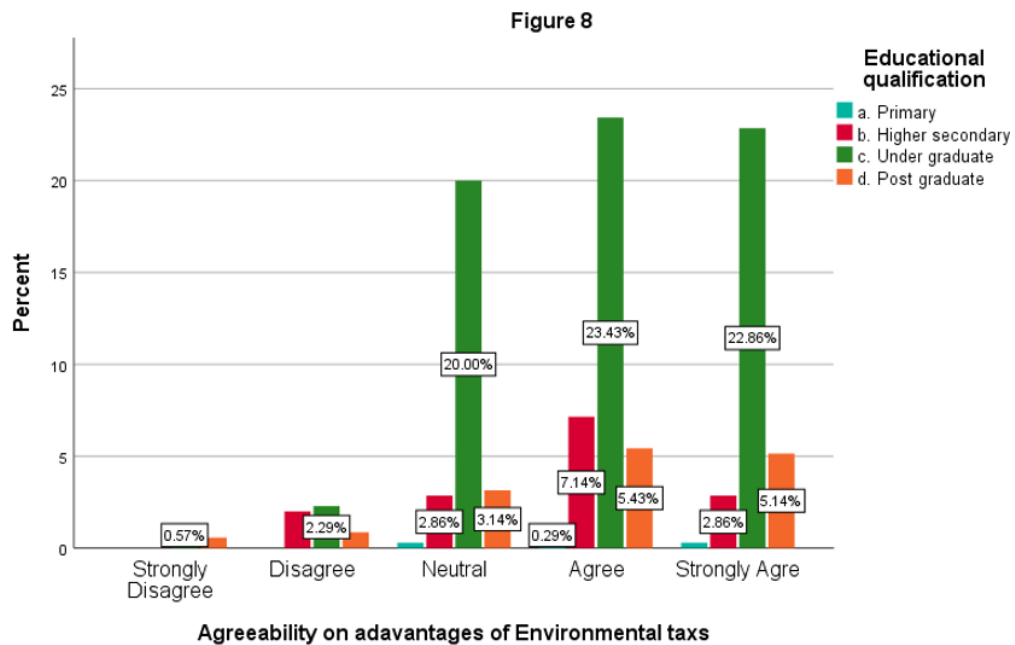
**Legend:** This bar graph represents whether green tax can be an incentive to reduce pollution with the age of the respondents.



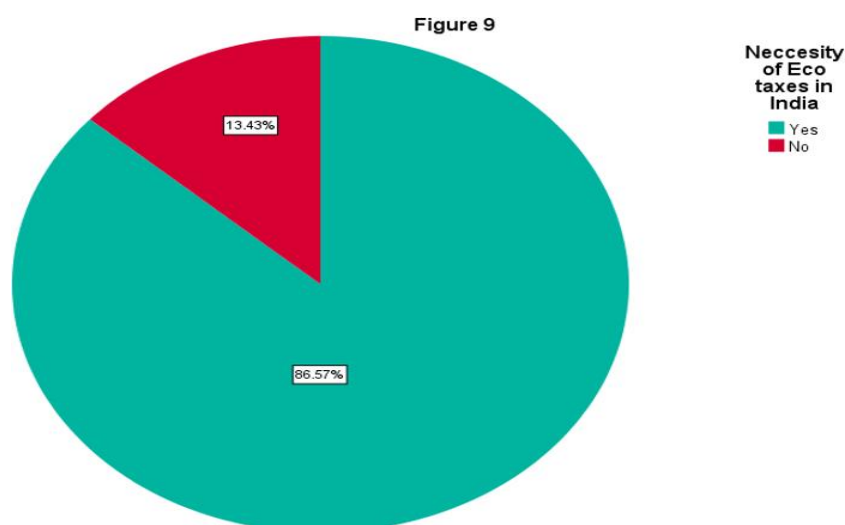
**Legend:** This bar graph represents whether green tax can be an incentive to reduce pollution with the educational qualifications of the respondents.



**Legend:** This bar graph represents the green tax can be an incentive to reduce pollution and the occupation of the sample population.



**Legend:** This bar graph represents the level of agreeability on advantages of environmental taxes and the educational qualifications of the respondents.



**Legend:** This pie chart represents the necessity of eco taxes in India answered by the sample

population.

## RESULTS:

In **figure 1** the majority of the sample population rated the scale 10 and 8 points have an above average knowledge on environmental taxes. 10.29% students rated scale 10 and 4.57% of business respondents rated scale near to 10. The private working respondents have an average knowledge about environmental taxes. In **figure 2** the majority of the sample population rated the scale 10 and above 10 points have an above average knowledge on environmental taxes. 12.86% male respondents rate 10 and above rate on scale. 10.57% of female respondents have an average awareness on environmental taxes. In **figure 3** the majority of the sample population say “yes” for the necessity of eco taxes in India. 46.86% respondents who are students say “yes” followed by private working respondents and business respondents with the percentage of 20.29% and 16.86% respectively. 5.71% of private employees say “no” to the necessity of eco taxes in India. In **figure 4** the majority of the sample population say “yes” for the necessity of eco taxes in India. 57.43% of respondents who are having educational qualification of undergraduate agree to the necessity of eco taxes in India followed by higher secondary and postgraduate with 14.29%. 11.71% of respondents having undergraduate qualification say “no” to the necessity of eco taxes in india. In **figure 5** the majority of the sample population in the majority of the age categories agree and strongly agree to green tax acting as an incentive to reduce pollution. 14.86% respondents of less than 20 years strongly agree followed by 9.71% respondents in the age category 21-30 years agree to green tax acting as an incentive to reduce pollution. But 12.29% of respondents responded neutral to the green tax, acting as an incentive to reduce pollution. In **figure 6** the majority of the sample population in the majority of the educational qualifications agree and strongly agree to green tax acting as an incentive to reduce pollution. 24.29% of respondents in the undergraduate category agree to green tax acting as an incentive to reduce pollution. 19.14% and 21.14% of respondents in the undergraduate category strongly agree and are neutral to green tax acting as an incentive to reduce pollution respectively. 5.43% respondents in higher secondary and postgraduate agree and strongly agree. In **figure 7** the majority of the sample population in the majority of the occupation categories agree and strongly agree to the advantages of environmental taxes in a country and environment. 22.57% of the students agree with the advantages of environmental taxes in a country and environment. 11.43% respondents

working in the private sector agree with the advantages followed by 2.29% of respondents belonging to the government sector are neutral towards the advantages environmental taxes provide for a country and an environment. In **figure 8** the majority of the sample population in the majority of the educational categories agree to the advantages of environmental taxes in a country and environment. 23.43% of the respondents who belong to undergraduate category agree and 22.86% strongly agree followed by 20.00% who are neutral towards the advantages of environmental taxes in a country and environment. 7.14% of higher secondary respondents agree and 5.43% of respondents belonging to the post graduate qualification agree to the advantages of environmental taxes in a country and environment. In **figure 9** 86.57% of the respondents answered “yes” to the necessity of eco taxes in India and 13.43% of the sample population answered “no” to the necessity of eco taxes in India

## **DISCUSSION:**

In (**figure 1**) the majority of the sample population rated the scale 10 and 8 points have an above average knowledge on environmental taxes. In a growing and democratic country like India, the responsibilities of industry and government in adopting market-based instruments and establishing policies to support them are critical. Various directions have been put forth in international programs and treaties to encourage sustainable development and eco-friendly means of development in the country. 10.29% students rated scale 10 due to the knowledge and awareness they might have gained in the process of studying. They learn about the environment and pollution or the destruction that is caused to nature because of humans. Therefore they are very much aware about eco taxes. 4.57% of business respondents rated scale near to 1, This might be because they are in the industry and are aware that they must pay taxes for pollution created by them. The private working respondents have an average knowledge about environmental taxes because they work but not own or run business to know more of eco taxes. In (**figure 2**) the majority of the sample population rated the scale 10 and above 10 points have an above average knowledge on environmental taxes. Mankind has always been dangerously eager to achieve quick economic expansion and progress, which has resulted in a slew of environmental issues. These issues have had a serious impact on human life as well as life on Earth. This perilous scenario has prompted significant consideration of environmentally sustainable growth strategies. 12.86% male respondents rate 10 and above rate on scale. 10.57% of female respondents have an average awareness on environmental taxes. Both sexes are aware

of taxes, although men are slightly more conscious than women of environmental levies. This might be because the sample was taken in India, and according to the research, India's overall female literacy rate is 70.3 percent, while male literacy is projected to be 84.7 percent. This might be one of the explanations why males are more aware of environmental taxes than women. In **(figure 3)** the majority of the sample population say “yes” for the necessity of eco taxes in India. Currently, ecotax is utilized in nations all over the world. Governments throughout the world, from the United Kingdom and Australia to India and Japan, are gradually taking more responsibility for the consequences of their populations on the natural environment. 46.86% respondents who are students say “yes” followed by private working respondents and business respondents with the percentage of 20.29% and 16.86% respectively. This is because due to prevailing environmental conditions the earth is losing its resources and coming to an end due to global warming, pollution and various other reasons. 5.71% of private employees say “no” to the necessity of eco taxes in India because the private sector is the component of the economy that is operated for profit by individuals and businesses rather than the government there is very little likelihood that they are aware of the sensitive nature of the subject. In **(figure 4)** the majority of the sample population say “yes” for the necessity of eco taxes in India. Although ecotax systems may not always generate immediate benefits, they have a massive benefit impact in the long term. While the London congestion charge hurts commuters, locals, and visitors alike, it has decreased car traffic by 30 percent and CO<sub>2</sub> emissions by 20 percent. Whilst Swedes may pay an additional 20p per litre at the pump, the government's Environmental Minister claims that the carbon tax has reduced CO<sub>2</sub> emissions by 20% since 1991. 57.43% of respondents who are having educational qualification as an undergraduate agree to the necessity of eco taxes in India followed by higher secondary and postgraduate with 14.29% this can be due to the awareness that is built in the process of studying as education is essential for everyone in order to enhance their knowledge, manner of life, and social and economic position throughout their lives. In **(figure 5)** the majority of the sample population in the majority of the age categories agree and strongly agree to green tax acting as an incentive to reduce pollution. 14.86% respondents of less than 20 years strongly agree followed by 9.71% respondents in the age category 21-30 years agree to green tax acting as an incentive to reduce pollution. As per Nielsen, 75% of Millennials and Gen Z are eco-conscious enough to change their purchasing patterns in favor of ecologically friendly items because they offer incentives for producers and consumers to change their ecologically detrimental behavior, particularly if they are enforcing controls/permits and other

policy elements. Therefore it is evident that they agree and strongly agree to green tax acting as an incentive to reduce pollution. But 12.29% of respondents in the age category 31-40 years responded neutral to the green tax, acting as an incentive to reduce pollution. This can be due to the lack of awareness and many of the common good actions were also connected to being ecologically friendly, for both millennials and older generations. According to the research, millennials are more inclined to attempt to be environmentally responsible. In **(figure 6)** the majority of the sample population in the majority of the educational qualifications agree and strongly agree to green tax acting as an incentive to reduce pollution. 24.29% of respondents in the undergraduate category agree to green tax acting as an incentive to reduce pollution. 19.14% and 21.14% of respondents in the undergraduate category strongly agree and are neutral to green tax acting as an incentive to reduce pollution respectively as an environmental tax enables each polluter to choose whether it is more cost effective to pay the tax or cut emissions. Polluters who face the highest costs of pollution reduction will tend to charge a larger tax, but those who face minimal prices of pollution reduction will cut pollution instead. As a result, the costs of obtaining any given level of overall pollution reduction with a tax will be lower than with a regulation. Environmental taxes have numerous benefits, including environmental efficacy, economic efficiency, the capability to collect public income, and openness. Furthermore, environmental fees have been utilized successfully to combat a wide variety of concerns such as waste disposal, water pollution, and air pollution. 5.43% respondents in higher secondary and postgraduate agree and strongly agree because environmental tax offers an option to prevent the tax by consuming or producing less of the taxed material. For instance, if sulphur emissions are charged, manufacturers will be incentivized to minimize emissions by filtration, for example, or by choosing materials and methods that produce less sulphur pollution. The tax will boost costs for the customer, who will also be encouraged to use less of the taxed commodity. In **(figure 7)** the majority of the sample population in the majority of the occupation categories agree and strongly agree to the advantages of environmental taxes in a country and environment. 22.57% of the students agree with the advantages of environmental taxes in a country and environment because students are the future, they care and are aware of the problems they will have to face if the current environmental problems aren't handled therefore this vibrant tax incentive is one of the approaches that environmental taxes assist to reduce pollution control costs and stimulate innovation. 11.43% respondents working in the private sector agree with the advantages. 2.29% of respondents belonging to the government sector are neutral towards the advantages



environmental taxes provide for a country and an environment as this generate money that can be used directly to protect the environment, to offer others incentives to do so, or to decrease other, more costly taxes, such as labor taxes, with the goal of improving employment and overall economic well being. 10.29% of respondents in the business field strongly agree because they may serve as a catalyst for producers to innovate. When energy, water, and raw materials, as well as solid, fluid, or volatile emissions, are taxed, taxpayers will develop new modes of manufacturing, transportation, housing, energy consumption, and general consumption in order to decrease their tax burden. This contributes to greater 'eco-efficiency,' the implementation of the precautionary principle, and the improvement of both sustainability and international competitiveness, since tomorrow's goods rely on today's advances. In **(figure 8)** the majority of the sample population in the majority of the educational categories agree to the advantages of environmental taxes in a country and environment. 23.43% of the respondents who belong to undergraduate category agree and 22.86% strongly agree followed by 20.00% who are neutral towards the advantages of environmental taxes in a country because pollution reduction is a critical behavioral shift, and taxes can be a more cost-effective instrument for pollution reduction than laws. This is due to the fact that many polluters, even those with modest pollutant reduction costs, will frequently pay a tax on the pollution that remains after all cost-effective reduction techniques have been implemented. 7.14% of higher secondary respondents agree and 5.43% of respondents belonging to the post graduate qualification agree to the advantages of environmental taxes in a country due to the wide tax on the carbon content of fossil fuels, for instance, would force individuals who create or use items that contribute to global warming to bear the full cost of their activities and provide incentives for them to decrease those costs. The tax may potentially generate a lot of money. The funds collected may be utilized to simplify and reduce other taxes, pay down the deficit, and finance reasonable expenditure. In **(figure 9)** 86.57% of the respondents answered "yes" to the necessity of eco taxes in India because the fundamental economic justification for employing taxes in environmental policy is to include the costs of pollution and other environmental expenses, known as externalities, in the pricing of products and services generated by economic activity. These environmental expenses are referred to as 'externalities' because they are side effects of economic activity and are not included in the prices paid by the companies or consumers directly engaged. 13.43% of the sample population answered "no" to the necessity of eco taxes in India because environmental tax comes with its few cons. For instance, Initial use of energy or water may be tax-free, but later levels of

consumption may be subject to progressive taxes. This can reduce the tax's impact on small businesses while boosting the incentive to be more effective with the taxed product. The Dutch energy tax was intended in this manner for both small businesses and families.

## LIMITATION:

This research is limited due to covid 19 restrictions and in this paper a convenient sampling method and e-survey method is used to collect surveys . This is a major limitation in this paper.

- **Inflationary Effect:** Poor productivity development and high cost of compliance by the private sector may manifest in a probable increase in the pricing of products and services in the form of environmental legislation.
- **Diversion of Funds:** Much of the taxes levied for environmental objectives are deferred or unused. Although these funds are not always utilized for environmental reasons, the experiences of several member countries show minor impacts on GDP.
- **Affecting Competitiveness:** Raising expenses to a producer inside a nation or area that are not imposed on companies outside of that country or region may, obviously, have an influence on the local maker's viability.

## SUGGESTIONS

- **Assessment of Externalities:** The marginal social cost deriving through negative externalities connected with the manufacturing, use, or disposal of products and services should be identical to the environmental tax rate. This necessitates an assessment of environmental harm based on scientific evidence.
- **Provisioning:** In emerging economies such as India, the income may be leveraged to provide environmental public goods and create various environmental health concerns to a larger extent.
- **Better Targeting:** In India, environmental taxes can target three main areas:  
Differential taxation on automobiles in the transportation industry depending only on fuel economy, as well as GPS-based congestion chargers, In the energy sector, by taxing fuels used in energy production;and Waste generation and use of natural

resources.

- **Environmental-Fiscal Reforms:** According to the Madras School of Economics' research, there is also a need to incorporate environmental levies within the structure of the Goods and Services Tax.

**Plastic tax reform:** Although most nations' plastic tax policies have focused on charging at the consumption level (such as pricing plastic bags in groceries), taxes can also be aimed at the manufacturing level (for example on virgin materials as opposed to recycled materials in the production process). The British Treasury, for instance, launched a new levy on the manufacturing and import of plastic packaging that includes less than 30% recycled material. A tax of this type would have many positive consequences, which include increased resource efficiency by decreasing the use of virgin plastics as well as rising the use of recycled plastics in production, which might boost demand for recycled plastic upstream in the supply chain and widen incentives for elevated collection and recycling of plastic material downstream. As such, this tax is an outstanding demonstration of a policy that encourages the transition from the linear economy to the circular economy, in which the highest value is derived from resources while they are in use, and then materials are reused, remade, and recycled to their true ability to reduce waste. The following actions need be taken in order to go forward with the design and implementation of a plastics manufacturing tax in India:

- Consultation with business, government, and non-governmental organization stakeholders to determine the best point of intervention in plastics manufacturing.
- Analyzing the present economic incentives and disincentives for plastic manufacture, use, and recycling, as well as considering how other tax design options would influence them.
- Creating coalitions with stakeholders in the taxation, environmental, and waste management sectors to determine that the tax is designed appropriately and that it is implemented effectively and successfully.

## CONCLUSION

Every country has accepted the idea of Sustainable Development, and they have all recognised the complexities of the declining quality of the environment. The implementation of a full-

fledged sustainable development idea is only feasible when all of the components are in place, implemented, and tested. In the 1970s and early 1980s, environmental policy was primarily driven by laws governing emissions, environmental quality, processes, and technology. Such restrictions are sometimes described as 'command and control' devices. Despite the fact that the EU's 5th Environmental Action Programme in 1992 advocated a wider use of economic tools such as environmental levies, there has been little advancement in their usage at the EU level since then. Moreover, during the previous decade, there has been a steady growth in the usage of environmental levies at the Member State level, which has increased in the recent 5-6 years. It is essential that policies be defined and changed as needed. This will be of tremendous assistance and will allow us to stay up with the current situation. As a result, environmental tax contributes significantly to the preservation of environmental quality. However, it is well recognized that eco taxes alone cannot assist to improve the situation; thus, certain immediate actions must be implemented. Eco taxes can only serve as complements to it. It is unlikely that the methods outlined here will prevent all types of environmental pressure. However, in areas where public-sector capabilities are dwarfed by commercial resources, the market-based approach is critical, and we should work carefully to build market-based instruments that integrate economic, social, and environmental goals. There will always be risks and difficulties in following and executing new ideas, but the best concept with the fewest constraints must always be chosen. "The reason why we should do carbon tax is because it's the right thing to do. Its economics 101, elementary stuff"- Elon Musk

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# **IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT IN E-BUSINESS AND FINANCIAL SERVICES**

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## **ABSTRACT:**

E-commerce has entirely transformed the conventional perception of business. E-commerce deals with buying and selling of goods and services with the help of internet and computer networks. Customer relationship management refers to the principle practices and guidelines that an organisation follows when interacting with its customers. CRM helps to store customer data such as user behaviour, purchase records and interactions with the customers. The customers data can be stored using various software such as: Salesforce, Pipedrive, Hubspot, SugarCRM, Zoho corporation etc. The software helps in optimizing your sales and marketing processes and improve customer services across your organization. In Indian e-commerce sector is ranked 9<sup>th</sup> in cross-border growth in the world, according to the Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025. As of November 2022, the GeM portal has served 12.28 million orders worth Rs. 334,933 crores (US\$ 40.97 billion) from 5.44 million registered sellers and service providers for 62,247 buyer organisations. The CRM industry is expected to reach \$128.97 billion by 2028. If your firm isn't using a CRM yet, it will be soon. In fact, a 2021 survey by Harvard Business Review found that 64% of financial service companies place "improving customer experience (CX)" as a top-five priority in the near future. In terms of experience, Online shopping has proved to be different from traditional procedures in various ways. The purpose of this paper is to analyse user experiences and their relationship with e-commerce and financial service providers. E-commerce has a huge impact on financial services too. Some of the impacts are: Digital currency, digital records, Data mining and Chatbots, etc. This paper seeks to identify these impacts and their intensity. We aim to define the prospects for Customer relationship building under e-business and financial services. Our idea is to, efficiently use innovative platforms to increase customer engagement in the process. Social media is the need of the hour so, Proper utilisation of these in marketing, advertising and publicity can help build customer relationships. Company's objective must be consumer centric

rather than product centric. Proper follow up procedures must be devised and maintained. The main focus on this conceptual article to find out the how does the E- **business strategies help** in building customers Relationships.

## **INTRODUCTION:**

E-business (electronic business) is the practise of conducting online business processes via the web, internet, extranet, or a combination of these. Buying and selling goods and services, servicing customers, processing payments, managing production and supply chains, collaborating with business partners, sharing information, running automated employee services, and recruiting employees are examples of customer-, internal-, and management-focused business processes- business, like e-commerce, encompasses far more than online purchasing transactions. India is the eighth largest E-commerce market, with a revenue forecast of \$71,292.1 million by 2023, surpassing Canada.

Financial services are economic services provided by the finance industry, which includes credit unions, banks, credit-card companies, insurance companies, accounting firms, consumer-finance companies, stock brokerages, investment funds, individual asset managers, and some government-sponsored enterprises. Customer relationship management (CRM) is a set of practises, strategies, and technologies that businesses use to manage and analyse customer interactions and data across the customer lifecycle. The goal is to improve customer service relationships, which will help with customer retention and sales growth. CRM systems collect customer data from various points of contact between the customer and the company, such as the company's website, phone, live chat, direct mail, marketing materials, and social networks.

### **Types of E-business:**

There are 4 types of e-business. The business-to-consumer, or B2C, model of e-business sells products directly to retail consumers online. B2B, or Business-to-Business, is a unique e-business model in which consumers create value and demand for products.

Reverse auctions are a common characteristic of C2B models, such as Priceline.com, which allows customers to bid for tickets and offer their own prices. C2C, or Consumer-to-Consumer, e-business models enable consumers to behave as buyers and sellers in third-party-facilitated online marketplaces.

Impact Of E-Business Strategies To Build Customer Relationship

One of the secrets to success in online business is having an excellent customer relationship management system, which E-commerce strategies provide. Because buyers are usually concerned about high-quality products and services, how a company deals with its customers is important for its growth. Nothing beats the power of “word of mouth publicity” in the business world, where marketing is done from one customer to another. As a result, providing customer-satisfying services is critical in order for the company to reach its pinnacle. Previously, businesspeople could only build customer relationships verbally or through face-to-face interaction. However, the internet has expanded their options for establishing good customer relationships and implementing better marketing strategies.

- Strategic content
- Effective and Professional Customer Services.
- Special Offers.
- User-friendly Webpages.
- Regular Updates.

#### Advantages of CRM:

The benefits of a CRM system for a business far outweigh the drawbacks. However, there are some drawbacks. For a CRM system to be effective, there must be widespread support and the necessary processes in place. Otherwise, your CRM could end up being a costly waste of time. Here, we examine the strategic benefits, drawbacks, and significance of CRM.

- It allows for more effective sales and marketing
- It can speed up the sales conversion process.
- It increases staff productivity, lowers time costs and boosts morale.

- It enables widely dispersed teams to work closely.
- Can improve customer loyalty through exceptional experience.

#### Disadvantages of CRM:

- Staff over-reliance on CRM may diminish customer loyalty through a bad experience.
- Security concerns associated with centralized data.
- The excess initial time and productivity cost of implementation
- It requires a process-driven sales organization.
- It may not suit every business.

#### CRM SOFTWARES

CRM software consolidates various pieces of data as well as any relevant internal documents into one data base. It streamlines information management for companies. The software can also documents different customer interactions, such as emails, phone calls and social media interactions. It will help to track personal information, purchase history and preferences. It also automates task and appointments and allows managers to monitor productivity among their employees.

#### Popular CRM Software

**Zoho:** Zoho CRM platform emphasises on increasing leads, accelerating sales and measuring performance. It can automate business processes so you don't repeat tasks. With this platform you can get real time notifications when customers interact with your business. Its plans start at £7.72

per user per month for small business and £32.25 for large organisations.

**SugarCRM:** This platform's greatest ability is to provide a 360 degree view of each individual customer. You will be able to view a more complete picture of your customer's interests. The system's unique features offer real time collaboration with experts in your organisation. The common prices are £22.54, £38.65 or £96.61 per user per month.

**Salesforce:** Salesforce CRM is the No. 1 CRM tool in the market, allowing organizations to manage customer interactions through phone calls, email inquiries, communities, media, and social media. Salesforce CRM is easily accessible and cost-effective, allowing customers to access information in real-time and make orders from anywhere. Managers can track activities on a single dashboard, reducing the cost of building an application.

### Practical examples of CRM software

**Levi's:** Levi's is a premium diamond retailer. It considers customer relationships equally important as the quality of their diamonds. Since it had only a handful of boutique locations, Levi's wanted a way to stay connected with its travelling clientele. Therefore it used Salesforce CRM to track customer's personal information as well as purchase and travel habits. The company targeted its clientele at the right time and place and improved relationships as well as sales.

**JetHub:** JetHub provides a charter service offering private flights to more than 7,000 airports around the world. After employing Zoho's cloud based CRM the company was able to follow up with leads from its website by forwarding them to its sales team. The company also setup alerts for important tasks to give its customers personalised service.

### BENEFITS OF CRM IN FINANCIAL SERVICES

CRM is becoming increasingly relevant in every industry. Customers expect a higher level of customer service and better digital access to the service representatives and products that they need. The only way to successfully deliver services is to use CRM. Whether it is banking, insurance or any other financial service, investing in CRM system can revolutionise the management of customers, products and day to day administration. Benefits are

1. **Manage clients and leads:** all customer interactions from phone calls to an ATM withdrawal are stored in the database. This ensures knowledge about the customer's interests and identify opportunities to further nurture your relationship.

2. Segmented marketing campaigns: with more customer data it is easy to divide customers based on interest, demographics and purchase history and offer them more personalized experience. By identifying which products are likely to appeal to each group , sales potential and customer loyalty can be improved.
3. Improve customer interactions: Omni channel CRM communication pull together all customers communications in one window so that representatives can chat to customers across all web formats. Features like SOS video chats are great touch points for customers who need fast assistance.
4. Improve sales and marketing efforts: the data collected using CRM software can be compiled into reports so as to get a better understanding of customers. From the reports you can identify trends, successful campaigns and areas of improvement.

#### Working of CRM in Financial services

Scheduling of reminders: automatic scheduling of follow ups at specific time periods must be done. Scheduling as per customer actions are necessary. Reminders that sync with email apps can help maintain healthy relationship with customers

Sales management platform: Access to various reports on individual sales performance, deal forecasting, sales funnel reports etc. in real time

Sales pipeline cultivation: A centralised tracking system must be set up that allows every representative to access previous interactions and preferences of the customer.

Automation: Automatic updating of information from different platforms must be enabled. This automation must be event based too. It should be based on actions, responses and timings.

Customer service support: Help desk must be set up. 24/7 support must be available for customers to reach out to service providers. Support services must be in perfect sync with sales and marketing.

## Suggestions

#### To Build Better Customer Relationships In E-Business

*Multi channel customer contact* helps the organisation to reach out to their customer through different communication channels. It gives the consumers a wide range of choices for them to explore. Customer retention is an important aspect. Manager must understand the reason behind

every customer's decision to leave the product. This will help the make improvisations. Also constant concentration on existing consumers is also a must.

*Customer satisfaction* represents the quality of an organisation . The goals of the company must be consumer centric rather than product centric. Measuring of consumer satisfaction now and again will improve the understanding of the company about the market. Consumer satisfaction is also directly linked with the organisation's profits.

*Secured service* has been a serious issue in E-business. It is the responsibility of the organisation to handle privacy matters during sales processes. Consumers will be concerned about their personal information.

*Engaging on social media* improves the organisation's chances to reach to a large number of audiences. Social media platforms are a huge opportunity to attract different segments of people. Proper posts on these platforms are tickets to better sales reach.

# **Drivers of acceptance that Influence the On Demand Delivery Application of E-Groceries among the active application users.**

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## **Abstract:**

Users of the Instant Delivery Application (IDA) can quickly obtain and receive deliveries of groceries through Electronic Groceries (E-Groceries). Customers will be able to make orders and request delivery of any good or service using the on-demand delivery application at their convenience. Customers, retailers, and service providers have embraced the Instant Delivery Program, a new online mobile technology service. Because of its quickest delivery services, ability to manage time, convenience, and accessibility, and particularly because of the services it offers that benefits retailing businesses and satisfy customers. This research has examined the Instant Delivery Application Purpose on E-Groceries. The primary research data were gathered and provided to the application's current users. Finally the research suggests that Perceived Ease of Use, Performance Expectancy, Trust variables is influencing Intention to use this Instant Delivery Applications.

Key words: Instant Delivery Program, Mobile Technology, Quickest service.

## **Introduction:**

Instant Delivery Application is a mobile application which allows customers to order E-groceries from the warehouses and get groceries delivered instantly (Mkansi, M. 2020). E-grocery (Electronic Grocery) is a business that focus on consumer's needs and wants to satisfy them instantly (Småros, J et al., 2000). Its primary purpose is of selling groceries online to offline (Order online and consume it offline). With the help of Instant Delivery Applications E-groceries focused on Customer Value, shopping convenience, quick door step delivery etc (Voldnes, G et al., 2021). It has a wide range of benefits over the traditional retail channels mainly related to shopping convenience, time savings and easy accessibility to a wide variety of products, these virtual stores and their characteristics are currently making the popularity of E-grocery among consumers. Their main focus is to deliver groceries within the minimum time period. Instant



Delivery Applications (IDA) serves as mobile services that have recently gained popularity offering two-way benefits for producers and customers by providing convenient and efficient online order to offline consumer services. Although the online purchase of clothes and electronic devices has become widespread in the past few years, online grocery sales have not increased as rapidly as other goods until 2020 (Setiawan, R et al., 2021). However, the onset of the COVID-19 pandemic prevented many people from visiting physical grocery shops due to government closures, thus resulting in a sharp increase in online grocery shopping. The main key focus of the multiple new companies is on speed in the delivery of groceries (Marchet, G 2018). These new players deliver not only within the same day but also within hours, often even within minutes, and with the additional benefit of low delivery costs for customers.

As quick grocery delivery under the 10-15 minutes time period becomes the new growth arena globally, India's quick commerce market is all set to witness 15 times growth by 2025, reaching a market size of nearly \$5.5 billion. Quick commerce in India stands at \$45 billion, and urban areas are driving this market on the back of mid-high-income households."India has laid the foundation for a well-positioned market for quick commerce adoption. The growing online population and an increasing preference for online shopping over brick-and-mortar shopping is enabling this market to grow rapidly," (market research firm RedSeer).

"Quick commerce is satisfying the latent needs of its customers in a way that traditional commerce never could," the report said. It gives people exactly what they want, when they want it, without forcing them to wait days or weeks for delivery (Belkin, L. 2003). The convenience and speed of quick commerce is a key reason why customers love it and why the segment is only bound to soar upwards, the report added. Over the last two years, quick commerce has seen a significant uptake in urban areas, with major cities such as Bengaluru, Chennai and New Delhi enjoying most of the offerings (Business Standard, 2022).

### **Objectives:**

- To study the Socio-Economic profile of the users

- To identify the factors that influences the users to use Instant Delivery Application

- To determine the association between the demographics and the determinants of the

Application users.

## **Review of Literature:**

Anna et al., (2016) focused on E-grocery supply chain management enabled by mobile tools. The author aimed to investigate the diffusion and formulate policies of study mobile services for supply chain management (SCM) in the electronic grocery (e-grocery) sector in order to stimulate the adoption. The author adopted the consistency of the parameter values was checked by means of the interviews and the numerical data collected from the focus SC representatives, as well as the discussions with marketing and product development managers from the service provider company to validate the data used in the previous study. The author approached a model that predicts product traceability, mobile payment, and time-based delivery management functionalities that stimulate the adoption of SCM in E-Grocery sector. The findings of the study suggested that real time information brings decreased inventory levels and more frequent order placing, leading to an increased number of logistics transactions managed by the mobile application. Furthermore author suggested that e-grocery still finds it hard to expand due to scarce coordination among SC players, leading to poor information sharing and control over logistics flows but also as the adoption dynamics of the mobile application and its optional functionalities are not impacted by their prices, the service provider company has some room for setting the appropriate pricing policy, taking into account the revenue growth consequent to the predicted large number of orders in the SC.

Wilda et al., (2021) have determined about the Influence of Trust, Perceived Value, and Attitude on Customers' Repurchase Intention for E-Grocery. The author also aimed to determine the factors that influence the users of Repurchase Intention (RI) for E-grocery applications. Through the structured questionnaire various data have been collected from e-grocery applications users from Indonesia. The author adopted various variables respectively Perceived Price fairness (PPF), Efficiency (EEF), Product Excellence (PE), Service Excellence (SE), Health Consciousness (HC), Online shopping Satisfaction (OSS), Trust to E-grocery (TRU), Perceived value (PV), Attitude (ATT), E-Grocery Repurchase Intention (PI). The author used multi-variate analysis and the result suggested that people have the intention to reuse e-grocery applications because they are

benefited in terms of price that can compete with conventional grocery store and optimal product quality when buying.

Amresh et al. (2022) have explored the drivers of satisfaction and usage persistence in e-grocery retailing from a collaborative design supported viewpoint. The author also sought to identify the crucial precursors influencing the interaction design of the mobile e-grocery apps. The organised questionnaire was used to gather and analyse the data. The author also used the study's intended respondents, who were smart phone users and who also made grocery purchases using mobile apps. By confirming the existence of complementary mediation, the data demonstrated the crucial role that collaboration design plays in fostering happiness and keeping a loyal clientele for e-grocery applications. The author finally came to the conclusion that the design of collaboration for e-grocery retailers played a pioneering role in recent alliances among strategic actors to accomplish

### **Research Methodology:**

Current study is empirical in nature. The survey questionnaire incorporated demographic and variable specific questions related to the influence of Instant Delivery Applications on E-groceries, followed by variables measuring Perceived Ease of Use, Social Influence, Performance Expectancy and Behavioural Intention are measured by using the five point Likert scale (1- Strongly Disagree to 5- Strongly Agree)

The sample size was limited to 102 respondents due to time and cost constraint. Non-Probability convenient sampling was adopted to collect the primary data from respondents. After the data collection it was processed using SPSS statistics 21 software package for analysis.

### **Analysis**

**Table 1: Demographic  
Characteristics (N-102)**

Age	Frequency	Percentage
Below 21years	7	6.9

21-30 years	32	31.4
31-40 years	25	24.5
41-50 years	33	32.4
Above 50 years	5	4.9
<b>Total</b>	<b>102</b>	<b>100.0</b>
<b>Marital Status</b>		
Single	31	30.4
Married	71	69.6
<b>Total</b>	<b>102</b>	<b>100.0</b>
<b>Gender</b>		
Female	58	56.9
Male	44	43.1
<b>Total</b>	<b>102</b>	<b>100.0</b>
<b>Educational Status</b>		
Diploma	11	10.8
UG	35	34.3
PG	17	16.7
Professionals	15	14.7
Others	24	23.5
<b>Total</b>	<b>102</b>	<b>100.0</b>
<b>Family's Monthly Income</b>		
Less than Rs.20,000	1	1.0
Rs.21,000-40,000	8	7.8
Rs.41,000-60,000	18	17.6
Rs.61,000-80,000	43	42.2
Above Rs.80,000	32	31.4
<b>Total</b>	<b>102</b>	<b>100.0</b>

Table 1 reveals that among 102 respondents, majority of respondents are belong to the age group of 41-40 years (32.4%), (69.6%) of respondents are married, (59.6%) of respondents are female, (34.3%) of respondents are UG Graduates and (42.2%) of respondents have Family's monthly income above Rs. 61,000-80,000.

**Table 2: Mean Rank- Preference of Instant Delivery Applications**

Preference of Instant Delivery Applications	Mean	Rank
Dunzo Daily	1.90	I
Zepto	1.75	II
Jio Mart	1.63	III
Blinkit (Zomato)	1.56	IV
Big Basket Now	1.46	V
Instamart (Swiggy)	1.31	VI

Above table shows that Dunzo Daily is most preferred Application by the respondents. The preference for other applications like Zepto, Jio mart, Blinkit (Zomato), Big basket now and Instamart (Swiggy).

**Table 3 Dimensions of Instant Delivery Applications Exploratory Factor Analysis**

Items	Mean (SD)	Communalities	Variance (Eigen value)	Loadings	Reliability
<b>Perceived Ease of Use</b>					
Does not require technical expertise to use IDA	3.64 (1.192)	0.841	31.502% (6.300)	0.770	0.967
Secured in Ordering and Receiving	3.59 (1.261)	0.865		0.754	
Easy to follow all procedures	3.64 (1.133)	0.797		0.744	
Believe IDA keep customers interest in minds	3.64 (1.273)	0.824		0.738	
IDA is trustworthy	3.58 (1.323)	0.860		0.697	
Learning to use IDA is easy	3.58 (1.189)	0.822		0.681	
Suggest my peers to use IDA	3.69 (1.251)	0.806		0.618	

Interaction is clear and easy	3.50 (1.265)	0.758		0.610	
<b>Social Influence</b>					
People influence to use IDA	3.49 (1.208)	0.847		0.811	
Friends and Family suggested	3.56 (1.223)	0.816		0.748	
Positive Reference	3.58 (1.189)	0.819	30.619% (6.124)	0.685	0.969
Regular use in near future	3.65 (1.157)	0.833		0.684	
Continue to use frequently	3.63 (1.193)	0.833		0.655	
Motivated to use new app	3.70 (1.225)	0.809		0.633	
Information provided is reliable	3.64 (1.280)	0.825		0.614	
Adding value to Shopping activities	3.60 (1.128)	0.760		0.602	
Use new application as much as possible	3.92 (1.149)	0.811		0.592	
<b>Performance Expectancy</b>					
Useful for ordering and receiving	3.73 (0.834)	0.901	20.310% (4.062)	0.844	0.900
Most convenient	3.79 (1.075)	0.874		0.776	
Process of Ordering is easy	3.82 (1.197)	0.784		0.631	
Total variance=82.431%; Relability- Cronbach's Alpha=0.983 of 20 items					
KMO and Bartlett's Test					
Kasier-Meyer-Olkin Measure of Sampling Adequacy= 0.963; (Bartlett's Test of Sphericity Approx. Chi-Square= 2549.350; df=190; sig=0.000)					

Source: Computed data

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser

Normalization

The above tables reveal that KMO measures of sampling adequacy are 0.963. The Bartlett's test of with approximate chi-square value 2549.350, P value .000 is statistically significant at 5 percent level. Therefore, it can be concluded that the variables considered for factor analysis form the normal distribution to represent the factor emerged. This implies that the sample size is adequate for data reduction process and creates a conclusive situation to ascertain the factors responsible for the usage of Instant Delivery Application. It founds that the variables exhibit the variance ranging from 0.592 to 0.844. It shows that the variance ranges from 59.2% to 84.4% which is of adequate in range for the factor segmentation. This situation demanded the existence of predominant factor. It is all found that all the variables exhibit 82.431% variance for all the three factors. They possess the individual variance 31.502%, 30.619% and 20.310% respectively.

These variables are highly significant in the following factor segmentation process. It is clear that all the 20 statements have been extracted into three factors given below.

**Perceived Ease of Use** is a dominating factor in studying the perception of Instant Delivery Applications. This factor supports the study by contributing the eight variables that directly impacts the usage of the applications.

**Social Influence** is a second factor in studying the perception of Instant Delivery Applications. This factor supports the study by contributing the nine variables that directly impacts the usage of the applications.

**Performance Expectancy** is a third factor in studying the perception of Instant Delivery Applications. This factor supports the study by contributing the three variables that directly impacts the usage of applications.

**Table 4: Difference between the demographics and the dimensions of Instant Delivery Applications services of E-Groceries.**

Descriptions	Age f-value (p-value)	Monthly Income f-value (p-value)	Educational Qualification f-value (p-value)	Gender f-value (p-value)	Marital status f-value (p-value)
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<b>Perceived Ease of use</b>	0.641 (0.635)	7.055 (0.000)	0.021 (0.884)	2.876 (0.093)	1.864 (0.123)
<b>Social Influence</b>	0.924 (0.453)	3.996 (0.005)	0.877 (0.351)	2.899 (0.092)	0.851 (0.496)
<b>Performance Expectancy</b>	0.967 (0.429)	5.310 (0.001)	0.202 (0.654)	3.928 (0.050)	1.929 (0.112)

The one way anova reveals that there is a significant difference among Monthly Income with Perceived Ease of use (f-value= 7.055; p-value= 0.000), Social Influence (f-value=3.996; p-value=0.005) and Performance Expectancy (f-value= 5,310; p-value= 0.001) of the respondents are significant with Behavioural Intention of Instant Delivery Applications services @5% level of significance.

The result also indicated that Gender with Performance Expectancy (f-value= 3.928; p-value= 0.050) of the respondents are significant with Behavioural Intention of Instant Delivery Applications services @5% level of significance.

## Discussion and Implications

The usage of applications has become the most important thing in day to day life. The instant delivery app has become a necessity for consumers, Retailers and Service Providers while choosing an appropriate business model for IDA. Although an instant delivery app is the current online marketplace demands it of businesses in the era post the mobile phone revolution. The anticipated arrival of players like Instamart (Swiggy), Blinkit (Zomato), Dunzo Daily, Zepto, Bigbasket now, Jio mart etc., in India. This study examined the impact of perceived Ease of Use, Social Influence and Performance Expectancy factors are influencing the Behavioral Intention of Instant Delivery Applications of E-groceries based on the research the model was empirically validated using the data from a scale of 102 questionnaire with the respondents, data analysis of respondents indicates that all factors are important in discriminating the influence the Behavioral Intention of Instant Delivery Applications

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# LIC: Investment alternative for effective risk management

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## Abstract

*Life insurance is the fastest-growing service sector in India after privatization and an increase in FDI. So it is necessary to study the purchase pattern of Life Insurance Corporation (LIC). This study examines the various factors which influence customers to LIC as an Investment alternative. Primary Data was collected with the help of a structured questionnaire. The sample constituted of 150 respondents from Chennai. The tools used for analysis are Frequency analysis, mean analysis and factor analysis. The results of the study was suggested to the Insurance company in order to consider the factors for selecting the LIC as investment alternative for management of risk. The main findings of the study are 11 factors such as Grievance, capability, process, product, return, Perception, benefits, Formalities, Company image, Knowledge, and Feedback.*

## Keywords:

Product, process, grievance, benefits, company image. Knowledge

## 1. INTRODUCTION

Life insurance plans offer innumerable benefits. The fundamental benefit is the economic protection given on early death. Later, it extended to living benefits, providing funds for future needs. Term assurance, whole life, and endowment are the basic plans and variations came in by combining them in different ways. The premium collection and benefit pattern can change depending on the needs and convenience of the buyers. For people who are interest-sensitive, money-back was introduced. Profit is another variation that offers participation in profits.

India ranked 10<sup>th</sup> position in the life insurance sector and 14<sup>th</sup> position in the non-life insurance sector. Insurance Regulatory and Development Authority of India (IRDAI) allowed insurers to invest in debt securities of Infrastructure Investment Trusts (InvITs) and Real Estate Investment Trusts (REITs); this is expected to provide more investment options for the country's emerging start-up ecosystem. Insurance reach is still low in India. Overall insurance penetration (premiums as % of GDP) was 4.2% in FY21, providing a huge underserved market.

India's Insurance industry is one of the premium sectors experiencing upward growth. This upward growth of the insurance industry can be attributed to growing incomes and increasing awareness in the industry. India is the fifth largest life insurance market in the world's emerging insurance markets, growing at a rate of 32-34% each year. In recent years the industry has been experiencing

fierce competition among its peers which has led to new and innovative products within the industry. Foreign Direct Investment (FDI) in the industry under the automatic method is allowed up to 26% and licensing of the industry is monitored by the insurance regulator the Insurance Regulatory and Development Authority of India (IRDAI).

The insurance industry of India has 57 insurance companies - 24 are in the life insurance business, while 34 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company. There are six public sector insurers in the non-life insurance segment. In addition to these, there is a sole national re-insurer, namely General Insurance Corporation of India (GIC Re). Other stakeholders in the Indian Insurance market include agents (individual and corporate), brokers, surveyors and third-party administrators servicing health insurance claims.

This study emphasizes on the customer perception towards Life Insurance Corporation(LIC) and to analyse the various factors which influence investment alternative of LIC.

## **II.LITERATURE REVIEW**

Chaudhary, S. (2016). Insurance agencies assume a significant job in the government assistance of human prosperity by giving security to a huge number of individuals against life dangers, for example, unsure demise or mishap. Indeed, even the disaster protection is quickest developing assistance division in India after privatization and increment in FDI. Along these lines it has gotten basic to contemplate the purchasing behavior of the extra security arrangements. The current examination analyzes the different variables that influence the shopper discernment towards disaster protection strategy.

Sandhu, H. S.,et al.,(2011).The administration quality has become an exceptionally instrumental co-effective in the forceful serious showcasing. For progress and endurance in the present serious condition, conveying quality help is of vital significance for any financial venture. Life coverage Corporation of India, the main insurance agency has set up 'benchmarks' in enervating the entire idea of administration quality.

Yadav, B.,et al., (2012). Human life is a most significant resource and life coverage is the most significant sort of protection which gives money related assurance to an individual and his family at the hour of questionable dangers or harm. Life coverage gives both wellbeing and insurance to people and furthermore empowers reserve funds among individuals. Lic of india assumes an indispensable job in the government assistance of human prosperity by giving protection to a large number of individuals against life dangers, for example, dubious passing or mishap.

Musiime Cynthia, S. (2017). The investigation inspected the impression of purchasers towards life coverage strategies among the Maker ere University people group. The object was to look at the pretended by the customer's demeanor towards life coverage in the Ugandan disaster protection industry. The spread of information, instruction, web, and the demonstration of privatization has added to a development of the Ugandan protection area.

Murthy, C. S. R. (2014). Life Insurance Corporation of India, the capital intensive business, provides the foremost necessary monetary instrument to customers aimed toward protection still as future savings. The Corporation reaches dead set the individuals through the most ancient route of the agency model for the commerce processes of the various advanced need-based product. The agents facilitate in promoting its policies by spreading the message of life assurance among the lots.

Ahmed, A. (2013). In spite of awareness concerning insurance in Republic of India, rural Republic of India still lacks in terms of accessibility of various money merchandise particularly the danger merchandise like insurance. Rural insurance statistics still indicates a considerably low penetration and poor density even once the privatization of insurance sector in 1999. Rural Republic of India offers an incredible scope for insurers wherever the protection of human life and financial gain generating assets could be a matter of concern

Rajeswari, K., & Kartheeswari, S. (2011) Customer satisfaction is that the perception of consumers on the service whether or not that service has met his wants and expectations. Service quality, personal factors, perception of equity and fairness, price, product quality, situational factors and attributions for service success or failure are the factors that influence the client satisfaction. However, the perceptions and expectations of the policyholder's World Health Organization have taken the policies from insurance firms vary from person to person.

Siddiqui, M. H., & Sharma, T. G. (2010). Liberalization of the monetary services sector has junction rectifier to insurance corporations functioning progressively beneath competitive pressures; therefore corporations area unit consequently directional their ways towards increasing client satisfaction and loyalty through improved service quality. this study strives to develop a sound and reliable instrument to live client perceived service quality in life-insurance sector.

Rai, A. K., & Medha, S. (2013). The present paper seeks to supply the foremost legible and wide applicable antecedents of client loyalty. It explores the living literature on client loyalty and brings out seven variables that square measure liable for formation of client loyalty. Further, the relative importance of those variables has been observed through multivariate analysis that discovered that service quality and commitment measure the strongest predictors of client loyalty within the Indian insurance trade.

Gera, R. (2011). The purpose of this paper is to spot and discuss the key abstract and empirical inter-relationships between service encounter variables of perceived agent service quality, overall client satisfaction and perceived price and their relationships with behavioral outcomes of repurchase, recommendation and criticism intentions within the insurance services in India.

Loke, Y. J., & Goh, Y. Y. (2012). The analysis objective of this paper is to see the socio-demographic and economic factors that have vital influence on the demand forever insurance in Malaysia. A hurdle count-data model is employed to accommodate the separate choices on the demand forever insurance that is split into 2 parts: whether or not to get a life assurance policy and if therefore, what number policies to get.

Kaur, M., et al., (2014). In this world, human life is taken into account because the most precious one. And 'Life Insurance offers protection against loss ensuing from one's death. The liberalization of the Asian nation economy within the Nineties and also the ulterior entry of international players have contributed to the expansion of life assurance in India. In India, up to twenty sixth foreign direct investment is allowed in life assurance.

Kannan, M. (2018) This study explores satisfaction level of consumers towards Insurance Corporation in Chennai town. because of increasing awareness among individuals regarding their uncertainty of life and increasing competition in Insurance sector, it's vital for Insurance corporations to grasp the requisite of their customers. the most aim of this study is to understand the patron satisfaction towards LIC.

### III RESEARCH METHODOLOGY

Research Design adopted is descriptive research .Questionnaires are collected from the 150 customers using Convenience sampling from the Customers in Chennai. LIC policy is the guidelines and principles adopted by the insurance organization in providing benefits to the policy holders. The questionnaire is been derived from the work of Kumar, Harish (2013). It consists of 30 items. Collected data was analysed using frequency, mean, factor, and variance. The customers profile is discussed in Table No.1

**Table No.1 Demographic Profile of the Customers**

Gender	Frequency	Percent	Marital status	Frequency	Percent
Male	65	43.3	Married	90	60.0
Female	85	56.7	Unmarried	60	40.0
Total	150	100.0	Total	150	100.0
Age	Frequency	Percent	Place of	Frequency	Percent

			<b>residence</b>		
Below 30	60	40.0	Rural	63	42.0
31-40	61	40.7	Urban	87	58.0
41-50	26	17.3	Total	150	100.0
Above 50	3	2.0	<b>Total number of policies Purchase</b>	<b>Frequency</b>	<b>Percent</b>
Total	150	100.0	One	50	33.3
<b>Educational Qualification</b>	<b>Frequency</b>	<b>Percent</b>	Two	58	38.7
School	53	35.3	More than two	42	28.0
Graduation	52	34.7	Total	150	100.0
Post-graduation	39	26.0	<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Doctorate	6	4.0	Service	56	37.3
Total	150	100.0	Self employed	47	31.3
<b>Savings percent from Salary</b>	<b>Frequency</b>	<b>Percent</b>	Student	36	24.0
Up to 10%	67	44.7	Others	11	7.3
11-20%	41	27.3	Total	150	100.0
21-30%	36	24.0	<b>Preference of Plan</b>	<b>Frequency</b>	<b>percent</b>
Above 30%	6	4.0	Short term	77	51.3
Total	150	100.0	Long term	47	31.3
			Both	26	17.3
			Total	150	100.0

The majority of the customers were Female (56.7%). Marital status of customers is Married (60%) , Nearly 40.7% of age level falls into the level 31-40 years followed by Less than 30 years (40 %), 41-50 years (17.3,%) and above 50 years (2 %).Major Savings % of customers Up to 10% (44.7%)

followed by 11-20% (27.3%) and 21-30% (24 %).Education Qualification are School level (35.3%) and Graduation (34.7%) The customer Occupation majority of them belongs to Service (37.3%) followed by Self employed (31.3%).Preference of plan chosen by them are Short term (51.3%), Place of residence majority are from Urban (58 %), Total number of policies Purchase are two (38.7 %) and One (33.3%).

**TABLE 2Mean Analysis of Perception of Customers towards LIC POLICY**

<b>S.NO</b>	<b>Perception of Customers towards LIC policy</b>	<b>MEAN</b>	<b>RANK</b>
1	Give reason for insuring with LIC (Reason)	3.07	5
2	Premium (Premium)	3.15	1
3	Charges (Charges)	2.99	13
4	Policy term (Policy)	3.07	5
5	Rider benefits (Benefits)	3.06	6
6	Bonus and interests (Bonus)	3.00	12
7	Pre &Post services (Services)	3.11	2
8	Accessibility (Access)	2.99	13
9	Company image (Image)	3.06	6
10	Policies of LIC superior two or more attractive than the private insurance companies.(Policy)	3.11	2
11	Flexible product \new product that meet customer need.(Product)	3.08	4
12	Provide information \details about service innovation on a regular basis through post, telephone, banks etc.(Information)	3.03	9
13	High rate of return on insurance products as compared to the other savings instruments (Fixed deposits in banks national saving certificate etc.) (Rate of return)	2.95	14
14	Premium paid is too low as compared to the benefits derived.(Premium)	3.02	10
15	Reasonably penalty charged for late premium payment (Penalty)	3.06	6
16	LIC emphasis high quality services than the volume of sale.(Services)	3.04	8

17	Provides customer feedback card system for their level of satisfaction with service of the insurer.(Feedback)	3.09	3
18	Promotes ethical conduct in everything it does.(Conduct)	3.05	7
19	Agents and employees who have the proper knowledge and competence to answer customer specific queries and requests.(Knowledge)	3.01	11
20	Providing promised services as per the set schedule (Schedule)	2.94	15
21	Agents inform and guide the customers at regular intervals as regards the policy status due date of premium new products and services.(Agents)	3.06	6
22	Attractive and informative media theme layout and language of the advertisement.(Advertisement)	3.08	4
23	Enhancement of technological capability to serve customers more effectively.(Capability)	3.02	10
24	Satisfaction level towards services offered by LIC(Satisfaction)	3.07	5
25	Grievances redressed mechanism is satisfied. (Grievances)	3.03	9
26	LIC have complex formalities. (Formalities)	3.06	6
27	Accessibility of the employees' LIC agent is easy.(Accessibility)	3.04	8
28	There is no delay in claims settlement process (Process)	3.07	5
29	I feel satisfied after investing in insurance plans of LIC in India (Satisfied)	3.08	4
30	Overall perception about LIC of India is good (Perception)	3.07	5

Table.no 2 displays the mean score and rank of perception customers towards LIC policy. The variable Premium has the highest mean score of (3.15) followed by rank second is given to services (3.11) superior (3.11), the rank third is given to feedback (3.09), rank four is given to the product (3.08), Advertisement (3.08), Plans (3.08) rank five is given to Insuring (3.07), policy term (3.07),



satisfaction (3.07), Claims (3.07), perception (3.07), rank six is given to Benefits (3.06), Image (3.06), Penalty (3.06), Agents (3.06), Formalities (3.06), rank seven is given to Conduct (3.05), Rank eight is given to services (3.04), Accessibility(3.04), rank nine is given to Information (3.03), Grievances(3.03), rank ten is given to Derived (3.02), Capability (3.02),rank eleven is given to Knowledge (3.01),rank twelve is given to Bonus, rank thirteen is given to charges (2.99),Accessibility (2.99), Rank fourteen is given to Rate of return (2.95), Rank fifteen is given to Promised (2.94). It concludes that customers are agreeing towards all the mentioned factors. Table 3 and 4 discussed the results of factor analysis.

**Table No 3 Data Sufficiency and Variance**

S.NO	KMO	Factors	Total	% of Variance	Cumulative %
1	0.543	Component 1	3.727	12.850	12.850
2		Component 2	2.968	10.233	23.083
3		Component 3	2.920	10.070	33.152
4		Component 4	1.986	6.848	40.000
5		Component 5	1.970	6.793	46.793
6		Component 6	1.849	6.377	53.170
7		Component 7	1.801	6.210	59.379
8		Component 8	1.319	4.547	63.927
9		Component 9	1.232	4.248	68.175
10		Component 10	1.227	4.232	72.406
11		Component 11	1.167	4.023	76.429

The data sufficiency for doing factor analysis is measured by KMO. In this case, the value is greater than 0.6. There are total six components with cumulative percent of 76.429. It conveys that data is sufficient for doing factor analysis. Moreover, 30 parameters are clubbed into eleven factors.

**Table No.4 Factor Loadings**

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Grievances	.973										
Premium	.959										
Agents	.947										
Plan	.918										
Capability		.971									

Services		.960									
Employees		.926									
Process			.957								
Advertisement			.948								
Penalty			.943								
Product				.893							
Conduct				.891							
Rate of return					.961						
Schedule					.960						
Perception						.886					
Bonus and interests							.767				
Rider benefits							.758				
Accessibility							.730				
Formalities								.721			
Company image									.760		
Premium									.534		
Knowledge										.623	
Feedback											.596

Table 4 Shows the factor loading of each variable. Parameter of Grievances, Premium, Agents, and Plan is grouped to factor 1 which is named as grievance . Factor 2 contains Capability, Services, and Employees which is named as capability. Factor 3 contains Process, Advertisement, and Penalty which is named as process. Factor 4 contains Product and Conduct, and named as product. Factor 5 contains Rate of return and Schedule which is named as return, Factor 6 contains

Perception, Factor 7 contains Bonus and interest, Rider benefits, and Accessibility which is named as benefits. Factor 8 contains Formalities. Factor 9 contains the Company image and Premium which is named as company image. Factor 10 contains Knowledge and the Last factor contains Feedback.

## **V.RESULTS AND DISCUSSION**

The customers investment in life insurance for effective risk management consists of factors Grievance, capability, process, product, return, Perception, benefits, Formalities, Company image, Knowledge, and Feedback. The results of the study is similar to the selected factors findings of Chaudhary, S. (2016) and Sandhu, H. S., & Bala, N. (2011).The insurance company has to focus on the aforesaid mentioned factors while considering the LIC policy for the investment of customers

## **VI CONCLUSION**

Insurance is a tool by which fatalities of a small number are compensated out of funds collected from plenteous. Insurance is a safeguard against uncertain events that may occur in the future. Company image is the highly important criteria that consumers consider before taking up a life insurance. This is mainly because people expect safety and secure for their money which they invest, followed by the factor Premium which we pay to the insurer and then Bonus and Interest paid by the company, services etc

Even with the stiff competition in the market place, it is evident from the study that products offered by the LIC are creative, innovative and of the liking of the customers, moreover they are satisfied by the true knowledge provided by the company or agents and they are easily accessible, Flexible payment schemes with no hidden cost, there is no undue delay in claims settlement, customers are highly satisfied by the grievance redressal mechanism, and in the near future if they will go for the policy they will stuck to LIC of India, which shows the great faith and positive perception of the customers towards LIC of India.

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# **THE ROLE OF E-BUSINESS AND THE IMPACT AND CHALLENGES IN ONLINE PLATFORM**

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## **ABSTRACT**

This paper explores the rise of e-businesses and online platforms that have revolutionized the way people conduct business in Chennai, India. This has had a significant impact on the local economy, with businesses adopting online platforms to reach a wider audience and connect with customers. However the transition to online platforms has also presented several challenges that businesses need to overcome. One of the main impacts of e-businesses and online platforms in Chennai is the increased access to a larger customer base. Online platforms have made it possible for businesses to reach customers outside of their immediate geographic location, allowing them to expand their customer base and increase their revenue. Additionally, e-businesses have made it easier for customers to access goods and services, providing convenience and accessibility that traditional brick-and-mortar stores may not be able to offer. One of the primary challenges is the need for businesses to adapt to new technologies and platforms. This requires businesses to invest in the necessary infrastructure and technology to effectively manage online operations, including website design, e-commerce software and cybersecurity measures. Another challenge for businesses is the need to compete with other online businesses in a crowded market. The proliferation of online businesses has made it difficult for businesses to stand out and attract customers. In conclusion, the impact of e-businesses and online platforms in Chennai has been significant, providing businesses with increased access to a larger customer base and providing customers with greater convenience and accessibility. However, the transition to online platforms has also presented several challenges for businesses, including the need to adapt to new technologies and compete in a crowded market. To succeed in this new environment, businesses must be willing to invest in the necessary infrastructure, technology, and marketing to effectively manage their online operations and compete in the marketplace.

## **INTRODUCTION**

E-business refers to the use of electronic technologies to conduct business activities such as buying, selling, and exchanging goods and services over the internet. Online platforms, in particular, have revolutionized the way businesses operate by providing a digital space where

buyers and sellers can meet and transact. The impact of e-business on the economy has been enormous, with businesses of all sizes now having access to global markets. One of the main benefits of e-business is the ability to reach a wider audience. Online platforms provide a global marketplace where businesses can market their products or services to millions of potential customers worldwide. Additionally, e-business has also led to reduced transaction costs, increased efficiency in business operations, and improved customer experiences. However, e-business also presents several challenges, particularly in online platforms. One of the main challenges is the issue of trust and security. As transactions occur remotely, buyers and sellers may be concerned about the authenticity of products, payment security, and delivery. Another challenge is the difficulty in establishing a brand identity and customer loyalty in a crowded online marketplace. Competition is fierce, and it can be challenging to stand out from the crowd. Moreover, the ever-changing nature of technology means that e-businesses must continually adapt to remain relevant. Keeping up with the latest trends and advancements can be costly and time-consuming. Furthermore, online platforms must also comply with various regulations and legal frameworks that can vary from country to country. In summary, e-business has had a significant impact on the way businesses operate, providing opportunities for growth and expansion, but it also presents several challenges, particularly in online platforms. Addressing these challenges requires businesses to adopt innovative strategies and stay up-to-date with the latest technology and regulatory changes. Another challenge of e-business is security. With the rise of online transactions, there has also been an increase in cybercrime, including hacking, phishing, and identity theft. Businesses must take steps to ensure that their online platforms are secure and that customer data is protected. Overall, e-business has had a profound impact on the way that businesses operate and interact with customers. While it presents significant opportunities for growth and expansion, it also poses a number of challenges that businesses must be prepared to address in order to succeed in the digital marketplace.

## **OBJECTIVES OF THE STUDY**

- To explore the impact of e-business on traditional business models and the economy as a whole.
- To investigate the challenges that businesses face when implementing e-business strategies, such as competition, security, and customer trust.
- To examine the benefits and drawbacks of e-business for both businesses and consumers.
- To analyze the role of online platforms in e-business and their impact on customer behavior.

- To identify best practices for businesses to successfully implement and manage business strategies, including digital marketing and customer service.

## REVIEW OF LITERATURE

1. **(Mitchell and Knittel 2023)** Advancement in technology has reshaped and revamped the way business is being done. There is a shift towards using the internet as a platform for firms to carry out business. The advantages associated with this technology has left almost all business firms whether big or small in size to consider adopting it with the notion that it will help them stay competitive and relevant in the current world of business.
2. **(Tucker, Easton, and Prestwood 2023)** However, there is little knowledge these firms have with regards to both advantages and disadvantages of adopting e-commerce. This paper has identified the pros and cons of adopting e-commerce. The method used to arrive at the conclusion in this paper is through an analysis of secondary data from existing books, journals and internet sources.
3. **(Kasaven et al. 2023)** It is apparent that since the inception of computers and the internet, everything particularly on how business is carried out has tremendously changed. E-commerce is one of the fastest growing industries worldwide and is one of the most rapidly evolving areas of national and international trade.
4. **([Mitchell and Knittel 2023](#))** Using the internet to carry out business has been deemed to be the most current innovation in the world of business and offers an opportunity to businesses to carry out business through electronics. Firms have rushed to adopt e-commerce which entails making transactions online with the belief that it will help them gain competitive advantages and increase their market shares as well as revenue.
5. **(OECD 2019)** Indeed there are numerous advantages associated with this concept such as capturing new markets by allowing firms to go global, 24/7 operation this has been shown to bring with it the advantage of reliability and convenience which allows potential customers who do not have time to buy products and services regardless of time.
6. **(Adebayo et al. 2023)** It is evident that e-commerce helps firms cut the costs of doing business, for instance there will be less paper work which requires human resource, a flexible or telework arrangement can be put in place making workers execute their tasks,

duties and responsibilities not necessarily in the office among other advantages.

7. **(Sighinolfi et al. 2023; Gurung et al. 2023)** However, it is established that there are a host of drawbacks associated with e-commerce such as increase in criminal activities, ethical issues such as firing employees as a result of automating some tasks, technical issues, compatibility problems as well as legal implications.
8. **(Adebayo et al. 2020)** For instance there is concern about increase in crime rates that are not easily detected, the real time production of goods and services have and will continue to create stock crisis, there is potential of loss of resources as well as underutilization of the same (people will lose jobs and rates of disposed equipment will increase), unavailability of power, ICT manpower, telecommunication facilities leaves some communities especially in third world countries at a disadvantage, social division and broken human interaction that creates and nurture trust.
9. **(John 2022)** Based on these pros and cons of adopting e-commerce, it would be rational for businesses to critically examine them and develop better strategies to curb some of these drawbacks. Failure to give this concept a serious thought might be a recipe for an organization to fail.
10. **(Sam 2022)** Since the advent of computers, mankind has experienced an unmatched surge in development of new and cutting edge technologies. Additionally the desire for organizational effectiveness as well as using it to attain competitive advantage has made the adoption of these technologies to be deemed paramount in ensuring that organizations do cut themselves an edge in this competitive business world.
11. **(Walmsley et al. 2023)** However, there is a need for each and every organization to deeply and extensively consult before embarking in rolling the entire project, this is important as it will dictate the success and sustainability of the project. One notable technology that has propelled a number of organizations to greater heights is internet-e-commerce .
12. **(Isaias, Sampson, and Ifenthaler 2020)** By definition, e-commerce has been thought of as employing “electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals”.
13. **(Barman and Baishya 2021)** The whole idea centers on buying or transaction via the internet. Generally speaking, e-commerce include; the business will effectively monitor it records, it will be competitive because potential users will be able to place their orders on-line as well as track the progress of the orders they placed, time is saved, it is reliable



and convenient, the concept will offer the business an opportunity to reach wider markets, e-commerce will not only be used for transactions but also advertise a firm's product among others.

14. **(Garimella et al. 2021)** The main way in which e-commerce will affect the economy, in general, is its impact on productivity and inflation. The continued expansion of electronic commerce could also lead to downward pressure on inflation through increased competition, cost savings and changes in sellers' pricing behavior.
15. **(Pires et al. 2023)** Global marketing is to meet the expectations of varieties of consumers of the entire world, thereby taking commercial advantage of the global operational differences, similarities. To be success in global market the corporate must have to deal with global integrated e-market entry strategies, global marketing mix element strategies and global buyer behavior strategies, differences in the legal environment, administrative procedures etc.,
16. **(Pires et al. 2023)** E-Commerce plays an important role in the economic growth and development of a nation. It is a purposeful activity included in planning, controlling, promotion and also distribution of various goods and services. This research paper will describe how the Business spirit plays an important role in a nation's growth. It also pertains to any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact.
17. **(Garimella et al. 2021)** E-commerce is usually associated with buying and selling over the Internet or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.
18. **(Garimella et al. 2021)** While some use ecommerce and e-business interchangeably, they are distinct concepts. Ine-commerce, information and communications technology (ICT) is used in inter-business or interorganizational transactions (transactions between among business organizations) and in business-to-consumer transactions (transactions between business organizations and also individuals).
19. **(Garimella et al. 2021; Isaias, Sampson, and Ifenthaler 2020)** E-commerce is a way of

conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, service, finance, retail trade and holds promises in areas such as education, health, transport and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more effects on routine business activities.

20. **(Guha 2022)** E-commerce presents opportunities to accelerate business processes, reduce costs, reach new customers and develop new business models and markets in the business organization. The general agreement is that electronic markets and digitalization of products will impact material flows. A clear identification of the extent and direction of effects, however, has not yet been achieved, and the issue remains controversial.

## **METHODOLOGY**

The method of research was empirical research. The sampling method was taken in a convenient sampling method. The sample size of the research is 75 samples. The sample frame was collected in a public area in and around Thiruverkadu, Chennai, Tamil Nadu. The independent variables are Age, Gender, Occupation, Educational qualifications and Place of living . The dependent variables are Are you aware that speed and flexibility of analyzing the data is a positive impact of E-Business in online platforms. The statistical tools used in the research were Clustered bar charts, Chi-Square Test , One Way Anova, and Correlation.

## **RESEARCH HYPOTHESIS**

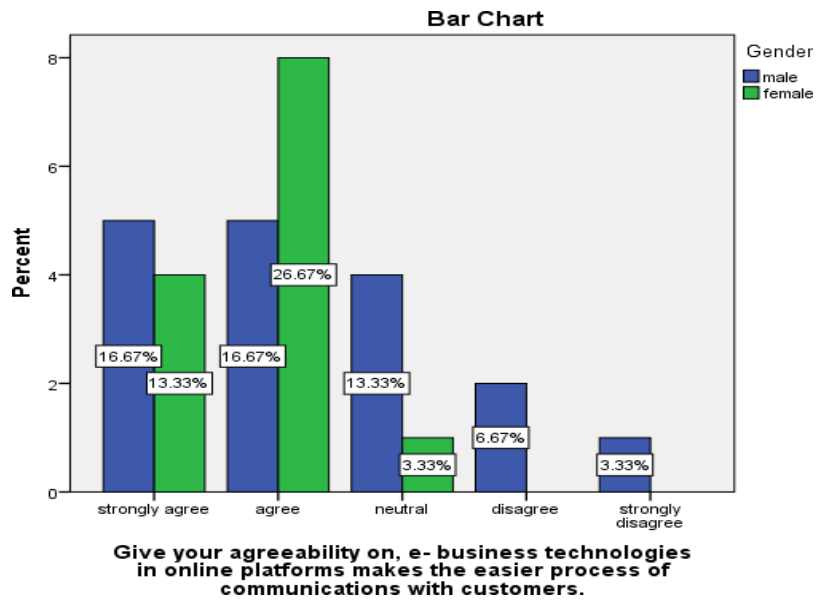
This research is assigned to study the Using the convenient sampling method using various dependent and independent variables have been used as stated above.

**HO:** There is no significant association regarding the impact and challenges in online platforms and public opinion.

**Ha:** There is a significant association regarding the impact and challenges in online platforms and public opinion.

## **DATA ANALYSIS AND INTERPRETATION**

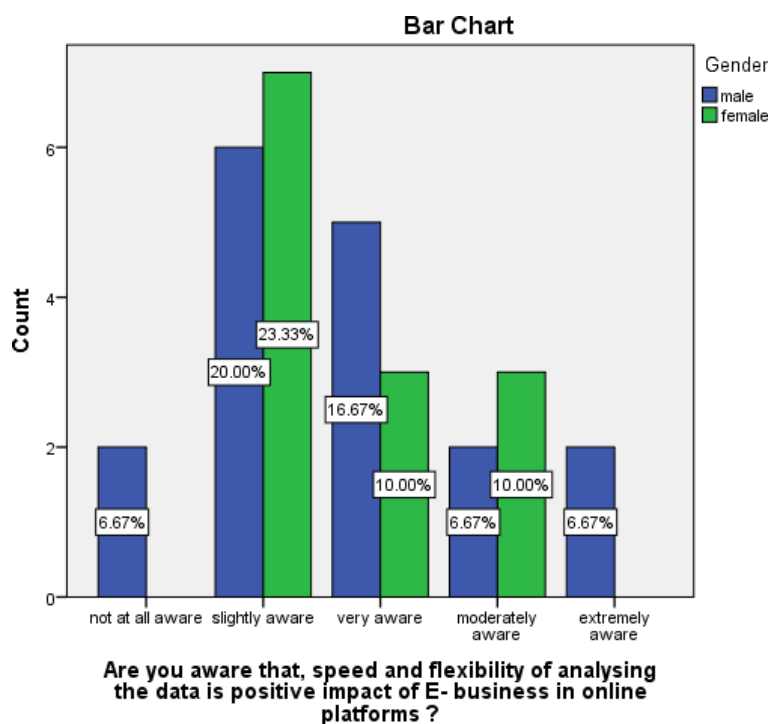
### **Figure:1**



## LEGEND:

The figure shows the gender distribution pertaining to the agreeability on the e-business technologies in online platforms makes the process of communications with customers.

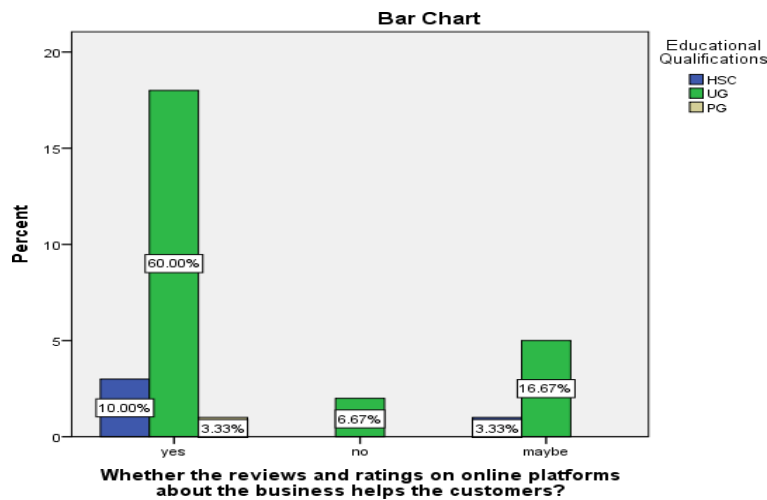
**Figure:2**



## LEGEND:

The figure shows the gender distribution pertaining to the speed and flexibility of analyzing the data is a positive impact of E-business in online platforms.

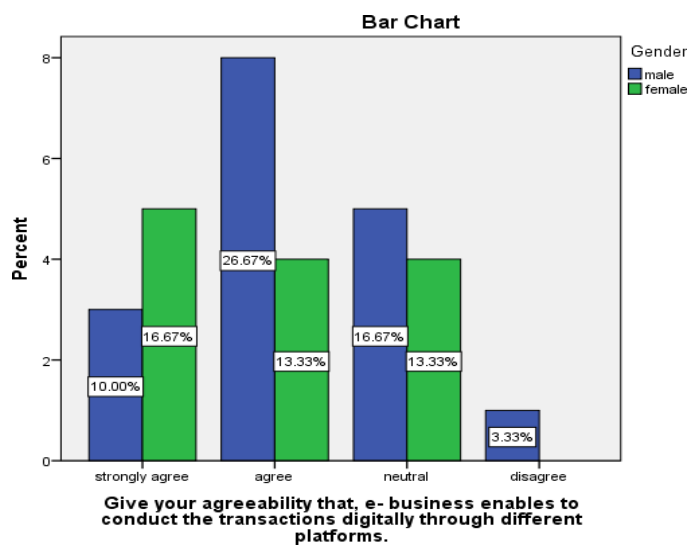
**Figure:3**



## LEGEND:

The figure shows the educational qualifications pertaining to the reviews and ratings on online platforms about the business is helping the customer's or not.

**Figure:4**

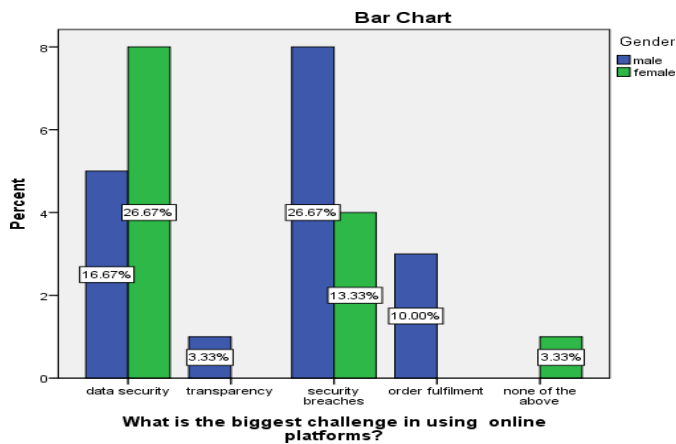


## LEGEND:

The figure shows the gender distribution pertaining to the e-business enabling the transaction to

be conducted digitally through different platforms.

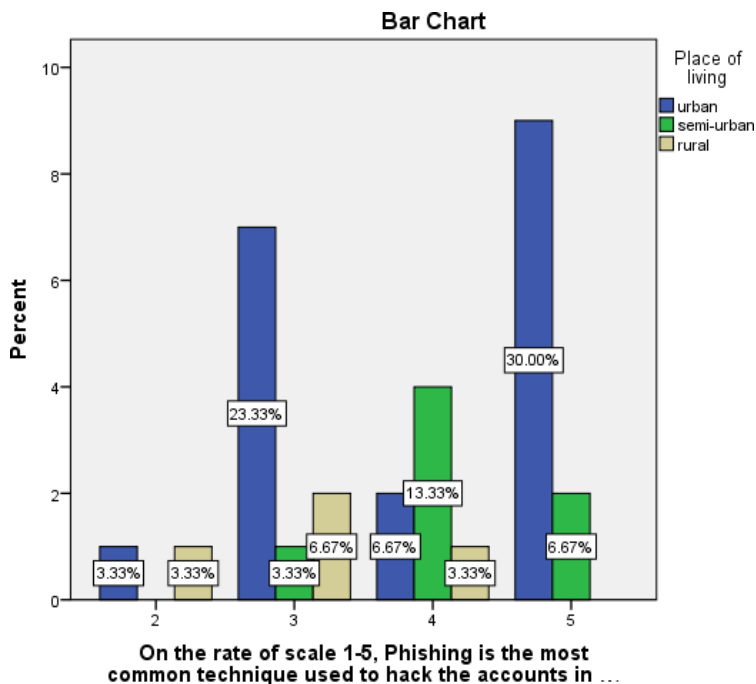
**Figure:5**



## LEGEND:

The figure shows the gender distribution pertaining to the biggest challenge in using the online platforms.

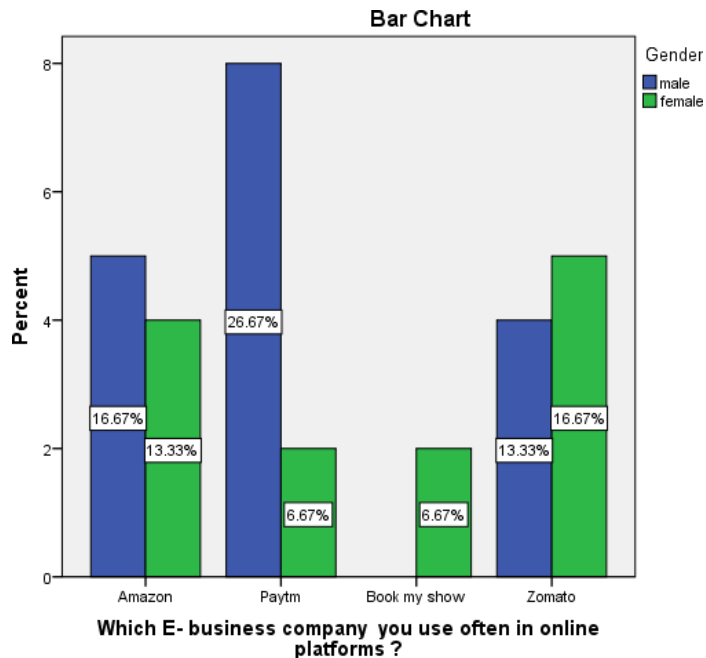
**Figure:6**



## LEGEND:

The figure shows the place of living pertaining to the scale on which phishing is the most common technique used to hack the accounts online.

**Figure:7**



## LEGEND:

The figure shows the gender distribution pertaining to the E-business company that they use often in online platforms.

## RESULT

In (figure:1) 26.67% of females and 16.67% of males agree that the e-business technologies in online platforms make the process of communications with customers. In (figure:2) 23.33% of females and 20% of males say that they are slightly aware that the speed and flexibility of analyzing the data is a positive impact of E-business in online platforms. In (figure:3) 60% of UG and 10% of HSC people say that the reviews and ratings on online platforms about the business are helping the customers. In (figure:4) 26.67% of males and 13.33% of females agree that e-business enables the transaction to be conducted digitally through different platforms. In (figure:5) 26.67% of males and 13.33% of females say security breaches is the biggest challenge in using online platforms. In (figure:6) 30% of urban and 6.67% of semi-urban people rate 5 out of 5 on the scale on which phishing is the most common technique used to hack the accounts online. In (figure:7) 26.67% of males and 6.67% of females say Paytm is the E-business

company that they use often in online platforms.

## **DISCUSSION**

In (figure:1) 26.67% of females and 16.67% of males agree that the e-business technologies in online platforms make the process of communications with customers. In (figure:2) 23.33% of females and 20% of males say that they are slightly aware that the speed and flexibility of analyzing the data is a positive impact of E-business in online platforms. In (figure:3) 60% of UG and 10% of HSC people say that the reviews and ratings on online platforms about the business are helping the customers. In (figure:4) 26.67% of males and 13.33% of females agree that e-business enables the transaction to be conducted digitally through different platforms. In (figure:5) 26.67% of males and 13.33% of females say security breaches is the biggest challenge in using online platforms. In (figure:6) 30% of urban and 6.67% of semi-urban people rate 5 out of 5 on the scale on which phishing is the most common technique used to hack the accounts online. In (figure:7) 26.67% of males and 6.67% of females say Paytm is the E-business company that they use often in online platforms.

## **LIMITATIONS OF THE STUDY**

There were certain limitations for me while conducting the study. The questions were quite complicated for the respondents to understand as it was in nature of collecting opinion rather than the practice. There may be errors which might have taken place because the research is completely based on general conception or common awareness. Which may not be factfully appropriate, so that we can not arrive at an accurate presumption. There are limitations to conduct an analysis of the result also, because it failed to reach all over the population.

## **SUGGESTION**

Conduct a comparative analysis of different online platforms and their impact on e-business. This could involve examining the features and functionalities of different platforms and assessing their effectiveness for different types of businesses and industries. Investigate the impact of e-business on small and medium-sized enterprises (SMEs). This could involve analyzing case studies of SMEs that have successfully implemented e-business strategies, as well as identifying common challenges and barriers that SMEs face when adopting e-business. Examine the impact of e-business on consumer behavior and preferences. This could involve

conducting surveys or focus groups to understand how consumers make purchasing decisions online, as well as identifying factors that influence their trust and loyalty to online businesses. Analyze the role of social media in e-business, including the impact of social media platforms on digital marketing strategies and customer engagement. Evaluate the ethical and social implications of e-business, including issues related to privacy, data protection, and online security.

## CONCLUSION

In conclusion, e-business has had a significant impact on the way that businesses operate and interact with customers. The proliferation of online platforms has enabled businesses to reach a larger audience, increase revenue, and provide better customer service. However, e-business also presents a number of challenges, including competition, security, and customer trust. To succeed in the digital marketplace, businesses must adopt best practices for implementing and managing e-business strategies, including digital marketing and customer service. As e-business continues to evolve, it is important to understand the ethical and social implications of these technologies, including issues related to privacy and data protection. Additionally, emerging technologies such as artificial intelligence and blockchain have the potential to revolutionize e-business and address some of the challenges faced by businesses. Overall, e-business is an essential component of modern business operations and presents significant opportunities for growth and expansion. By understanding the impact and challenges of e-business, businesses can develop effective strategies for success in the digital marketplace.

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# **A CRITICAL STUDY ON ROLE AND RESPONSIBILITIES OF A HR MANAGER WITH REFERENCE TO CHENNAI**

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## **Abstract:**

Managers play an important role in the overall success of a company. They are responsible for leading a team of employees to meet goals and achieve performance metrics. Human Resource Managers plan, direct, and coordinate the administrative functions of an organisation. They look upon the recruiting, interviewing, and hiring of new staff; consult with top executives on strategic planning; and serve as a link between an organisation's management and its employees. A manager is a professional who takes a leadership role in an organisation and manages a team of employees. Often, managers are responsible for managing a specific department in their company. There are many types of managers, but they usually have duties like conducting performance reviews and making decisions. Managers are often the line of communication between a company's employees and its high-level executives. Human Resource Managers are professionals who plan for new staff, interview and hire them accordingly to cultivate a healthy work environment where everyone can thrive. They also consult executives on strategic decisions affecting all management levels to create sustainable change within their business or company. The job of HR Manager is important to business success. People are our most important asset and you'll be the one to ensure we have a happy and productive workplace where everyone works to realize our established mission and objectives. Promoting corporate values and shaping a positive culture is a vital aspect of a complete HR Manager job description and specification.

**KEYWORDS :** Manager , Duties , Organisation , Mediator , Job.

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## **Introduction:**

The strength and involvement of a company's personnel are directly related to human resources, which are crucial to both large and small enterprises. HR departments oversee all aspects of

employee interactions, including salary and benefit negotiations, employing new employees, and recruitment. All organisations increasingly rely on human resources (HR) specialists to attract, keep, and engage their staff as technology develops and the labour market evolves. Planning, coordinating, and supervising the employment of new employees are the responsibilities of HR managers. HR departments serve as a vital link between staff members and upper management by mediating problems at work, ensuring compliance with employment rules and regulations, and collaborating with executives on long-term strategic planning. HR experts have been increasingly important to an organisation's capacity to retain top personnel and maintain a solid business culture as technology has developed and the workforce has become more diverse. Today, many aspects of HR including hiring, talent management, and staff management, make use of internet tools and platforms. Therefore, HR workers must also become more technologically adept. However, while an HR manager's daily duties will vary from company to company. Create and put into action HR initiatives and strategies that are in line with the overall business plan. Improve ties between management and employees by responding to requests, grievances, or other issues. Control the hiring and hiring process. Support present and future company demands through growing, involving, inspiring, and preserving human capital. Create and keep track of the organisation's overall HR strategies, methods, tactics, and procedures. Cultivate a supportive workplace. Managing and maintaining a setup that promotes optimum performance. Maintain the benefits and pay schedule. Analyze the training requirements for a programme and keep an eye on it. Report to management and use HR indicators to assist in decision-making. Always maintain legal compliance while managing human resources. Resolve Conflict: In every organisation, employees come from diverse backgrounds. And when people with opposite opinions meet, the chances of conflict rise significantly. Whether the issue is between two employees or an employee and the management, the human resources management has to be the mediator for conflict resolution. Maintaining Work Culture: HR roles & responsibilities shape and maintain organizational culture. Therefore, it is essential to create a positive impression of the company from day one, so the new employees know what to expect. Besides, a person's performance depends mainly on the environment he is working in. Training and Development: Hiring the best candidates is just half the job. First, the HR team must train and upskill them to maximise their return on investment. The Human Resources department is responsible for developing and administering training and development programs. Training and development programs are designed to improve employees' performance and help them adapt to changes in the workplace. These programs can include classroom training, on-the-job training,

and online training. The type of training and development new employees require depends on their experience. For example, if they are freshers, managers might need to arrange skill-development training programs to ensure their work meets industry standards. Hiring Candidates: Finding and hiring the right talent is a very complex process. Modern human resources departments do more than just post job requirements in portals to fill open positions. They develop strategic solutions to attract suitable candidates to fulfill the demands of the business. Rewards and Incentives: Rewarding the employees for work well done imparts motivation and at the same time induces a desire to excel at tasks in hope of obtaining rewards. It serves as bait for inculcating a healthy competitive environment amongst employees to achieve targets and meet deadlines. Payroll Management: Once all the attendance monitoring, leave tracking, clock in/outs, etc is tracked and monitored, it's time for the most important aspect of calculating the payroll. Efficient calculation of salaries, wage cuts, reimbursements, and generation of pay slips amounts to the role of HR managers in payroll management.

## OBJECTIVE

- To know the duties of the Human Resources manager
- To study the role of Human Resources manager
- To determine the qualities of Human Resources manager

## REVIEW OF LITRATURE

**Footte, Dorothy & Robinson, Izabela. (2002).** [\(Izabela. 2002\)](#) The human resource manager treads a fine line in seeking to reconcile the values of the organisation with professional values about the ethical management of people. This paper seeks to explore this ambiguity. The research findings suggest that the extent to which HR professionals can influence organisational ethics is dependent on the culture and structure of the organisation, as well as on the status and credibility of the HR specialists themselves. In the main there is little evidence that their influence is significant. **Gha lamkari, Ba hareh & Mahmoodzadeh, Negar & Barati, (2015).** [\(Gha lamkari, Ba hareh & Mahmoodzadeh,...\)](#) In the process of decentralization, the role of Human Resource (HR) Manager has changed from having overall responsibility for employees to having responsibility for the management of the organization. Despite the aforementioned fact, a gap in

the knowledge can be detected in the field of systematic evaluations of the claims that it is linked to effectiveness and doubts. This review has determined influence of HR practices on the three basic patterns base on Resourcebased view. **Kapur, Radhika. (2020).**[\(Kapur 2020\)](#) The main objective of this research paper is to acquire an understanding of the structure and roles of human resource management. In the organization, there are number of individuals in the hierarchy. They are required to perform their job duties in accordance to their educational qualifications,competencies and abilities. In order to carry out one's job duties in a well-organized manner, it is vital for them to generate awareness in terms of various aspects that are necessary to carry out one's job duties in a well-organized manner and achieve organizational goals and objectives.**Patrick, Parul & Mazhar, Shabana. (2021)**[\(Shabana. 2021\)](#). Human resource managers direct the most vital component of a successful company: a profitable and prosperous workforce. This requires seeing individuals as human resources, not as expenses for the organization. Likewise, with some other resource, a gifted workforce can be used strategically to increase the value of an organization. An effectively managed human resources department can provide our organization with the structure and ability to deal with business problems when managing the most important resources of your organization: your employees. There are some disciplines related to human resources, however, human resource professionals in each order can perform more than one of the six basic functions. In independent societies without a committed human resources department, it is possible to achieve a similar dimension of effectiveness and workforce for managers

through the re-appropriation of human resource functions or membership of a professional organization.

**Shammot, Marwan. (2014)** [\(Shammot 2014\)](#)The present study identified role of human resource management in the realization of competitiveness in Industrial Organizations and has focused primarily on some important issues related to human resource management selection, training, motivating, attracting, employing, evaluating employees, and the setting of salaries, fees and rewards and the realization of competitiveness among business organizations. This paper has undergone for the evolution of HRM from past to present will be discussed in a theoretical concept. Then therole of human resources for organizations to gain competitive advantage and the innovations in HRM in the 21st century will be analyzed in a strategic view. Data was drawn from a sample of two industrial business organizations inthe city of Amman. The study results showed that there is a significance relationship between the factors such as; raining, motivating, attracting, employing, evaluating employees, and the setting of salaries, fees

and rewards of employees and workers and the realization of competitiveness among industrial business organizations. And this result is consistent with the outcome of previous studies. **Chandramohan & Kumar, Prem & Rajeshkumar. (2008)** ([Chandramohan & Kumar 2008](#)) The conventional HR Manager's job of filling up the vacancies that arise within the organization based on the Business Demand is no more today the major role of HR Managers. The IT systems and Outsourcing means have filled up this role to a considerable extent. In the fast moving World today, HR Managers have become future generation CEO's and Strategic think tanks. **Bassem Mariam. (2019).** ([Mariam, 2019](#)) The resource-based view argues for the importance of creating a sustainable competitive advantage for organizations to survive and thrive. Through their people, organizations can create a strong diverse and immobile workforce. In this study, we explored the significance of strategic human resource management in Egyptian national organizations. We sought after the views of human resource managers on the activities organizations support to link their human resource management activities to long-term strategies and objectives. The qualitative semi-structured interviews highlighted common activities among the visited organizations. **Amrik Sonal (2001)** ([Sonal 2001](#)) Author examine the production manager in Canada and found that the manager out today highly paid and highly qualified and finds their job challenging and interesting. **Al Badareen, Rokaya & Khasawneh, Hend. (2019)** ([Al Badareen, Rokaya & Khasawneh, Hend...](#)) The author have also indicated that the human resources staffing process had a positive impact on the employees' job involvement. The study recommended that the procedures of staffing in all organizations should focus on achieving the fit between the employee and his job through focusing on choosing employees whose knowledge, skills and abilities correspond to the requirements of vacant jobs and also through implementing different tests and selection interviews, which help choose the person whose traits fit the job requirements. The study has also indicated that the recommended organizations should also pay attention to the job design process where the focus is on designing jobs in a way that creates a challenge, and enables employees feel independence and joy during the job; in this method, the employee can be more involved and can work in an effective way.

**Nor Abdijabbar. (2019)** ([\(2019\) 2019](#)) The most important resource of the organization is its staff and all those who contribute directly or indirectly to the objectives of the organization. Such staff may be full or part time and may be permanent or on short-term contracts. This document

sets out Practical Staffing policy issues and identifies Staffing policy directions as they affect the performance of the organization. It also gives a sample of Staffing policy as follows. Here are the contents of the policy.

**Amiri Mohammad. (2015).** [\(\(2015\) 2015\)](#) Most important resource of every organisation is the human resource to manage this was to get maximum output and the benefit that is the profitability is exclusively depends on scale, knowledge, commitment, accountability, teamwork, sensitivity, responsibility, cooperativeness of staff and faculty working for maximise the production and productivity of company, therefore, it is very essential to have skilled manpower which can be efficiently used to for development of the company.

**Narkhede, Parag & Joshi, Seema. (2007).** [\(\(2007\) 2007\)](#) The responsibilities of HR manager have gradually become broader and more strategic since the organisation realised the importance of HR. As companies move around the world setting up offices, service delivery centres and manufacturing hubs, there will be an even greater movement of people and that is the big challenge while moving forward. Managing diverse workforce is another important problem that HR managers need to tackle. For which cross cultural training is essential. The Researcher has stressed some of the issues pertaining to challenging situations the HR manager is likely to come across.

**Sharma, Deepa. (2021).** [\(Sharma 2021\)](#) In this paper we discuss about in current scenario what challenges faced by the Human Resource Departments. Human Resource Management (HRM) is designed to the company's operations to maximized employee performance in order to meet the employer's strategic goals and objectives. HRM focuses on management of people with companies, emphasizing on policies and systems. Today era HRM consider the more vital and strategic role, addressing these issues and solving the employees and organization's particulars problems in less consuming time. In coming Scenario HR Departments will be facing challenges in the coming few years. HR Departments consider as a employee's "valuable assets" of the organizations. So employees fully concentrate on work as a result full utilization of resources in minimum cost and maximum profit in less consuming time in production.

**Simons R (2011)** [\(\(1983\) 1983; \(2011\) 2011\)](#). Issues, challenges and opportunities. This title includes a number of Open Access chapters. Human resource management is the strategic approach to management of an organization's most valuable asset-its people. It covers the recruitment, management, and direction of people who work for the organization and deals with employee compensation and benefits, hiring and training, performance.

**Ray Wild (1983)** [\(\(1983\) 1983\)](#) Has analysed the production manager in 1983 to collect information to help in curriculum design. The date we're collected from more than 45 production manager.

**Chromjakaov (2016)** [\(Chromiakaov 2016\)](#) The author analysed that the sustainable development is the companies



should completely reevaluate their enterprise were logic.

**Stone, Dianna & Deadrick, Diana. (2015).**[\(Stone2016 \)](#)Today, the field of Human Resource Management (HR) is experiencing numerous pressures for change. Shifts in the economy, globalization, domestic diversity, and technology have created new demands for organizations, and propelled the field in some completely new directions. However, we believe that these challenges also create numerous opportunities for HR and organizations as a whole. Thus, the primary purposes of this article are to examine some of the challenges and opportunities that should influence the future of HR, and provide an overview of the very interesting articles included in the special issue. We also consider implications for future research and practice in the field.

**Budler, Marko & Trkman, Peter. (2019).**[\(Peter. 2019\)](#) A management framework (like the Business Model Canvas or SWOT) is a combination of interlinked items that supports a particular approach to a specific objective. Various management frameworks are widely used even though their origins, adoption, and value remain vague. Previous research tried to decipher the adoption of these management frameworks, whereas considerably less attention was devoted to the theoretical explanation of the development and value of the frameworks. This paper investigates the nature of management frameworks in particular realms using analogical reasoning between biological and social systems, and mostly draws on memetics, intersubjective reality, and the network effect. By using memetics, the explanations on the origins of well-known frameworks are complemented. Second, the paper shows the role of the network effect in the growing value of a framework until it becomes an intersubjective reality.

**Edward (2014)**[\(EDWARD 2014\)](#) Has analysed the changes occurring manager and supervisor may be their biggest supporter but also the biggest opponents.

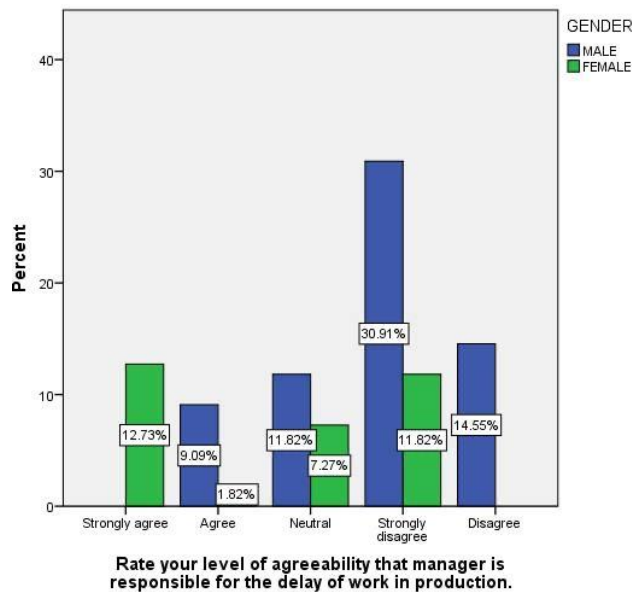
**Sandra A Waddock (2002)** [\(Waddock 2002\)](#)Has analysed with 150 managers, workers and union representatives to know about the problems between the employee and the employer and the way they sort the issues .

## METHODOLOGY

For the purpose of this study Empirical research is used. It is a way of gaining knowledge by means of direct and indirect observation or experience. This empirical study includes a self tested questionnaire which contains rating scale agreeability questions and other choices accordingly by using the Convenient sampling method. The sample size is 200. This is a non- doctrinal study. This paper depends on both primary and secondary data. The primary data for the present study is

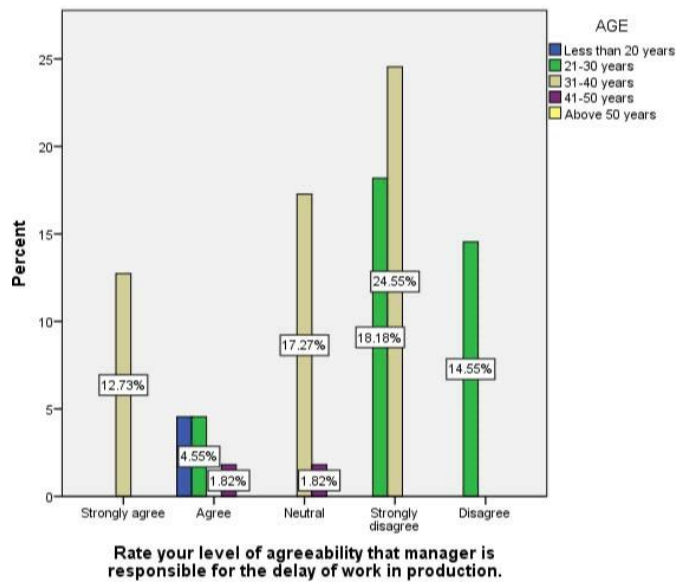
collected using sampling techniques. Convenient sampling is used to collect the primary information from the respondents. A random sample selected from the available general public who are the regular users of online platforms. The primary data which has been analysed using graph method . The secondary data is collected from books, journals, articles and e-sources. The researcher has also utilised books, articles, notes, comments and other writings to incorporate the various views of the multitude of jurists, with the intention of presenting a holistic view. The dependent variables are age, marital status, gender, income, marital status, educational qualification.

**FIGURE 1**



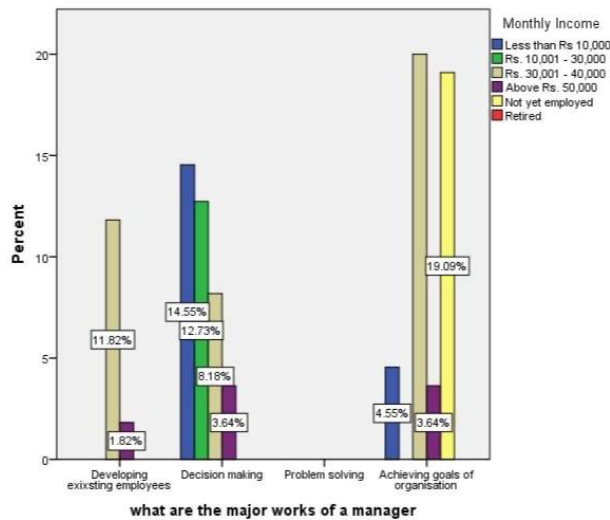
## LEGEND

The figure shows the level of agreeability that manager is responsible for the delay of production on the basis of gender .



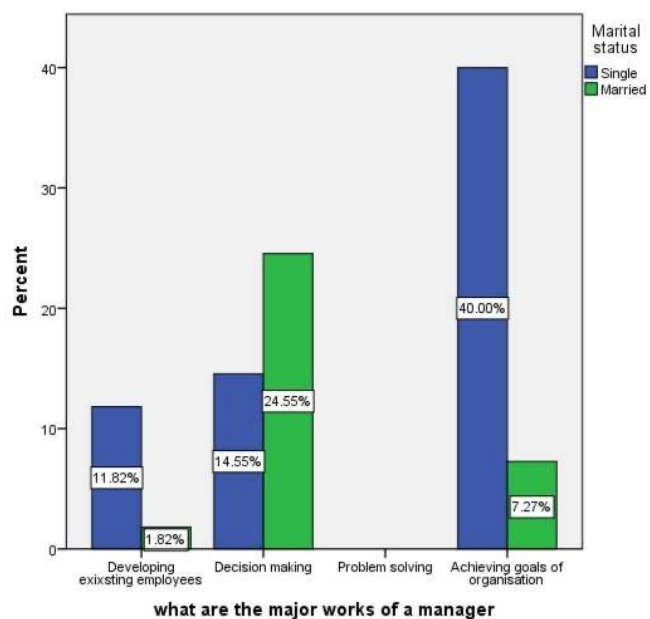
## LEGEND

The figure shows the level of agreeability that manager is responsible for the delay of production on the basis of age.



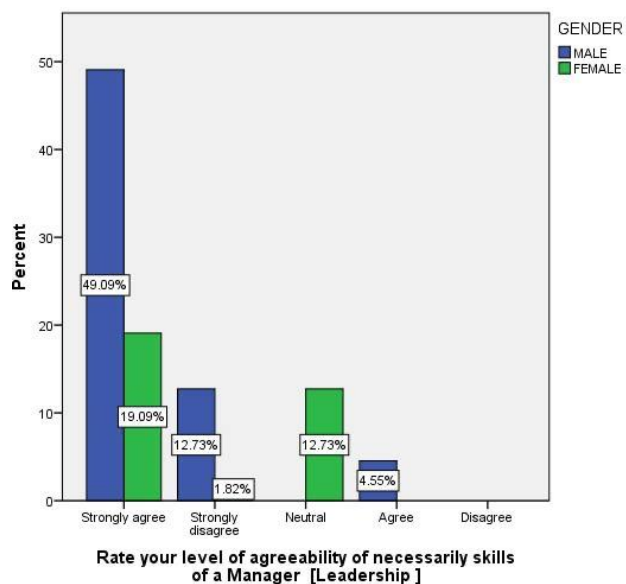
## LEGEND

The figure shows the major works of the manager on the basis of monthly income .



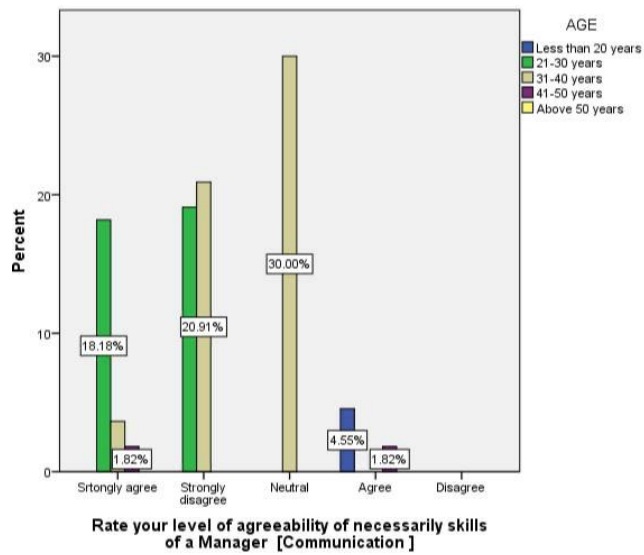
## LEGEND

The figure shows the major works of the manager on the basis of marital status .



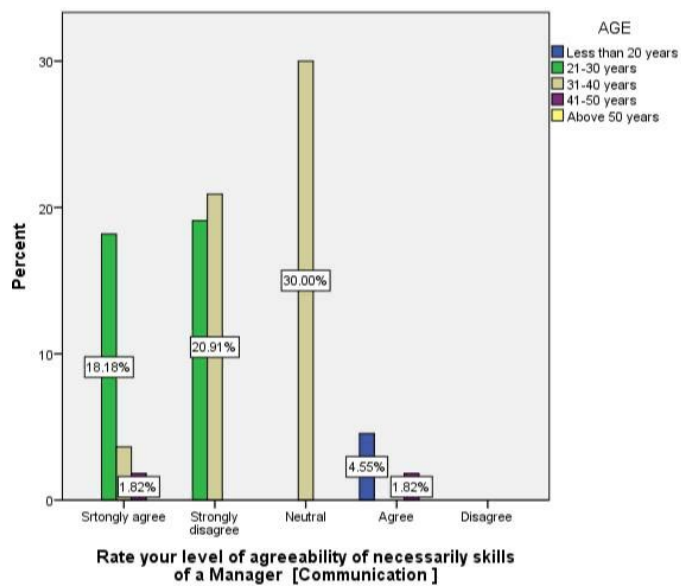
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager leadership on the basis of gender.



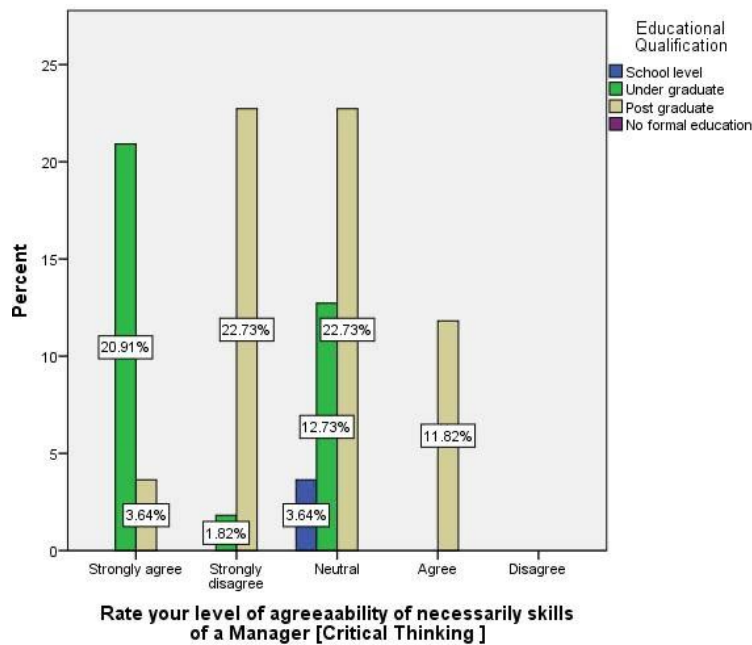
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager communication on the basis of age.



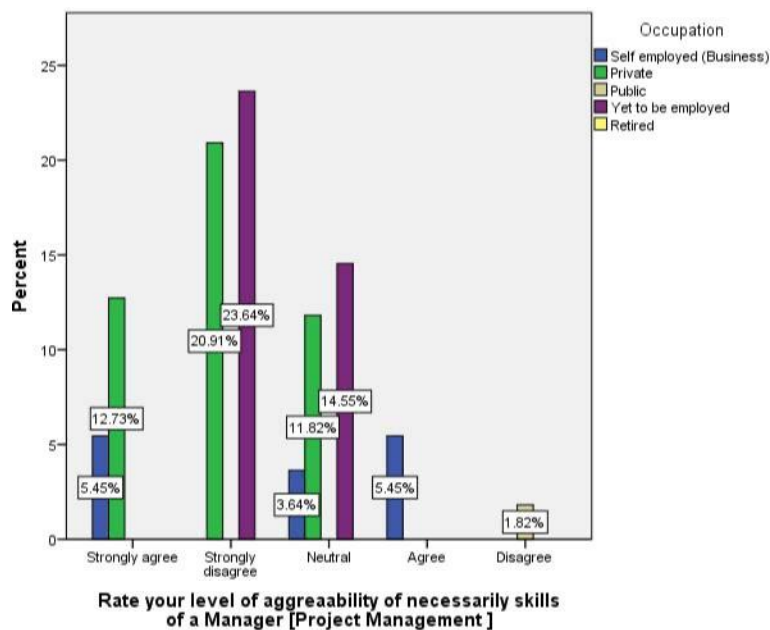
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager communication on the basis of age.



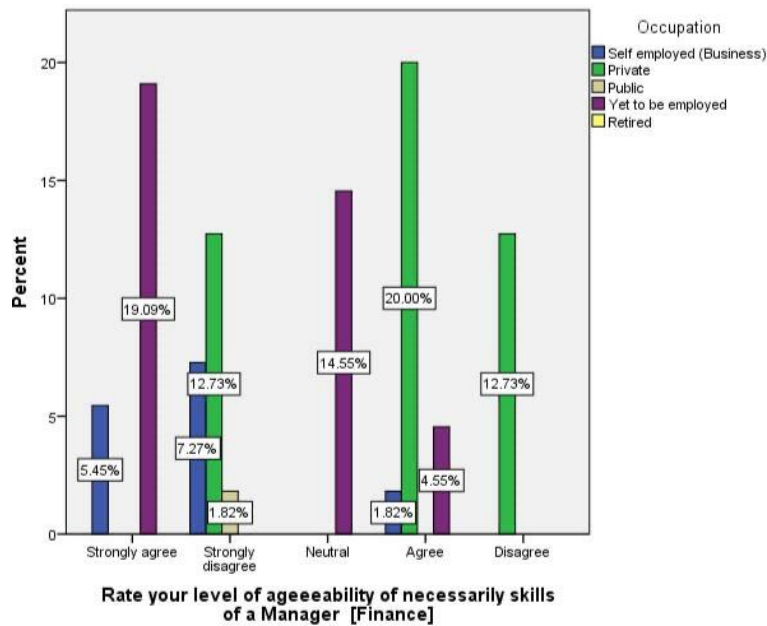
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager critical thinking on the basis of educational qualification .



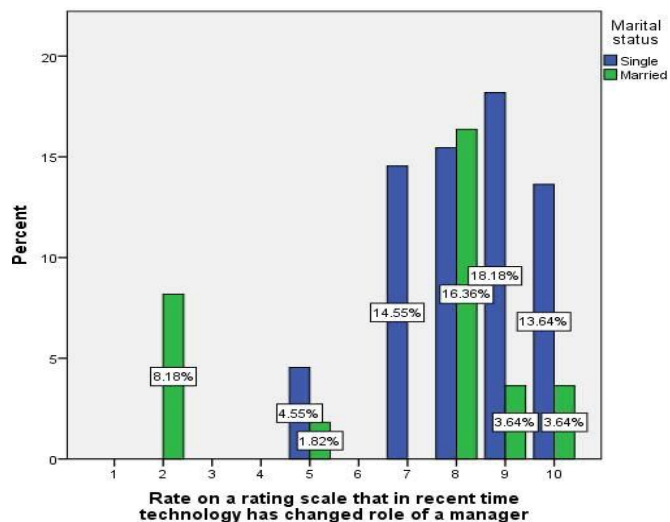
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager project manager on the basis of occupation .



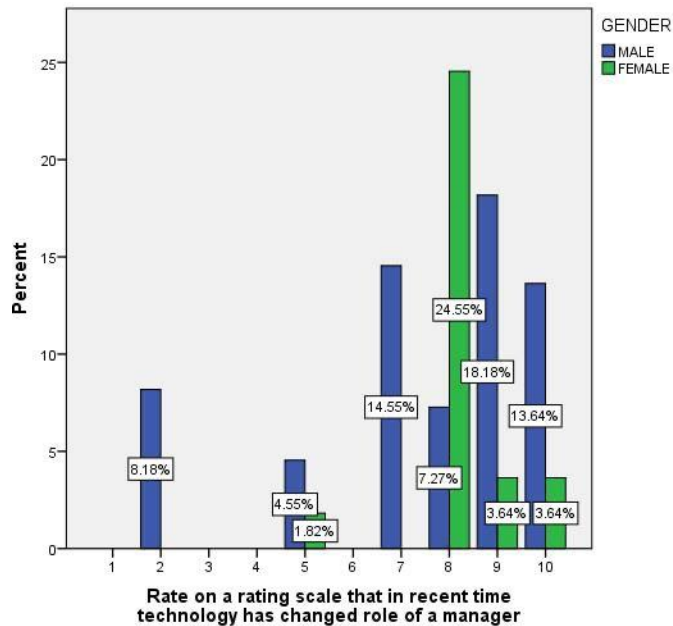
## LEGEND

The figure shows the level of agreeability of necessary skills of a manager finance on the basis of occupation .



## LEGEND

The figure shows that recent time technology has changed a role of a manager on the basis of marital status.



## LEGEND

The figure shows that recent time technology has changed a role of a manager on the basis of gender.

The figure 1 shows the majority of respondents of gender male highly responded to strongly disagree and female respondents responded to strongly agree that production manager is responsible for the delay of production. The figure 2 shows the majority of respondents of age between 31-40 highly responded strongly disagree the age between 21-30 responded to disagree the respondents between less than 20 & 41-50 responded to agree that production manager is responsible for the delay of work in production .The figure 3 shows the majority of respondents of monthly income of Rs 30,001 - 40,000 highly responded to achieving the goals of the organisation the not yet employed respondents responded achieving the goals of the organisation the income less than 10,000 responded to decision making are the major works of the manager. The figure 4 shows the majority of respondents of marital status of single highly responded to achieving the goals of the organisation the married respondents responded to



decision making is the major works of the manager. The figure 5 shows the majority of respondents of gender male highly responded to strongly agree and the female respondents responded to strongly agree that leadership is the most necessary skill of a manager. The figure 6 shows the majority of respondents of age between 31-40 highly responded to neutral the age between 21- 30 responded to strongly disagree that communication is a necessary skill of a manager . The figure 7 shows the majority of respondents of educational qualification of postgraduate responded to both neutral and strongly disagree the undergraduate respondents highly responded to strongly agree that critical thinking is a necessary skill of a manager. The figure 8 shows the majority of respondents of educational qualification of postgraduate responded to both neutral and strongly disagree the undergraduate respondents highly responded to strongly agree that critical thinking is a necessary skill of a manager. The figure 9 shows the majority of respondents of occupation yet to employed responded to strongly disagree the private sector responded to strongly agree that project management is is necessarily skill of a manager. The figure 10 shows the majority of respondents of occupation of private sector responded agree the yet to employed responded to strongly agree the self employed (business) respondents responded to strongly disagree that finance is necessary skill of manager. The figure 11 shows the majority of respondents of marital status of single responded to 9 and 10 on a rating scale and the married respondents responded to 8 on a rating scale that technology has changed the role of a manager. The figure 12 shows the majority of respondents of gender of male highly responded to 7 & 9 on a rating scale the female respondents responded to 8 on a rating scale that in recent times technology has changed the role of a manager .

## **DISCUSSION**

The figure 1 shows the level of agreeability that manager is responsible for the delay of production on the basis of gender . The figure shows the majority of respondents of gender male highly responded to strongly disagree and female respondents responded to strongly agree that production manager is responsible for the delay of production. The figure 2 shows the level of agreeability that manager is responsible for the delay of production on the basis of age. The figure shows the majority of respondents of age between 31-40 highly responded strongly disagree the age between 21-30 responded to disagree the respondents between less than 20 & 41-50 responded to agree that production manager is responsible for the delay of work in production . The figure 3 shows the major works of the manager on the basis of monthly income . The figure shows the majority of respondents of monthly income of Rs 30,001 - 40,000 highly responded to

achieving the goals of the organisation the not yet employed respondents responded achieving the goals of the organisation the income less than 10,000 responded to decision making are the major works of the manager. The figure 4 shows the major works of the manager on the basis of marital status . The figure shows the majority of respondents of marital status of single highly responded to achieving the goals of the organisation the married respondents responded to decision making is the major works of the manager. The figure 5 shows the level of agreeability of necessary skills of a manager leadership on the basis of gender. The figure shows the majority of respondents of gender male highly responded to strongly agree and the female respondents responded to strongly agree that leadership is the most necessary skill of a manager. The figure 6 shows the level of agreeability of necessary skills of a manager communication on the basis of age . The figure shows the majority of respondents of age between 31-40 highly responded to neutral the age between 21- 30 responded to strongly disagree that communication is a necessary skill of a manager . The figure 7 shows the level of agreeability of necessary skills of a manager critical thinking on the basis of educational qualification . The figure shows the majority of respondents of educational qualification of postgraduate responded to both neutral and strongly disagree the undergraduate respondents highly responded to strongly agree that critical thinking is a necessary skill of a manager. The figure 8 shows the level of agreeability of necessary skills of a manager critical thinking on the basis of educational qualification . The figure shows the majority of respondents of educational qualification of postgraduate responded to both neutral and strongly disagree the undergraduate respondents highly responded to strongly agree that critical thinking is a necessary skill of a manager. The figure 9 shows the level of agreeability of necessary skills of a manager project manager on the basis of occupation . The figure shows the majority of respondents of occupation yet to employed responded to strongly disagree the private sector responded to strongly agree that project management is a necessary skill of a manager. The figure 10 shows the level of agreeability of necessary skills of a manager finance on the basis of occupation. The figure shows the majority of respondents of occupation of private sector responded agree the yet to employed responded to strongly agree the self employed (business) respondents responded to strongly disagree that finance is necessary skill of manager. The figure 11 shows that recent time technology has changed a role of a manager on the basis of marital status. The figure shows the majority of respondents of marital status of single responded to 9 and 10 on a rating scale and the married respondents responded to 8 on a rating scale that technology has changed the role of a manager. The figure 12 shows that recent time technology has changed a role of a manager on the basis of

gender. The figure shows the majority of respondents of gender of male highly responded to 7 & 9 on a rating scale the female respondents responded to 8 on a rating scale that in recent times technology has changed the role of a manager .

## **LIMITATION**

The future of all business organisations largely remains uncertain. This is because many social, political, technological and financial factors can affect their functioning. These factors end up affecting HRM as well because they dictate employment. Whenever an organisation is over-staffed, HRM provides solutions like termination of excess employees, VRS, etc. This, in turn, negatively affects existing employees as the threat of job termination looms on them all the time. Such negative psychological pressures can generally make employees inefficient. HRM suggests solutions like training, VRS, bonus, perks, etc. Therefore, implementing HRM solutions can be highly expensive too.

## **SUGGESTION**

I believe human resources is not only the building block of progress but also responsible for technology and its implications in the business world. In order to compete with technology today, there is a need for predefined leadership criteria for all functional areas of an organisation. This helps to identify the explicit competencies (i.e., investigative, technological, learning and skill) that need to grow for the ongoing development of HR management and company operations.

## **CONCLUSION**

In today's world, Human Resource Management plays a very significant role in daily life. On the one hand, the Soft and Hard Human Resource Management influences the business and lets them develop rapidly. It can improve employee's motivation in a business and pay attention to company's policy and law respectively, which can increase the efficiency of the company and get higher profits. On the other hand, trade unions help the employee to achieve negotiation successfully in the early time; it means the employee can negotiate a better wages and a good working condition. However, at the present, the employment law gradually becomes the focus in the world, because it has more restrictive and more favorable to protecting employees benefit. In the future, the Human Resources Management will continue to play its role in each business

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# **A STUDY ON IMPACT OF INDUSTRIAL DISPUTE ON ORGANISATION**

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Every human being has certain requirements and needs. It can be economic needs, social needs, security requirements. When these requirements do not get satisfied, there arises a conflict between the worker and the capitalist/employer. Industrial disputes are instances affecting businesses, employees, economy, and the nation. Dispute within an industry will lead to loss of productivity, income, and market share and may result in plant closure. Industrial disputes are a concern at various levels. Industrial disputes may arise out of economic, political, social or socio-economic background. At the same time the attitude of the employers and employees is also responsible to a great extent. The factors leading to industrial disputes may be industry related, management related, government related or union related. Whatever may be the reason for an industrial dispute what disturbs the most is the amount of loss to the nation. A developing country with pressure of population, per capita income, poor infrastructure and low standard of living. The sampling techniques were used for collection of primary data for the present study. Convenient sampling is used to collect the primary information from the respondents. Convenience sampling method is used in this study to collect the samples. When population elements are selected for inclusion in the sample based on access, it is called convenience sampling. The total number of responses collected in the Survey is around 211. The paper discusses the effects of the industrial disputes and describes them. The research will also help to provide insight into the legal aspects of industrial disputes.

**Keywords:** Industrial dispute, Employer, Employee, Impact, Productivity

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## **INTRODUCTION**

An industrial dispute is defined as a conflict or a difference in opinion between management and workers regarding employment. It is a disagreement between an employer and employees

representative i.e. trade union. The issue of disagreement is usually pay or other working conditions. During an industrial dispute, both the parties try to pressurize each other to agree to their terms and conditions. The industrial unrest manifests itself as strikes, lock-outs, picketing, gheraos and indiscipline on the part of workers. The definition of Industrial disputes is as follows – According to Section 2(k) of the Industrial Disputes Act, 1947 “industrial dispute” is defined as, “Any disputes or differences between employers and employees, or between employers and workmen, or between workmen and workmen, which is connected with the employment or non-employment or the terms of employment or with the conditions of labour, of any person”. During Colonialism era, Trade Disputes Act, 1929 was passed to regulate the relations between the employer, employees, and the unions of employees. Provisions were inculcated to curb the rights of unions to conduct strikes and of employers to declare a lockout. However post-independence, Industrial Disputes Act, 1947 was passed and it is the one of the most important legislations that intends to promote industrial peace and harmony and to promote growth. This piece of legislation intends to solve industrial disputes through arbitration and adjudication. The consequences of an industrial dispute are hazardous to the employer, employees, organization, society and the economy. However, it is taken as a useful tool by the workers, to raise their voice and put up their demands in front of the management or employers. It empowers the labours and protects their rights of speech in the organization. The common consequences of industrial disputes are loss of production, income, and employment and increase in inflation and cost of living. Alternatively speaking, industrial disputes injure economic welfare of the nation broadly in two ways. Firstly, work-stoppages impoverish the workers actually involved in the disputes and, thus, lessens, their demand for the goods manufactured by other industries. Secondly, if the industry under work-stoppage manufactures items that are used in the conduct of other industries, it lessens the supply of raw materials for their production. From the point of view of the employer, an industrial dispute resulting in stoppage of work means a stoppage of production. It also leads to a fall in sales and the rate of turnover, leading to a fall in profits. The employer may also be liable to compensate his customers with whom he may have contracted for regular supply. Apart from the immediate economic effects, loss of prestige and credit, alienation of the labour force, and other non-economic, psychological and social consequences may also arise. Loss due to destruction of property, personal injury and physical intimidation or inconvenience also arises. For the employee, an industrial dispute entails loss of income. Impact on employees includes loss of their wages during the period of strikes. Sometimes, they become unemployed also because of lockouts and strikes. Industrial disputes have subsequent Impact on

consumers. Consumers get affected by the scarcity of goods and price hike. After the strike, the burden of the cost is naturally passed on to the consumer by price raise. The Impact on the economy is caused through strikes and lockout which has an ill effect on national productivity and income. The **aim of the study** is to perceive detailed knowledge on industrial disputes and its impacts, along with the opinion of common people.

## **OBJECTIVES**

- To know the causes of industrial disputes
- To understand the impact of industrial disputes
- To study the legislations governing industrial disputes
- To analyze people's opinion on industrial disputes

## **REVIEW OF LITERATURE**

1. **Iroudayanadane, Arul Edison Anthony Raj. (2014).** A Study on Industrial Disputes and its Effects: Exceptional Reference to Indian Industries. 1. 1 - 8. Industrial Dispute was disturbing the economic, social and political life of a country. A strike in a public utility service like water supply, power gas, posts & telegraphs or telephone service, railways or roadways or any hospital, sanitation and defense will disorganizes public life. The workers loose the wages for the strike period. It results in a huge wastage of man days and dislocation in the production work. Industrial Disputes crease issues between employer and employee. This study was deals with the disputes activities in Indian Industries and discussing about the major reasons for industrial disputes and its effects. Researcher was collecting the data from 1961 to 2005 for the statistical analysis, from the report, researcher explains how the industrial disputes activities was reduced and which criteria it's getting increase.
- Rathnamma, R & T., Rajendra Prasad. (2017).** Industrial Disputes in India - An Analysis. Industrial relations refer to all types of relationship between all the parties concerned with industry. There are three main parties in an industry viz., employee including their trade union leaders, employer, and the government, each assuming a significant role. The economic advancement of any nation is closely related to its industrial progress. Men, machine, materials are the most important factors for the growth of industries. Of these, the human factor stands foremost and constitutes the basis for successful working of any undertaking. Hence, maintenance of good labor management

relations is essential, without which the industrial machinery will slow down and come to a grinding halt. **Shabir, Shafin & Aggarwal, Vishaka & Nair, Vaishnavi & Gupta, Shahshank & Jain, Varushi. (2015).** Industrial Disputes Act, 1947. Industrial Disputes Act, 1947 an institution enacted to make provisions for the investigation and settlement of industrial disputes. This paper tries to identify some of the determinants of industrial disputes, such as strikes and lock-outs, and illustrate the vital significance of resolving or minimizing such disputes. The study also traces out the formation of the Act and its implications on the labour market. **Ukokhe, Egesa & Oluoch, Mercy. (2022).** Effects of Collective Bargaining on Industrial Disputes Management. Industrial conflict appears to be a major problem hindering development in developing countries in general. This paper focuses on reviewing the effect of collective bargaining on industrial disputes management. The existing literature on collective bargaining, joint consultation, grievance handling, and industrial dispute management was also examined. The study objectives further establish how collective bargaining, joint consultation, and grievance handling mechanism influence dispute management in an organization. The management should strive to allow a give and take position while resolving conflicts, provide grievance handling process that is timely, fair, involve both parties, and ensure that grievance capturing mechanism is readily available to all parties. Joint consultation committees, union, and management should also coexist to resolve any dispute which arises. **Chaudhuri, Kausik & Pal, Rupayan. (2005).** An Empirical Analysis Of Industrial Disputes: Evidence From Indian States. Journal of Quantitative Economics. This paper investigates the determinants of industrial disputes using data for fourteen major states of India over fifteen years from 1981 to 1996. We document that other than purely economic factors (e.g. wages, provident fund and other benefits, and factory size); socio-economic, institutional, and political factors have significant impact on industrial disputes. This supports the political economic view of the trade union behavior. We also provide the evidence that liberalization of Indian economy has enhanced industrial peace. Region specific factors as well as the ideology and characteristics of political parties in power of the state governments influence industrial disputes. Fixed capital per employee and overall growth rate of per capita state domestic products has negligible impact on industrial disputes. **P K, Manoj. (2013).** Trend and Pattern of Industrial Disputes in Kerala and the Implications on Industrial Relations in the State. The consequences of Industrial disputes will be harmful to the promoters of industries, workers, economy and the nation as a whole, because such disputes result in loss of productivity, profits, market share and even closure of the plant. Hence, Industrial disputes need to be averted by all means. Organizations are required to adopt a strategy to curb the conflicts in the initial stages itself. Industrial disputes are affecting the industrial



development and industrial relations systems. This article makes a closer look into the statistics on industrial disputes in Kerala and analyses its causes, trends, implications on various stake-holders, and also consequences on industrial relations during a decade 2001–2010. The paper concludes that there is high degree of association between industrial dispute facts and challenges to cordial industrial relations in Kerala state. **Jesili, I. (2012).** Industrial Disputes, Causes and Settlement: An Indian Perspective. Prabandhan: Indian Journal of Management. An industrial dispute is a manifestation of a disagreement and a difference of opinion between the two disputants, namely the employer and the workmen. The potential for conflicts exist in all human situations and organizations. Industrial disputes arise due to various causes, which may be classified into economic, organizational, physical, technical, political, psychological and market-oriented conditions. The workers are especially interested in higher wages, congenial working conditions, and opportunities for career advancement, welfare facilities, job satisfaction and the like. When these are denied to them, the workers are forced to assert their rights, which then lead to industrial disputes. In the present economic scenario, there is a situation of rising input costs and declining output prices. Productivity improvement becomes imperative even to maintain the existing levels of profitability. The resultant squeeze in employment, wages, dearness allowance, bonus and benefits create a sense of helplessness and result in disputes in the industrial setup. The present research paper analyses the causes and settlement of disputes from the perspectives of both - the workers and the management and suggests measures for maintaining good relations between the management and the workmen. The Findings of the study show that bonus, wages and allowances are the major causes responsible for industrial disputes from the perspective of both the workers and the management. Inter-union rivalry is the prime factor which influences disputes, and arbitration is the best way for the settlement of disputes. **Hibbs Jr, Douglas. (1976).** Industrial Conflict in Advanced Industrial Societies. American Political Science Review. This study focuses on strike activity during the 1950–1969 period in ten industrial societies, The first section of the paper deals with issues of strike measurement and introduces a three-dimensional characterization of strike activity which forms the basis of the subsequent statistical analyses. The next section examines postwar trends in industrial conflict in order to evaluate the argument that strike activity is “withering away” in advanced industrial societies. Time plots of the aggregate volume of industrial conflict show that there has been no general downward movement in strike activity during the postwar period. The third part of the paper develops a number of theoretically plausible statistical models to explain year-to-year fluctuations in the volume of strikes. The empirical results of this section indicate that (1) there is a pronounced inverse relationship between strike activity and the level of unemployment. Industrial

conflict responds to movements in real wages rather than money wages. **Sundar, Shyam. (2003).** Industrial conflicts in India in the reform decade. 46. 703-724. Industrial conflict and reforms were considered to be incompatible. But, the reform measures have created tensions and conflicts. This paper attempts to study the record of industrial conflicts in the reform decade, the 1990s. It analyses this with the help of both quantitative data and qualitative analysis of the features of strikes.

**Roychowdhury, Supriya. (2008).** Class in Industrial Disputes: Case Studies from Bangalore. Economic and Political Weekly. 43. 28-36. 10.2307/40277518. The decline of the political significance of industrial conflicts is not quite a result of the structural changes in management-labour relations (as commonly thought) in these times of globalisation. It is more a consequence of the lack of an appropriate agency and politics among the working classes, despite their increasing incompatibilities with globalising capitalism. A set of case studies of manufacturing industries in Bangalore illustrates this point.

**Dutt, Kallol & Biswas, Debasish. (2020).** Industrial Disputes Act, 1947 provides mechanisms for peaceful resolution of industrial disputes and to promote harmonious relation between employers and workers. The principal techniques of dispute settlement provided in the I.D. Act are collective bargaining, conciliation, arbitration and adjudication. Conciliation means settlement of Industrial Disputes by Conciliation Officers appointed by the Government. The conciliation officer mediates between the parties for a fair and amicable settlement. Against this backdrop, this study attempts to examine the functioning of conciliation machinery under the Industrial Disputes Act, 1947 in West Bengal during the period from 1991 to 2015 i.e., entire post globalisation period.

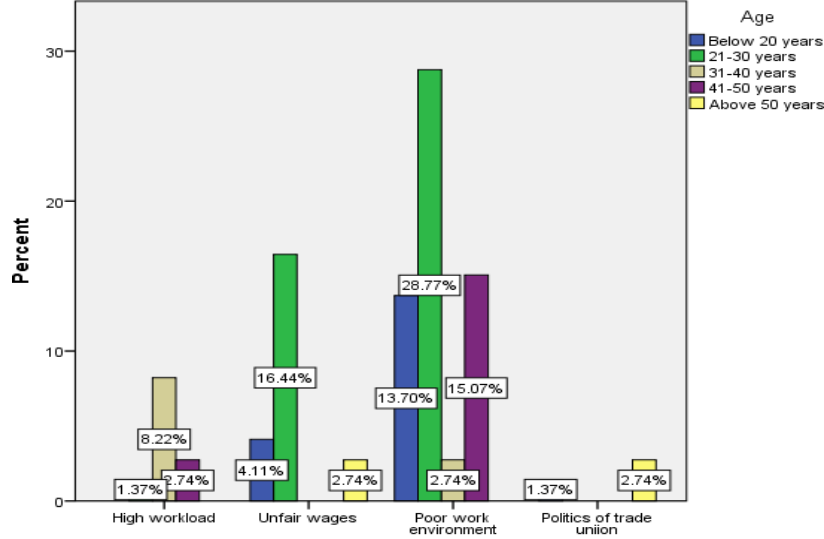
**Paul, Bino. (2014).** India, Industrial Relation (Profile). The Indian economy grew steadily during 2000–2010, with a growth of about 8% in GDP. However, in 2012–2013, GDP growth dropped to 4.96%, due to impending fiscal and balance of payment imbalances, a rise in the consumer price index and a stagnating manufacturing sector. Moreover, unlike the period 2001–2005, 2005–2010 did not see employment creation grow concomitantly with value added by industries, in particular manufacturing, giving rise to a situation of jobless growth. A key issue in Indian labour law is the ongoing debate over whether or not legislation should be reformed to introduce greater flexibility into the labour market.

**Ghosh, Saibal. (1999).** Strike incidence in manufacturing and the business cycle in India. The present study uses the Poisson and negative Binomial models to examine the relationship between strikes and cyclical fluctuations in the manufacturing sector in India from 1964 to 1993. It concludes that strikes in India are procyclical in nature, though the numerical size of the cyclical effect is found to be fairly small.

**Saini, Debi. (2014).** Indian Industrial Relations Law: Case for Reform. Indian Journal of Industrial Relations. Indian labor laws were conceived in the pre-independence period or shortly afterwards

based on an import-substitution and statist model of economic development. They were premised on adversarial IR assumptions, social justice and industrial peace. The paradigm is shifting towards global competition, productivity, efficiency and mutual cooperation. IR is giving way to employee relations. This paper examines the way the Industrial Disputes Act 1947, the Trade Unions Act 1926, and the Industrial Employment (Standing Orders) Act 1946 have been working and to what effect. It discusses a broad framework of changes that need to be effected in themso as to be aligned with the contemporary global and Indian economic realities. **Fejoh, Johnson & Ayodeji, Boyede & Sanusi, Abiola. (2021).** Industrial Actors` Perceptions of Industrial Disputes in Public Universities. There has always been serious concern about how industrial actors in public universities in Nigeria perceive industrial disputes as a means of enforcing collective agreements jointly reached and signed. A group may likely see industrial disputes as unnecessary and destructive while others may see it as a veritable tool for enforcing their labour rights. This study therefore examined the industrial actors' (university management, academic staff and non-teaching staff) perception of industrial disputes in public universities in Southwest, Nigeria. Effective management of industrial disputes through sincerity of purpose should be adopted by the industrial actors. **Adamu Isa, Ahmed. (2015).** Conflicts in Organizations: Causes and Consequences. An appropriate Human Resource management strategy is an essential ingredient for the growth of any organization. It is even more important when an organization is beset with conflicts in the management of its Human Resource. This paper therefore identifies the basic causes of conflicts in organizations such as poor communication, maltreatment of employees, inadequate in the reward system of the organization, favoritism and nepotism. Other causes of conflicts are lack of adequate resources to share equally, the presence of stress and sexual harassment. The paper also delves into the positive and negative implication of conflicts to organizations such as decline in productivity and absence of employee retention capacity among others. The paper concludes that the adverse effects of conflicts could be averted through improved working condition, the ability to properly disseminate information etc. **Erden, Nil. (2013).** The Role of Human Resources Practices in Conflict Management: Implications for Small-Medium Enterprises. The aim of this chapter is to provide a conceptual basis on the role of HR (Human Resources) practices in conflict management in the context of small business. However, conflict management is not accounted as a formal function of HRM (Human Resources Management) such as selection, performance appraisal, or administrative services. Besides, HR functions in Small-Medium Enterprises (SMEs) are usually carried by owners or line managers while some practices might be outsourced, as well. Consequently, managing human resources is different in SMEs due to firm size, priorities of the

owner, and informality. Therefore, the challenge is to build the link between HR functions and conflict management in the context of small business. In this respect, the chapter emphasizes the importance of managing human capital effectively in terms of managing conflicts. **Omisore, Bernard & Abiodun, Ashimi. (2014).** Organizational Conflicts: Causes, Effects and Remedies. The study discovered that conflict can sometimes produce positive result, if well managed. Thus, not all conflict situations are bad. Efforts should always be made to ensure that the causes of conflicts are addressed as soon as they are noticed. The paper concludes that early recognition and paying attention to the conflicting parties and negotiation between parties involved in the conflict should be adopted in resolving conflicts while force or intimidation should never be used to resolve conflicting parties. Force and intimidation can only be counter productive. **Mash, Roni & Adler, Osnat. (2018).** Human Resource Managers' Role Perception and Their Conflict Management Style. Journal of Sociology and Social Work. 6. 10.15640/jssw.v6n1a6. This study describes the relationship between three role perceptions and three conflict management styles among human resources managers in a high-tech and low-tech organizations. Three different role perception approaches were identified: the "mechanic" approaches, the "organic" approach, the "strategic" approach, which focuses on the HR manager as a strategic partner. In addition, three distinct conflict management styles were identified: the competitive style: "win-lose", the compromising style and the integrative style: "win-win" situation. The research method was qualitative. Data was collected by semi-constructed interviews of 19 HR managers in low tech and high tech industries. Findings show that Most HR managers which were characterized with "Mechanic" approach, tend to resolve conflict in a competitive style; Most HR managers which were characterized with an "organic" approach, tend to resolve conflicts in a compromising style; and most HR managers which were characterized with a "strategic" approach tend to resolve conflict in an integrative style. Additionally, the type of organization affects the relationship between role perception and conflict management style. This paper contributes both to the methods of qualitative research area and the newest theoretical aspects of human resource role in organizations. **Lemmetty, Soila & Keronen, Sara & Auvinen, Tommi & Collin, Kaija. (2020).** Conflicts related to Human Resource Management in Finnish Project-Based Companies. Nordic Journal of Working Life Studies. 10.18291/njwls.122226. In contemporary working life of Nordic countries, employee involvement and well-being are emphasized and organizational functions and demands are continuously changing. Thus, the study of human resource management (HRM) practices and their consequences for employees is relevant. This study examines conflicts related to HRM in Finnish project-based companies and provides new information on the implications of conflicts in HRM practices for

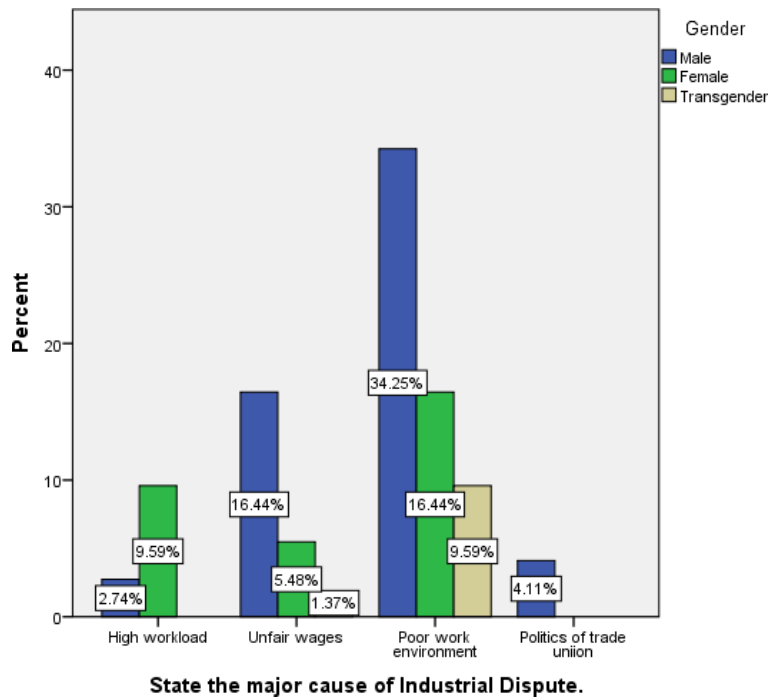


**State the major cause of Industrial Dispute.**

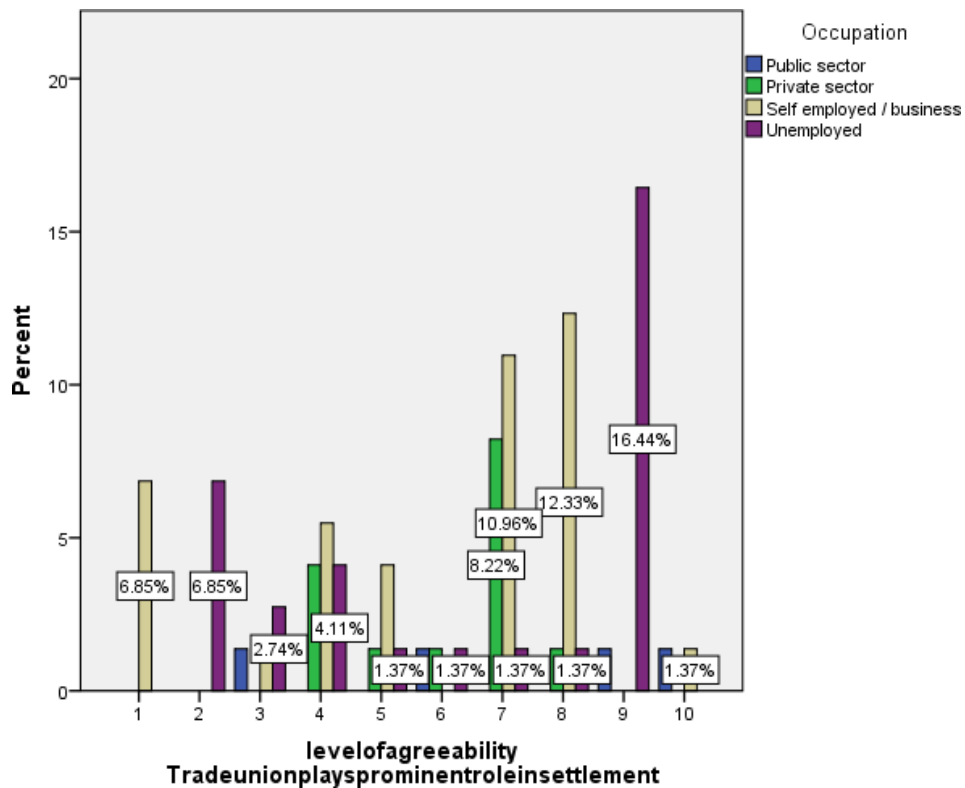
theorists and practitioners. The research was conducted qualitatively using content and thematic analysis. The findings suggest that conflicts framed within HRM practices are generally the result of the practices and expectations of the organization and management not meeting the views and expectations of the employees. Moreover, the lack of transparency and deficient or even absent HRM practices generate conflicts. The consequences of conflicts range from motivational problems and individual employees' fatigue to the deterioration of team and organizational performance. For the purpose of this study Empirical research is used. It is a way of gaining knowledge by means of direct and indirect observation or experience. This empirical study includes a self tested questionnaire which contains rating scale agreeability questions and other choices accordingly by using the Convenient sampling method. The sample size is 200. This is anon-doctrinal study. This paper depends on both primary and secondary data. The primary data for the present study is collected using sampling techniques. Convenient sampling is used to collect the primary information from the respondents. A random sample selected from the available general public who are the regular users of online platforms. The primary data which has been analysed using graph method. The secondary data is collected from books, journals, articles and e-sources. The researcher has also utilised books, articles, notes, comments and other writings to incorporate the various views of the multitude of jurists, with the intention presenting a holistic view .The dependent variables are age, marital status,gender, income, marital status, educational qualification.

## FIGURE 1

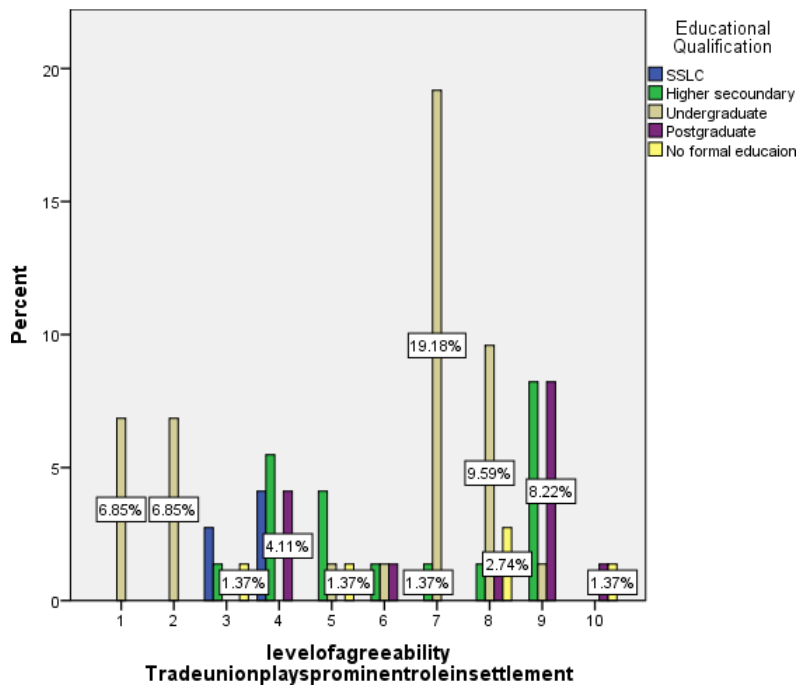
**LEGEND:** Figure 1 represents the distribution of the respondents' age and opinion on major causes of industrial dispute.



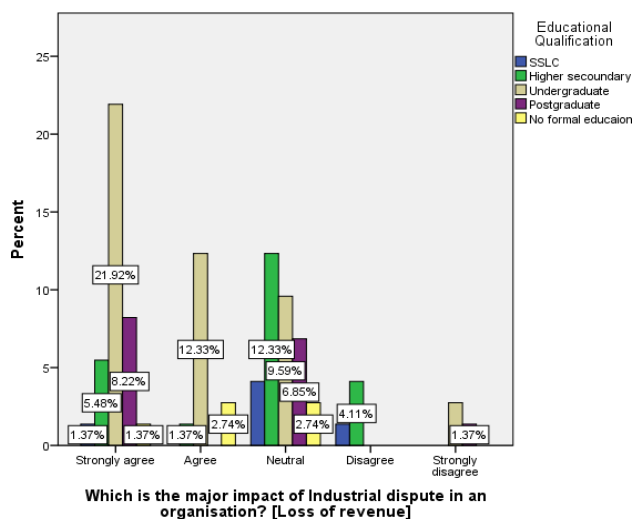
**LEGEND:** Figure 2 represents the distribution of the respondents' gender and opinion on major causes of industrial dispute.



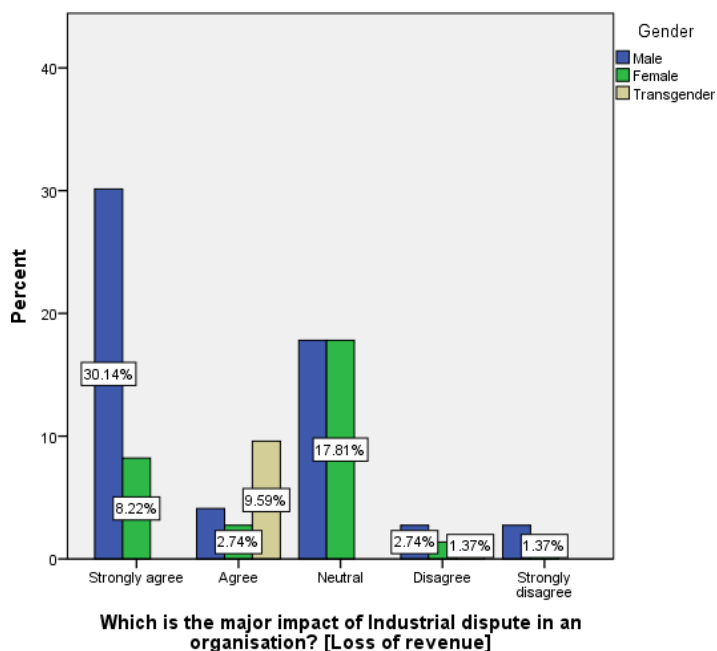
**LEGEND:** Figure 3 represents the distribution of the respondents' Occupation and opinion on Trade union plays prominent role in settlement of industrial disputes



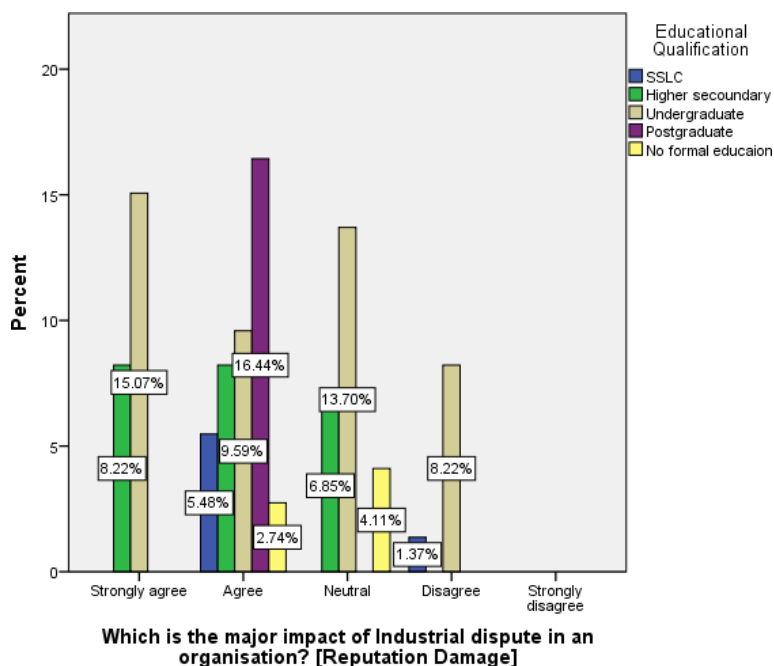
**LEGEND:** Figure 4 represents the distribution of the respondents' Educational qualifications and opinion on Trade union plays prominent role in settlement of industrial disputes.



**LEGEND:** Figure 5 represents the distribution of the respondents' Educational qualifications and opinion on major impact of industrial dispute in organization.

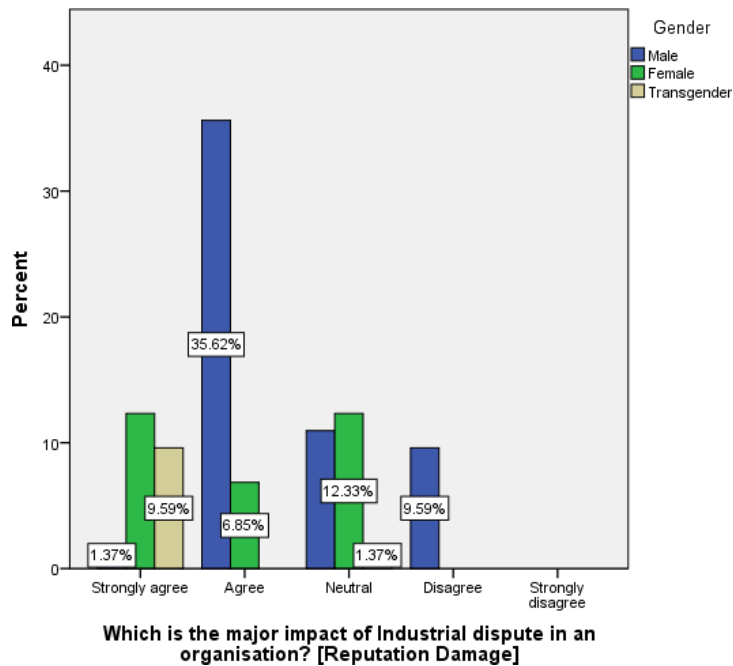


**LEGEND:** Figure 6 represents the distribution of the respondents' gender and opinion on major impact of industrial dispute in organization.

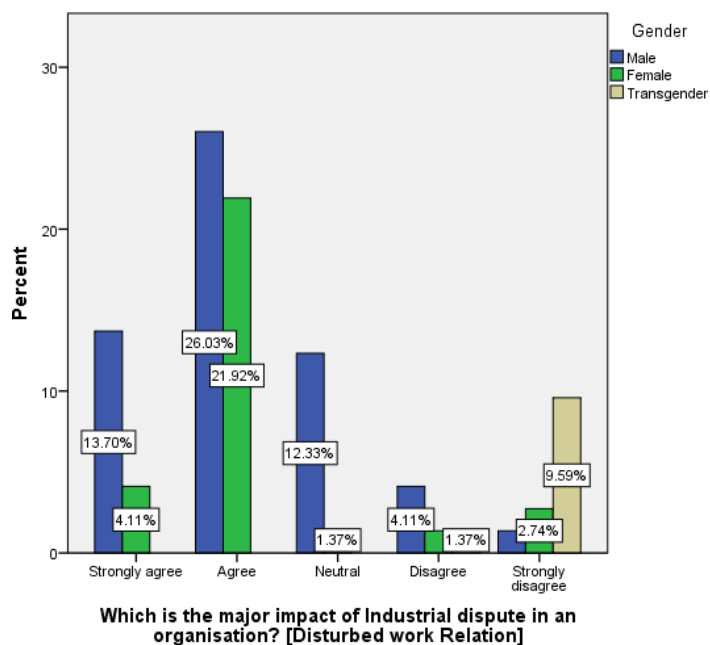




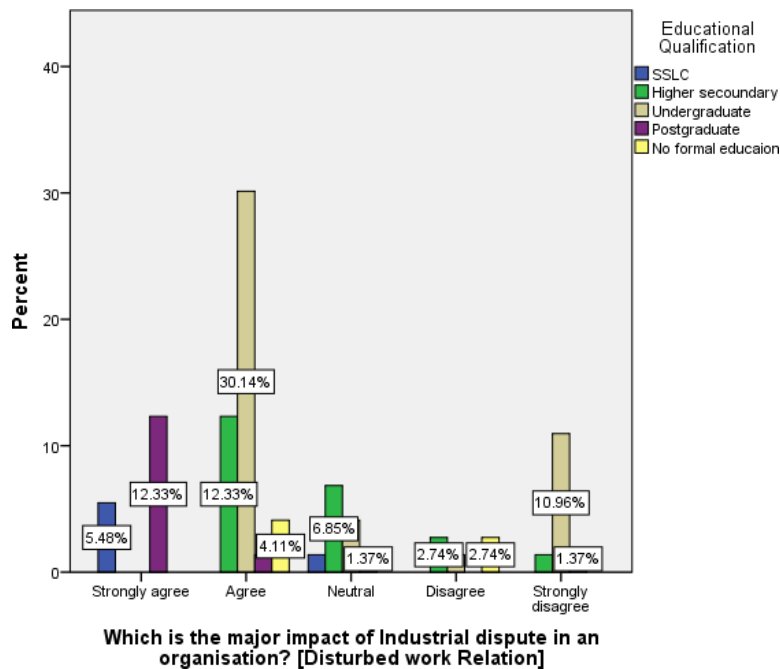
**LEGEND:** Figure 7 represents the distribution of the respondents' Educational qualifications and opinion on major impact of industrial dispute in organization .



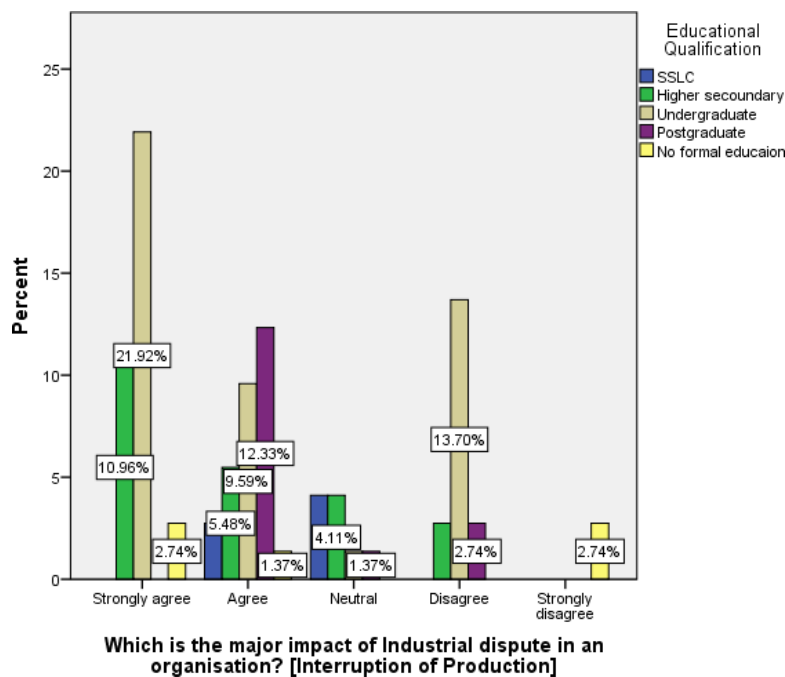
**LEGEND:** Figure 8 represents the distribution of the respondents' gender and opinion on major impact of industrial dispute in organization .



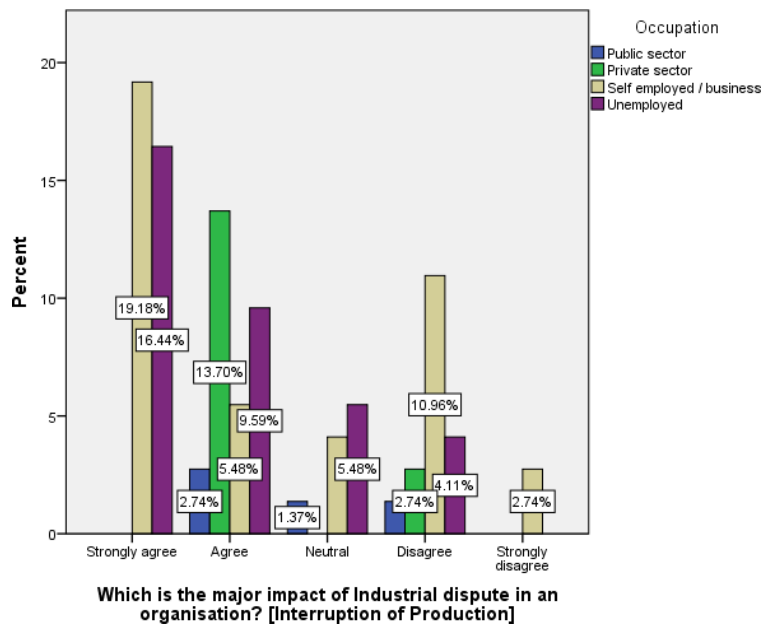
**LEGEND:** Figure 9 represents the distribution of the respondents' gender and opinion on major impact of industrial dispute in organization .



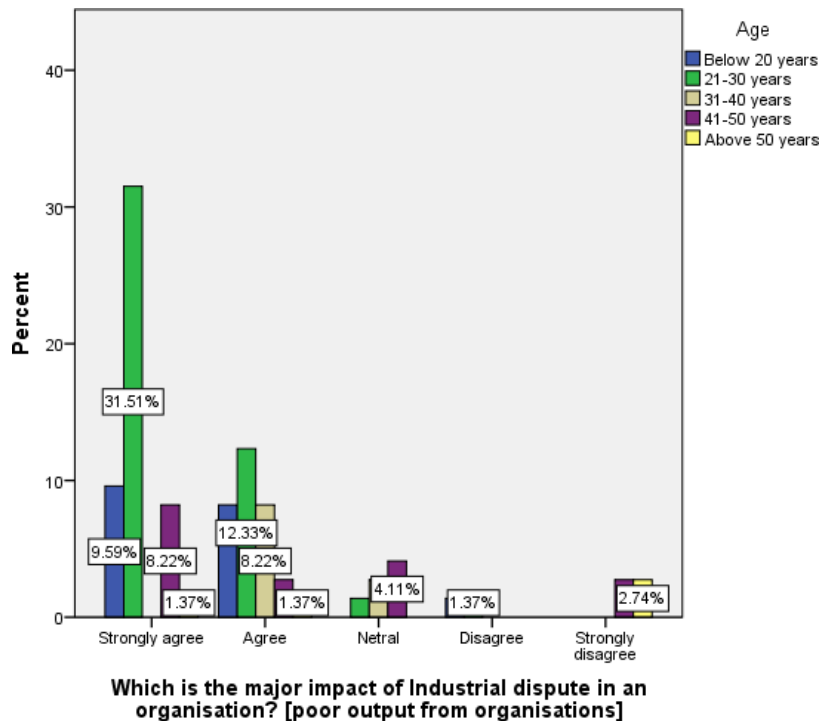
**LEGEND:** Figure 10 represents the distribution of the respondents' Educational qualifications and opinion on major impact of industrial dispute in organization .



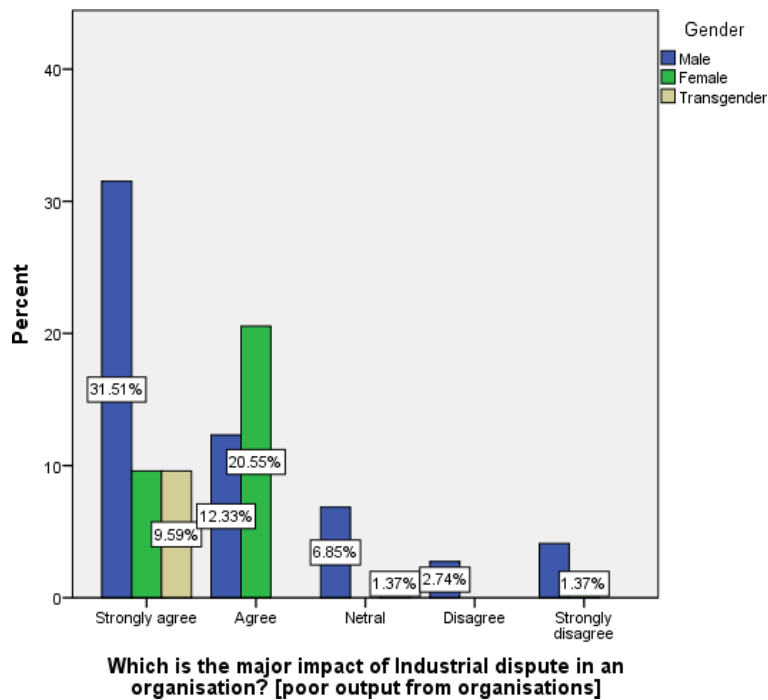
**LEGEND:** Figure 11 represents the distribution of the respondents' Educational qualifications and opinion on major impact of industrial dispute in organization .



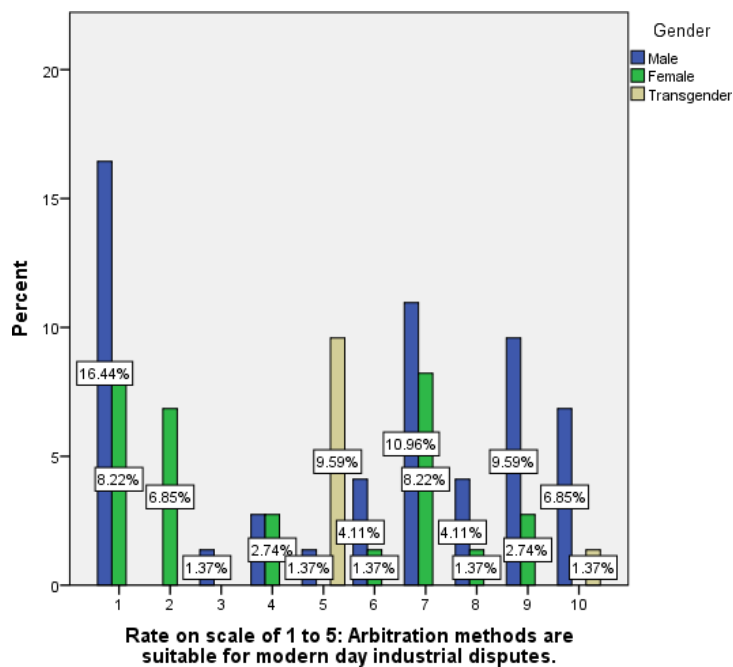
**LEGEND:** Figure 12 represents the distribution of the respondents' occupation and opinion on major impact of industrial dispute in organization.



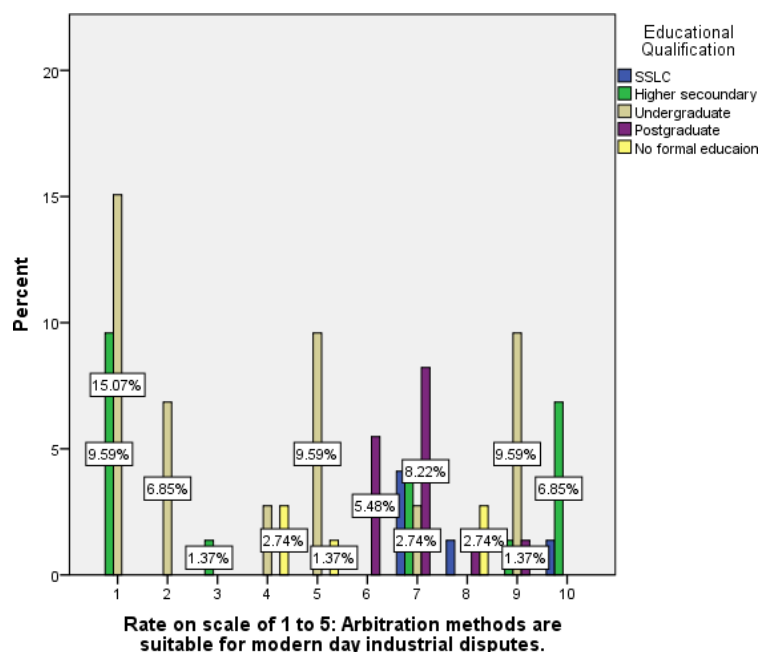
**LEGEND:** Figure 13 represents the distribution of the respondents' age and opinion on the major impact of industrial dispute in organization.



**LEGEND:** Figure 14 represents the distribution of the respondents' Gender and opinion on major impact of industrial dispute in organization.



**LEGEND:** Figure 15 represents the distribution of the respondents' Gender and opinion on major impact of industrial dispute in organization.



**LEGEND:** Figure 16 represents the distribution of the respondents' Educational qualifications and opinion on major impact of industrial dispute in organization.

**Figure 1** represents the age distribution of the respondents with the percentage of major causes of industrial dispute. Most people between the ages of 21-30 are given poor work environment . **Figure 2** represents the gender distribution of the respondents with the percentage of major causes of industrial dispute and most of the male stated Poor work environment and unfair wages and females stated High workload and poor work environment **Figure 3** represents the occupation distribution of the respondents with the level of agreeability on tradeunion plays prominent role in settlement More responses are from unemployed people and they agreed 9 on 10.**Figure 4** represents the Educational qualification and distribution of the respondents with the level of agreeability on tradeunion plays prominent role in settlement More responses are from unemployed people and they agreed 9 on 10. **Figure 5** represents the Educational qualifications distribution and major impact of industrial dispute in organization. Most of the UG responses are high and they have stated strongly agree and neutral. **Figure 6** represents the male distribution and major impact of industrial dispute in organization. Most of male UG responses are high and they have stated strongly agree and neutral. **Figure 7** represents the Educational qualifications distribution and major impact of industrial dispute in organization. Most of the UG and PG students' responses are high and they have stated strongly agree and are neutral. **Figure 8** represents the male distribution and major impact of industrial dispute in organization. Most of male responses are high and they have stated strongly agree and neutral. **Figure 9** represents the

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## DISCUSSION

**Figure 1** represents the age distribution of the respondents with the percentage of major causes of industrial dispute. Most people between the ages of 21-30 are given poor work environment. **Figure 2** represents the gender distribution of the respondents with the percentage of major causes of industrial dispute and most of the male stated Poor work environment and unfair wages and females stated High workload and poor work environment. **Figure 3** represents the occupation distribution of the respondents with the level of agreeability on trade union plays prominent role in settlement. More responses are from unemployed people and they agreed 9 on 10. **Figure 4** represents the Educational qualification and distribution of the respondents with the level of agreeability on trade union plays prominent role in settlement. More responses are from unemployed people and they agreed 9 on 10. **Figure 5** represents the Educational qualifications distribution and major impact of industrial dispute in organization. Most of the UG responses are high and they have stated strongly agree and neutral. **Figure 6** represents the male distribution and major impact of industrial dispute in organization. Most of male UG responses are high and they have stated strongly agree and neutral. **Figure 7** represents the Educational qualifications distribution and major impact of industrial dispute in organization. Most of the UG and PG students' responses are high and they have stated strongly agree and are neutral. **Figure 8** represents the male distribution and major impact of industrial dispute in organization. Most of male responses are high and they have stated strongly agree and neutral. **Figure 9** represents the

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## LIMITATIONS

The Major limitation of the study is the sample frame. The sample frame Collected through online platforms like sending mail, sending links via WhatsApp is the limitation of the study. The restrictive area of sample size is yet another drawback of the research. Collection of data via online platform is limiting the researcher to collect data from the field. Since the data is collected on online platform wherein the respondent is not known, the original opinion of the respondent it is not found, The researcher could only come to a approximate conclusion of what the respondent is feeling to convey. The responses collected through online mode are not as accurate in comparison with reality.

## SUGGESTIONS

Some of the methods used for preventing and settling industrial disputes are: Collective bargaining, Mediation, Conciliation and Arbitration. Establishing works committees and joint management councils within the organisation. Over the years, a number of measures have been adopted in India to maintain and promote discipline and harmony between the employees and the employers. With this in view, the Second Five Year Plan suggested that a voluntary code of discipline must formulate and then abide by the same. In India, the Ministry of Labour and Employment has evolved a comprehensive code of Discipline to maintain discipline and harmony

in the industries. However, the code does not have any legal sanction. Only moral sanctions are behind. These codes aren't mandated across the industrial sectors. When it is sanctioned in an efficient manner, enterprises are capable of reducing industrial disputes.

## **CONCLUSION**

Industrial dispute arises when employees and the employers fail to sort out their differences. The paper discusses the effects of the industrial disputes and describes them. Industrial dispute is always harmful to all persons associated with such industry as it affects all stakeholders, management, employees, economy, and society. The employers suffer losses in production, revenue, profits and even sickness of the plants; whereas the employees may suffer due to loss of wages and even jobs. The people opinion shows the general effects of industrial disputes. It portrays the common views regarding industrial disputes. Since industries are the pillars to economic growth, any dispute is detrimental to the rate of growth of the economy which ultimately affects the whole society. Industrial Disputes are indispensable in the current era. Strikes are legalized and considered as weapon of the employees. Each organization should focus on improving the work environment with proper code of conduct. Healthy labor practices immunizes an enterprise free from industrial disputes. Establishing Works Committee, Arbitration Cells, Sanctioning disciplinary code shall possibly protect an organization from industrial dispute, so that productivity remains positive and industry shall sustain long run.

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