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Contents

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https://www.bmsgroup.in/product/bmsjmr-journal-of-management-research/

STUDY OF INVESTMENT PATTERN TOWARDS GOLD V/S BITCOIN

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Introduction

Recent years have seen a noticeable shift in investor behaviour, with many beginning to place more value on virtual currencies like Bitcoin. Gold used to be the top choice for all investors back in the day. Investment gurus, market experts, and financial supporters are taking notice of this abrupt shift in investor behaviour. Even they view the price of gold as being unstable, perceive saturation in the market, and do not anticipate significant price increases in the near future. However, virtual currencies like Bitcoin are becoming more and more popular as new investment opportunities. Gold is frequently used as a hedge against the volatility of the stock market. This has already shown to be an effective tactic, but a more recent choice is to look into a traditional sanctuary of refuge. This paper is an attempt to investigate the acceptability of Bitcoin as compare to Gold. The area of research is Moradabad.

Kew Words : Block Chain, Bitcoin, Cryptographic, Crypto currency

Comparison between Gold and Bitcoin

Although bitcoin was introduced a little over ten years ago and has only recently gained widespread recognition, gold has long held the position of refuge in the resource market. Below, we will compare these two venture options side by side:

1. Safe and legal

Gold has the best trading, forecasting and structuring settings. In any case, it is difficult to steal it, pass it off as real gold, or damage the metal. Due to its inconsistency, distributed nature, and computational complexity, Bitcoin is also difficult to hack, even if the necessary infrastructure does not yet exist.

2. Extraordinary

Bitcoin and gold are rare investments. The distribution of Bitcoin mining rewards ensures that all 21 million Bitcoins will remain in circulation until 2140. It has been shown that there are only 21 million Bitcoins in circulation, and it is unclear when the world field will mine all the gold that can be mined. mined. World. Another theory is that the rock could also be used for gold mining, and some groups even hope to do so in the future.

3. Valuation

Gold is actually used for many uses, from luxury items like gemstones to specialty items in dentistry to hardware, and the sky is the limit. In addition to the importance of blockchain innovation, Bitcoin itself is also quite useful.

4. Liquidity

Both gold and Bitcoin are considered liquid trading units and cash is easily available when needed.

5. Unstable

Bitcoin's volatility is a major concern for investors who see it as a safe haven for their money. Just look at Bitcoin's price history over the last two years to see evidence. In early 2018, the price of one Bitcoin was around $20,000. A year later, the price of one Bitcoin fluctuated between $4,000 and $5,000. It has since partially recovered from those losses, but is still a far cry from its original, furious price. Investors looking for less leverage than Bitcoin may want to look for safety elsewhere in the digital currency market.

Data Analysis

Most existing studies focus on the price performance of cryptocurrencies, and many focus on evaluating market volatility, meaning investors cannot obtain abnormal results by analyzing historical information. These studies can be clearly divided according to the different economic methods used to identify or reject the weak form activity of cryptocurrencies.
In their study titled "Cryptocurrencies as Financial Instruments: A Systematic Review", S. Corbet, B. Lucey, A. Urquhart, and L. Yarovaya divide the studies into five categories: bubble research, regulatory research, cybercrime research, diversity research, and market research.

In a survey titled "The Financial Economics of Gold A Survey", O'Connor, F.A., B.M. Lucey, J.A. According to Batten and D. G. Baur, gold is one of the best materials; It is a dense, conductive, indestructible, shiny and beautiful metal. These unique characteristics make it nearly impossible for its value to change over time, making it recognized worldwide as the hedge or other security that best represents asset volatility.

"Is Gold a Hedging Tool or a Safe Haven?" In his works called "Analysis of Stocks, Bonds and Gold" Ball and Lucey concluded that stocks are financial assets that are uncorrelated or negatively correlated with other assets. Additionally, assets are considered safe when they serve as a hedge against a large market.

In Böhme, R. , N. Christin, B. Edelman, and T Moore, in their study "Bitcoin: Economics, Technology, and Management", concluded that Bitcoin is a highly decentralized digital currency with almost no intrinsic value. It has good value and It is a new payment method. Bitcoin is an online communication system that allows the use of virtual currency, including electronic payments. Digital currencies offer some unique features that make them very popular, such as anonymity, low cost and fast transactions, leading to a huge debate on the digitalization of the monetary economy.

In the study "The Impact of Research on the Determinants of Markets, Uncertainty and Bitcoin Returns", Panagiotidis, Theodore, Thanasis Stengos and Orestis Vravosinos argue that Bitcoin is valuable and is influenced by gold. Additionally, the findings show that oil, exchange rates and interest rates have positive effects on Bitcoin. Conversely, uncertainty is believed to reduce Bitcoin returns.

It is worth noting that the study showing these effects is based solely on the GARCH specification, whether it is the traditional GARCH model or more advanced models such as the multifractal asymmetric detrended cross-correlation model. The study by Panagiotidis et al is an exce ption. (2019) were estimated using vector autoregressive (VAR) and best augmented VAR (FAVAR) models.

Research Methodology

Test Instrument

This study used a self-administered quantitative sample questionnaire.

Data Collection and sampling

To conclude the conclusions of this report, approximately 127 responses will be received. Based on the parameters of usability, functional equivalence, and representativeness, the samples for this analysis were chosen. In cross-national surveys, a sampling problem that is well explored is equivalence. There are no particular geographical constraints.

Objectives

To study the investment preference between bitcoin and gold.
To study the major factors considered while making an investment
To study the impact of COVI-19 on Investment preference,

Hypotheses

1. Ho: People prefer to invest in Bitcoin rather than Gold.
2. Ho: There is an impact of COVID-19 on the investment preference of people.
3. Ho: There is an impact of different factors while investing.

Data Analysis

Age of Respondents

Analysis and Interpretation

It is observed that out of the sample of 127, 63.3% of the respondents belongs to the age group of 18-25 years, 24.5% of the respondents belong to the age group of 26-40 years and only 12.2% of the respondents belong to the age group of above 41 years... The Analysis shows that majorly the respondents belong to the age between 18-25 years which belong to the age group of youth.

Source of information

Analysis and Interpretation

It is observed that out of the sample of 127, 64.3% of the respondents use the news as a source of information before investing, 13% of the.

Analysis and Interpretation

Ho: People prefer to invest in Bitcoin rather than Gold.
H1: People will not prefer to invest in Bitcoin rather than Gold.

Test of Homogeneity of Variances				
	Levene Statistic	**Df1**	**Df2**	**Sig.**
What is your investment Preference	3.95	4	122	.005

ANOVA					
	Some of Squares	**df**	**Mean Square**	**F**	**Sig.**
What is your investment Preference Between Groups Within Groups Total	9.30 29.41 38.71	4 122 126	2.33 .24	9.65	.000

Analysis and interpretation

In statistics, one-way ANOVA is a method that can be used to compare the means of two or more samples using the distribution. We are using one-way ANOVA in this analysis to find out the relationship between the dependent and independent variables. ANOVA test will help in knowing the investment preference for a different group of people.

Here the:

Independent variable: Do you invest?

Dependent variable: What is your investment preference?

The table shows the output of the ANOVAs test. The respective" F" value of each statement is with "People will prefer in Bitcoin rather than Gold "with a value of 9.65. The hypothesis is rejected because the value is less than 0.05.

Therefore it is concluded that people prefer to invest in Gold rather than Bitcoin due to various reasons like safety and more awareness about Gold and bitcoin.

One Way Anova for COVID Impact

Ho: There is an impact no of COVID-19 on the investment preference of people.
H1: There is an impact of different factors while investing.

Test of Homogeneity of Variances

	Levene Statistic	Df1	Df2	Sig.	
Does Covid 19 Affected you choice of investment	3.00	4	122	.021	
ANOVA					
	Some of Squares	df	Mean Square	F	Sig.
Does Covid 19 affected your choice of investment					
Between Groups	.16	4	.04	.61	.656
Within Groups	8.20	122	.07		
Total	8.36	126			

Analysis and interpretation

In statistics, one-way ANOVA is a method that can be used to compare the means of two or more samples using the distribution. We are using one-way ANOVA in this analysis to find out the relationship between the dependent and independent variables. ANOVA test will help in studying the impact of COVID 19 on investment preference for a different group of people.

Here the:

Independent variable: Do you invest?

Dependent variable: Does COVID 19 affect your choice of investment.

The table shows the output of the ANOVAs test. The respective" F" value of each statement is with "There is the impact of COVI-19 on investment Preference "with a value of 0.61. The hypothesis is accepted because the value is more than 0.05.

Therefore it is concluded that COVID-19 has impacted the investment decision of people due to uncertainty and volatility in the market. People were confused and in fear of loss started evaluating their investment.

One Way Anova for Factors affecting investment decision

Ho: There is no impact of different factors while investing.
H1: There is an impact of different factors while investing.

Test of Homogeneity of Variances				
	Levene Statistic	Df1	Df2	Sig.
What are the factors you consider for making investment	2.26	4	122	.066

ANOVA					
	Some of Squares	df	Mean Square	F	Sig.
What are the factors you consider for making investment					
Between Groups	3.91	4	.98	.76	.545
Within Groups	154.28	122	1.26		
Total	158.19	126			

Analysis and interpretation

In statistics, one-way ANOVA is a method that can be used to compare the means of two or more samples using the distribution. We are using one-way ANOVA in this analysis to find out the relationship between the dependent and independent variables. ANOVA test will help in finding out the different factors which affect investment decisions. Here the:

Independent variable: Do you invest?

Dependent variable: What are the factors you consider for main investment?

The table shows the output of the ANOVAs test. The respective" F" value of each statement is with "There is the impact of different factors while investing "with a value of 0.76. The hypothesis is accepted because the value is more than 0.05.

Therefore it is concluded that different factor affects the investment decisions. People used to invest considering different factors, for example, Gold is a more safe investment as compared to Bitcoin whereas Bitcoin is the rarest investment option as compared to Gold.

Conclusion

In order for Bitcoin to become more than just a novelty and establish itself as legitimate currency, its daily value needs to stabilise in order for it to function as a reliable store of significant value and a unit of record in commercial marketplaces. The unwarranted volatility that emerged is more consistent with the behaviour of a speculative endeavour than money. As previously mentioned, among other things, bitcoin encounters difficulties due to its peculiar decimal valuation of everyday household goods, the dearth of traders that accept it, and the cumbersome process of buying bitcoin from a seller. The somewhat low level of PC knowledge required to use bitcoin addresses another barrier to its widespread adoption.

Without acceptance into this framework, bitcoin has shown itself defenceless against fraud, theft, and interference by skilled computer programmers. However, proponents of bitcoin argue that it avoids the significant flaws in traditional financial security models, which have led to widespread instances of mass fraud and associated problems for traditional customers of traditional businesses. In the absence of acceptance into this framework, bitcoin has proven to be powerless.Finally, there is a long-term underlying financial problem with bitcoin, which is related to the complete breaking point of 21 million units that can ever be distributed. There is no way to extend the supply of bitcoin past the year. As the currency supply will not increase in the show with financial development, bitcoin would have a deflationary effect on the economy if it proves to be extremely effective and overthrows national fiat monetary norms. In the current environment, most experts would have to regularly accept compensation reductions.

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A Multidimensional and Holistic administrative functioning of IQAC and NAAC teams in HEI: A Cohesive Alignment

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Abstract

Purpose- T*he purpose of the paper is to analyze the administration of IQAC& NAAC teams in a specific HEI and examine their functioning in a multidimensional and holistic environment so as to bring about the efficient cohesive alignment between the two to achieve best accreditation grades.*

Design/Methodology/Approach- *The paper employs exploratory research design with qualitative approach analyzing the secondary data obtained from the coordinator of IQAC and NAAC steering committee of specific HEI.*

Findings- *The findings exhibits the 360 degree quality oriented administration and functioning of IQAC considering all parameters. Throughout the process the IQAC team is in tuned with NAAC team members to serve the quality gaps immediately as recognized and required.*

Practical Implication- *The findings of the study are critically significant for all the HEI's of the concerned location for formation and strengthen their IQAC teams. The ideology here is that- not just the presence of such teams or just preparing the Agenda/Minutes are mandatory but the necessity is for radical transformation to achieve the NAAC objectives in a more realistic manner.*

Originality/Value- *This paper adds value to the existing policies, procedures, administration, functioning and formulation of IQAC and NAAC teams of concerned HEI's aspiring for the best grades.*

Keywords- *Cohesive, Holistic, IQAC, Multidimensional, NAAC, Quality assurance, Transformation*

JEL Classification- *I23 and I21*

Paper Type – *A case study based 'Research Article'.*

Introduction

The Higher education sector ensures quality of the educational process with the help of Accreditation agencies established for the purpose. The main agency which accredits universities and colleges in general education is the National Assessment and accreditation Council (NAAC) established by UGC in 1994 with headquarters at Bangalore. An effective system of quality assurance should -

Make a difference to students – both through the value that has been added and the measurement of the outcomes.

Be owned by the institutions and accepted as valid by them.

Be relevant to the purposes of higher education.

Promote diversity;

Be a cyclical process rather than a series of sporadic snapshots;

Address the question of standards;

Be conducted by national and international peers;

Be conducted at a subject or programme level;

Contain international comparative measures; and

Be reported in terms that are easily understood by a lay audience.

Therefore to achieve the above stated parameters, there must be the formation of IQAC (Internal Quality Assurance Cell) in the HEI to function at every micro aspect and ensure the quality assurance. This IQAC must have the cohesive alignment with NAAC steering committee to have more and more realistic, broad, systematic and multidimensional administrative functioning in all spheres for the achievement of holistic outcomes.

Literature Review

All the studies conducted till dates have taken individual view for NAAC and IQAC. However this paper is derived as a case study transformed into an experienced and practical based research article highlighting the major functioning dimensions of IQAC and NAAC steering teams of a concerned HEI so as to ease out the process of accreditation for the first cycle.

Rationale and Need of the Present Study

As a proliferation of Higher Education Institutions in India, the quality is the enormous challenge for every single student as to progress for attaining higher educational qualifications. Globalized competencies are required in terms of in-depth insights and wide pool of understanding so as to advance the students to new frontiers of practical and applicable knowledge in diverse verticals with differential domains. Being the advent of cut throat competition and to implement the dimensions of NEP-2020, the time is not for introspection rather for critical review, ascertaining deviations, taking corrective actions and benchmarking themselves. This study is a need of an hour as a yardstick to gauge the preparedness and transitional level of these HEI's by highlighting the functioning of IQAC and NAAC steering teams.

Objectives of the Study

To identify the various functional approaches, goals and domains of IQAC and NAAC teams of an HEI.

To portray the comprehensive agenda for the quality teams of concerned HEI to be carried out throughout the process.

To assess the molecular preparedness of a concerned HEI for the achievement of NAAC grades through efficient working of IQAC.

To ensure the concrete level of planning and administration of HEI through IQAC pertaining to all related aspects and domains of NAAC criterions.

To formulate the cohesive alignment between IQAC and NAAC steering teams of concerned HEI.

Research Methodology

Research Methodology applied in this research paper is quite simple and easy to understand and can be depicted as follows:

Research Design is Exploratory being the author has explored his/her vast pool of expertise, wisdom and knowledge in the same article.

Research Approach is Qualitative in nature as the key aspects related to the functioning of IQAC teams has been outlined.

Data Collection is all "Secondary" which after necessary editing and sorting has been framed in thirty one (31) in the findings part.

Sampling frame is one of the recognized HEI located in Meerut city based in Uttar Pradesh. Sampling Method is "Convenience Sampling Method" observing the easy availability of required data based on author's experience itself.

5.6 Time frame of the study is based on the functioning of eighteen months (18) of IQAC and NAAC steering teams of HEI covering the COVID-19 duration majorly. August 2019 to December 2020 is the period concerned.

5.7 Experience based data has been edited by listing all the functional procedures and policies primarily related to the concerned HEI. In the second stage, the data has been refined and grouped under the various heads and subheads. In the third and final stage, the required data is presented in a sophisticated manner so as to fulfill the outcomes of the research article.
Data Analysis and Findings

Data thus obtained has been subjected to be framed under the following thirty one (31) heads so as to demonstrate its realistic sense in achieving the outcome of the research.

6.1 MOU's: Signing 'Memorandum of Understanding (MOU)' with other universities and institutions aims for 360 degree academic excellence. Through these tie-ups, various students exchange programs as well as the faculty exchange programs will be arranged in order to enhance the knowledge in all academic spheres. More and more national & international tie-ups (MOU's) to be built up, to strengthen the knowledge pool of the HEI. It also includes the MOU's signed for membership of various societies, organizations and associates. IQAC and NAAC teams are supposed to obtain the progress reports of the same on the consistent basis.

6.2 In troduction of new courses: HEI has to undergo a research to analyze the requirement of the new courses and programs under the umbrella of various schools/departments of HEI. All stakeholders are expected - to whom schools/departments any new courses have been added, to prepare the complete details, course curriculum (Syllabus), Current progression on the same for session 20-21.

6.3 Online Teaching Methodology: Online Teaching Methodology is essential and integral part of all educational institutions all over the globe in the current pandemic situation. Schools are advised to appraise the said process as per the requirements of their schools/department/ courses and suggest measures for its excellence in terms of transparency, attendance increment, monitoring, lecture delivery etc.

HEI is advised to prepare the complete checklist for the exact delivery/monitoring of online classes and complete SOP for the same has to be prepared.

6.4 Library Facilities: Library facilities must comprise of inclusion of latest books (reference & text), journals and other study material for the students as well as for the faculty members. Access to the online journals must be available to the students & faculty members. HEI's are expected to provide the latest book requirements to the library for their courses.HEI must has a central library with mini libraries at all schools as well. Facilities of E-books, E-library, E-journals and access to online resources like J-Gate, NDL, and DELNET & AIR Combo pack (especially for Law) is available.

6.5 Quality Audit Schedule: The objective of the Quality Audit is to determine whether the institution, since its last audit has acted in compliance with the provisions of IQAC. HEI's are hereby suggested to implement 'Internal Quality Audit Schedule' in their respective schools/ department for the same. The tree tier audit system must be in place as follows:

Pre-Semester Audit

Mid-Semester Audit

End-Semester Audit

6.6 Admission Process: Admissions - the bread and butter of any institution must be aligned with Standard Operating Procedures as laid down by the Admission Committee detailing the parameters of eligibility, intake, fees, selection process, PI details, Admission policy for international students etc. HEI's must be in the process of admissions through online, offline and mixed mode complying with all COVID-19 essentials. IQAC and NAAC teams are supposed to track the details of this aspect on continuous basis.

6.7 Alumni Connect Program: All HEI's are advised to conduct "Alumni Connect Programs in a substantial number but in fair quality so as to reach the Alumni of the HEI and let them share their views, opinions and expertise so that the current students will be benefited in multiple domains. Even the students will be motivated enough and will get opportunities for placement in diverse fields. Alumni associations, clubs and updated database must be available at all times.

6.8 Parents – Teacher Interaction: All HEI's are advised to conduct the regular 'Parents-Teachers' interaction program in their schools and keep a proper record of it so as to outreach

the final decision makers and make the parents aware of actual performance of their wards in multiple aspects. Parents must also be timely aware regarding the academic activities of the universities and the concrete involvement of their ward in the same like online class attendance. Parents of the students have been regularly in contact through the following modes as:
Messages(SMS) & Email

Whatsapp

Letters on regular intervals.

Regular Zoom meeting with parents

6.9 Employer – Student Feedback: Proper record, through a standard feedback planner must be ensured by every school/department regarding employer's viewpoint for our students. In this way we will be able to bridge the gap regarding the latest industry requirements and enrich the student's personality more competitively for future. A comprehensive feedback mechanism must be adopted through the feedback from which contains various parameters to judge the professional abilities of the students.

6.10 USR/Extension and outreached Activities: University Social responsibility activities specifically aimed at delivering the social message all-around so as to integrate the essential stake holders of the society with academic domain. HEI's are required to design more innovative USR activities for their departments by involving every student, being the part of their course curriculum.

6.11GRC - COVID-19 counseling of Faculties: The role of Governance, Risks and Compliance (GRC) in the COVID – 19 times must be ensured by all Schools/Departments as a means of counseling of all faculties associated with that school/department. Seeing the pandemic situation rising on a daily basis as per the national statistics regular counseling, monitoring and health check up of all faculty members are highly essential. All faculties, along with parents and students have been personally counseled for following all essentials and safety measures for COVID-19. IQAC and NAAC teams must ensure the same and obtain data on a regular basis.

6.12 Proctorial Board: The proctorial board at the school/department level must ensure the discipline among the students, Students Grievance Readressal, all rules/regulations are understood & followed, prevention of students in indulging any political/unmoral/ragging activities, to build up the good character of the students etc. All HEI's must have proper record at micro level for their respective schools/departments in order to channelize the proctorial board activities more smoothly.

6.13 Purchase Committee: Purchase Committee must be a part of centralized purchase system for entire HEI and there is a placement of building infrastructure/Maintenance In-charge in every school/department so as to monitor the same and forward their purchase requirement to central committee on regular basis. Purchase committee working protocol must be regularly reframed by administrative head for the same. All purchase requirements on regular basis like New Course requirements, Inspection and other maintenance requirements are fulfilled through concerned authority and further indenting for the same to warehouse through proper channel.

6.14 Research – Plagiarism Report: Research plagiarism report is highly essential for all the research work conducted in all schools. HEI central library must be equipped with the latest software for the same. Therefore all the departments of HEI must ensure the proper research plagiarism report procedure for all the research work carried out in their concerned schools/ departments.

6.15 Measures to minimize Covid-19 spread: Proper measures/actions must be taken by all schools/departments regarding to minimize the COVID-19 spread, at their level as well either physical measures or measure to create awareness for the same. HEI must keep a proper record of the same and continue their actions in future as well. Proper and regular sanitization must be carried on with complete social distancing, mask distributions with personal counseling.

6.16 National Education Policy Awareness: Moreover, all schools of HEI is conducting the webinars on New Education Policy 2020 through eminent speakers and creating sound awareness regarding the same. Even then the schools that have not planned yet must be requested to conduct the same so as to make NEP-2020 as a robust success in near future.

6.17Planning of Activities& Formation of Clubs: All departments are expected to plan and execute various academic activities (Extracurricular & Co curricular/Webinar/Workshops/ FDP/SDP/Seminars/Industrial Visits etc) in more innovative and creative manner with adding a certain extra value even to the repeated activities like debate, extempore, poster making. Schools must maintain and report the proper data of all activities in a chronological manner. Similarly the formation of various clubs like cultural, literary, research, extension, recreational, academic etc must be formed and function properly.

6.18 Consultancy Revenue: All schools of HEI must ensure to generate consultancy revenue in their concerned fields through various revenue generating streams as per their specific fields and keep the proper and update record of the same. This demonstrates the practical utility and implementation of practical aspects of the concerned school/department.

6.19Start up and Patents: Entrepreneurship development and skill enhancement in the concerned fields of study must be embedded in every school/department so as to bring out new start-ups and ventures. New inventions must be patented to have more conformity and transparency on the same.

Some of the achievements in this regard are as follows:

Constitution of IPR Cell.

Any start ups by Home Science – Pickles, Snacks, Bakery items etc.

Obtaining particular ‘Trade Mark’ – Immunoherbs (for pharmacy products and processed food products).

Obtaining particular ‘Trade Mark’ - Immunoherbs (for pharmacy products and process.

Patent granting and publishing by the stake holders.

Constitution of IIC (Institution Innovation Council) is highly mandatory.

6.20 Research & Development: No educational institutions will survive without consistent R & D activities; therefore it is mandatory for all schools to have aligned research activities in their labs/departments. The academic fraternity of HEI including students must continuously strive to write and publish goods research papers and publish them in journals of repute. The PhD cell of the university must be completely modified with new research work course module and new research initiatives as per the UGC Guidelines.

6.21 Finance and Accounts: Finance and Accounts department serves a backbone for any HEI. However main concern here id the timely collection of fees , recovery of pending dues, disbursement of salaries, vendors payments, preparation of reports, reconciliation of accounts etc.

6.22 Human Resource Data: Proper recruitment, selection and deployment as per the relevant qualifications must be well planned and especially the personal files of every employee must be completed with all relevant documents. Comprehensive records in all HR related aspects must be completed beforehand. All critical positions of the HEI's must be duly filled pertaining to all parameters.

6.23 Sports/NCC Facilities and Initiatives: Sports are highly essential and integral part of any academic institutions. Similarly there must be separate unit for NCC related activities in an Institution. Calendar of sports activities must be planned in advance and events must be organized accordingly. Proper record with necessary evidences must be organized for the same.
6.24 Examination Cell: Controller of Examination - COE office is highly responsible and critical domain for IQAC and NAAC consideration in terms of organization of all examinations (mid semester, semester, yearly) which should be highly transparent and reliable. Setting up of question papers, assembling them, reviewing and moderation must be well planned. Policies related to the overall assessment must be highly fair in terms of conduction of examination. All records, reports and minutes must be duly organized by COE office as NAAC and IQAC coordinators can any time require the same.

6.25 CRIC Activities: Corporate Resource and Interface cell is a vertical which covers the Placement Activities, Development of interface with the corporate world, shaping the students as per the industry requirement in terms of 'Aptitude, Attitude and Personality Development'. This vertical serves as a nerve in leveraging the key indicators of NAAC criterion.

6.26 Revision in Course Curriculum: Any revision in the course curriculum in terms of addition, deletion, modification in any course must be decided in advance, preceding to the start of academic term. All changes must be duly approved in the concerned Board of Studies meeting and record must be maintained in a proper manner to be presented to IQAC and NAAC team anytime.

6.27 Academic Council Integration: Academic Council is one of the most significant bodies to undergo the key decisions related to all key parameters related to academics of any HEI. Some of the parameters are like International Students, Fee Structure and Deposition policy, Ordinance and Syllabus of all Programs especially the Doctorate, Examination System, Scholarship, Examination Committee, Academic Plan &Calendar, Result Declaration etc.

6.28 Hostel/Transport Facilities: Hostel facilities in terms of proper maintenance, cleanliness, safety and security, health concerns, proper food plan, quality check and inspection, maintenance of attendance, incoming and outgoing registers etc must be duly taken care off. Similarly transport facilities must be equipped with proper GPRS and with latest equipments. IQAC team must have the routine audit of the same.
6.29 Infrastructural Requirements, Maintenance & Sanitation: Premises of an HEI must be well equipped with required infrastructure in terms of power back up, water treatment and harvesting plants, solar panels, plantations, fire safety, earth quake resistant, pollution free environments, proper labs and equipments, cafeteria, gardens and lawns, playground, classrooms, conference

rooms, faculty rooms, common rooms, seminar halls, reception area, toilets, branding of walls building maintenance on consistent basis must be done and after all in COVID-19 times proper sanitation and hygiene measures must be ensured in every spheres. Maintenance registers must be prepared by all building in charges and the department concerned.

6.30 Systems &IT Integration: Systems and IT is one of the indispensable aspect of any HEI leading to internet connectivity, implementation of ERP, original software's, hardware requirements, implementation of online class application etc. IQAC and NAAC teams must have a routine check on all these parameters.

6.31 Scholarships, Rebates, Consultancy, Discount Data, Annual Increments etc:All the data related to scholarship (internal and external), any fee rebates or discounts of any types, annual increment data off all employees must be recorded and maintained properly as IQAC and NAAC teams must conduct audit of the same any time.

Suggestions and Recommendations

Some of the suggestions related to IQAC and NAAC teams for functioning more coherently in such a competitive, multidimensional and holistic environment are as follows:

In HEI's Admission, Academics and Administration must be separate verticals all over and the NAAC objectives must be embedded from the very first day of HEI's inception.

Attainment of academic goals of an institution must not be hampered by any means taking all the factors and variables in consideration.

All the curricular, extracurricular and co curricular activities are planned in such a manner that they must be completely aligned with some learning objectives and outcomes. Repetitive and routine activities must be violated.

Adequate digital infrastructure/resources must be available if ICT enabled leanings have been promoted in HEI's being a need of an hour. Availability of latest software's, packages and applications is highly necessary.

HEI's especially the self financed one's are fully transparent in their recruitment policies which must be governed by uniform norms related to qualification mix, salaries, promotion and advancement policies etc.

Especially in COVID times it is mandatory to provide adequate support and facilities for their professional, academic and intellectual development.

HEI's must develop the culture of innovativeness in each and every aspect by infusing the creative mindset in all stakeholders of their HEI's. Even a single act can be performed differently by the innovative thought process.

Multidimensional and Holistic development of the students is highly necessary.
IQAC and NAAC teams will continuously strive to have frequent meetings for gaps assessment and fulfilling the same.

Management of the institution must motivate the core IQAC and NAAC teams for their performance by reviewing them time to time.

All the HEI's from the very first day of their inception and function must be determined to practice as per the requirement of NAAC requirements.

Conclusion

Quality consciousness in HEI's all across has initiated the narrowing down the gaps between the formation and the functioning of IQAC and NAAC teams. The IQAC must be overall responsible for all the molecular in depth analysis of each and every quality parameter considering the NAAC objectives. The role of IQAC can be easily extended just by stimulating, reorganizing and streamlining overall all stakeholders' efforts in more innovative and achievable approach. IQAC team will be having more multidimensional functioning attitude with holistic empowerment. It must be kept in mind as well that the last minute preparation will be avoided if IQAC teams will tie their seatbelts just from the start itself to achieve sustainable long term accreditation objectives for an HEI.

Limitations of the Study

The present study is accompanied with many limitations. However one of major one is that particular research article is just confined to single HEI of the concerned area. Even data obtained have the possibility of manipulation and window dressing as well being data has been collected on the basis of inputs received from the concerned person and the framework for the article has been framed out.

Scope for Future Research

Being NEP-2020 to be implemented and HEI's institutions to be governed with new mandates of self regulations which need to strengthen their accountability and procedural aspects therefore the scope of further research in this domain is unlimited. The research could be conducted more minutely in each domain and quality consciousness pertaining to HEI's with the help of primary data. The positivity factors related to IQAC and NAAC process can be highlighted so that even the dormant HEI's of all-around will come up for the obtaining quality assessment grades and ranks.

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LEADERSHIP: ISSUES, CHALLENGES AND PRACTICES IN EDUCATION SECTOR WITH REFERENCE TO DIGITAL REVOLUTION

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Abstract

Consumer Rights in India "The right to information about quantity, purity, price, quality, potency and standard of products or services" is the definition of consumer rights. Customers must be protected against all kinds of injustice when purchasing goods and services. It is important for consumers to understand their rights. While India has a strong and clear policy to protect consumer rights, the real challenges faced by Indian consumers remain elusive. The Consumer Protection Act, 1986 is the most important of the many laws enacted in India to protect the rights of consumers. The Act enables all individuals, businesses, Hindu families and businesses to enjoy consumer rights while purchasing goods and services produced by them. It is important for customers to understand their important rights and legal procedures and procedures for consumer protection and effective protection against fraud. In accordance with the Consumer Protection Law, customers are given unfair copies. The law covers the whole of India, excluding the state of Jammu and Kashmir, and applies to all goods and services unless otherwise specified. This policy provides customers with the following rights:

1. Right to Safety: According to the Consumer Protection Law dated 1986, the consumer's right is called "the right not to deal with goods and services that are dangerous to life and property". Although it applies to certain activities such as pharmaceuticals, pharmaceuticals and food processing, this law covers all activities with serious consequences for the health and welfare of customers. Cars, residences, household goods, travels, etc.
2. Right to Information: The right to information means "the right to know the quality, quantity, strength, purity, na-

ture and cost of goods or services." This is mainly due to the Consumer Protection Act 1986, which protects consumers from unfair trade practices.
3. Right to choice: According to the Consumer Protection Act 1986, right to choice means "the right to secure a variety of goods and services at as competitive prices as possible".

Keywords-Digital Education, Online Classes, Transformation, Innovative, Productivity, Educational Institution.

JEL Classification- I23 and I21

Paper Type – Research Article

Introduction:

Digital education or online education has seen a huge growth during the COVID-19 period because students and teachers have no other option. Over the past year and a half, various e-learning applications and modules have been developed to achieve the same goal. However, 2020 is the first development phase of online education, and all training is gradually turning into online education. In addition, with the second wave of the coronavirus in 2021, the online education model became a matter of discussion and became the only way for schools and friends to survive. This is the highest demand to achieve a new transformation in the digital teaching model and the ability to improve the management of digital education production. Private schools, in particular (CBSE/ ICSE schools, colleges, affiliated colleges and selfgoverning colleges), are placing greater emphasis on quality assurance of online courses and creation of SOPs as part of their strategies to deal with infectious diseases. Even now there are many cultural issues, challenges and practices that need to be implemented to develop the same capacity.

Literature Review:

Keval Padia (2018) suggested five ways digital learning is changing the face of education, including personalization, diversity, flexibility, digital textbooks, and multi-use news.

Saurabh Kulkarni (2019) concluded in his article that the future of education in India is "digital education".

"The Indian Express" (2020) states in "Digital Education in India" that Indian schools are not yet ready for digital education and currently there are many issues related to Internet popularity, Internet problems, relationships, childcare issues, etc. He stated that he was facing major challenges such as: Martin (2020) proposed a set of dimensions, qualities, and characteristics associated with teachers so that students can graduate.

All these studies and many other studies generally define digital education as a general education at the macro level. However, there is an urgent need to study the effects and problems of a pandemic like COVID-19, where online education is the only way to survive.

Rationale and Need of the Present Study:

All the research done so far has investigated the significance, importance, status, research, features, advantages, etc. of online courses/digital courses. showed. Notably, most of these studies were done before Covid-19. However, the situation has changed a lot in the post-epidemic period, because the future is uncertain and schools react negatively to the impact of the new virus, so they can only survive with online classes. Last year this was thought to be disruptive and difficult, but now every aspect of the process needs to be changed to be more efficient, effective and innovative. Therefore, based on this, this research tries to find some new and new applications in digital education through digital education.

Research Objectives:

Ø To evaluate the effectiveness of online courses through better service and content delivery.
Ø Create a flexible, innovative and effective teaching environment in digital education.
Ø Explore current issues, challenges and applications in digital education.

Research method
The research method adopted in this research paper is very simple and easy to understand and can be explained as follows:

5.1 The research design is exploratory and descriptive as the author investigates many dimensions of digital education and hence Open. cultural issues, challenges and practices.

5.2 Research is positive in nature.

5.3 The data collection method is an "auxiliary" method and is analyzed after making necessary corrections to explain the findings of the research.

5.4 Study Period - March 2020 to present.

5.5 Data Analysis Process After secondary data was collected, content analysis was used to provide some specific findings regarding cultural issues, problems and practices in digital education with the use of the digital revolution (COVID -19).

Data Analysis and Findings:

Data Analysis, interpretation and findings aspects have been categorized in two parts as:
Leadership Issues & Challenges" in Digital Education (6.1)
Leadership Practices in Digital Education (6.2)

Leadership Issues & Challenges in Digital Education: Major "Leadership Issues in Digital Education are as follows:

Network and Bandwidth issues: This is one of the major and the most significant challenge as far as the digital education is concerned especially for the students in remote places and villages have to face such issues majorly.

Attendance problems: While average daily attendance in schools is about 60-70%, in universities it is 50 -60% and this is still a problem. Very surprising for online classes so far. Problems/complaints/problems regarding student absenteeism are called daily and resolved with the relevant administrators, but the main problems are bandwidth and network disruptions.

Good online courses: However, daily publications are prepared for the attention of course leaders, especially higher authorities. Quality of courses Online learning has many impacts, but there is still a long way to go.

Delivery: Strict SOPs for online courses are still a big challenge for Digital Education Education Fraternity.

Online content planning: Educators are developing new research-based content to help students achieve success through online courses

Uniqueness and Innovativeness: Being students are themselves having numerous options for online self study therefore it is one of the biggest area of concern to provide innovativeness and uniqueness for online classes.

Assessment & Evaluation: Assessment and evaluation processes and methods must be devised strictly as per the rules and regulations to bring about complete transparency and authenticity on Digital Education.

Online Extracurricular activities: Designing and devising of Extracurricular and Co curricular activities must be in complete alignment with the need and demand of the students and having the cohesiveness with the digital framework of education.

Physical Engagement and Communication: Being physical engagement of the students are negligible, therefore the regular communication is highly important and one of the most significant challenge in the online classes.

Consistency of the Students: Maintaining the students consistency in all aspects is highly challenging for online/digital education.

6.2 Leadership Practices in Digital Education: Teachers must comply with the lesson schedule and time. The plan or schedule must be prepared in a digital application that must be studied online. Most organizations use Microsoft Teams. Lessons must start and end at the right time - teachers must adhere to the time of the lesson.

Teachers must dress appropriately, wear appropriate attire and carry I-cards indicating background and physical fitness.

Teachers should strictly control Papers from online lessons on screens, especially laptops, desktops and I-pads. Mobile phone use should be strictly limited.

Before teaching, all equipment (camera, headphones, etc.), hardware, network issues and infrastructure (whiteboard, marker, eraser) should be checked and checked.

The teacher's video should be "on" throughout the classroom, and the teacher should establish a positive connection with students in the classroom by occasionally asking students to play the video and stop listening.

Teachers must ensure that all student IDs are added to their classes. Teachers should keep students' online and physical daily records (physical records) and ensure that students attend class regularly every day, call students from school and solve their problems.

There will be no discipline or frustration when learning online.
Teachers should ensure that the content of the lesson is planned in advance. In particular, the "electronic summary - presentation in .pdf format" of the relevant courses should be prepared in advance.

Teachers should increase interaction by creating new learning materials, examples and motivational messages for students. > o Teachers should communicate regularly with students and parents and try to modify instruction.

Teachers should ensure daily use of online materials.

Teachers should add online monitors to the classroom and hold regular lessons

Teachers should plan study hours in advance to remind students to study during a trip or emergency. Despite the changes, students still need to be informed.

Students must comply with the study plan and schedule. They should prepare plans or lessons at least a week in advance. You must go to school on time and complete your lessons on time. Students first prepare the digital platform and wait to do the experiment.

Students must be well-dressed, well-dressed, have an I-card, have the appropriate background, have good manners, body language and facial expressions, and be in a good environment.

Students should take online classes on large screens, especially laptops, desktops and I-pads. Mobile phone use should be strictly limited, but in such cases, support can be obtained by talking to parents on phone-related issues.

All equipment (camera, headphones, etc.), hardware, network issues, and infrastructure (laptops, pencils, geometry boxes, graph paper, etc.) must be checked and inspected before entering the classroom.

We hope students will learn valuable lessons through online and in-class interaction and problem solving. Physical education class. There is a lot of thought and curiosity throughout the process.

Students may experience network problems, identity creation, password mismatch, etc. They should solve the related questions together with their partners. Parents should make sure their child's credentials are added to the class.

It is their goal to have no discipline or any complaints during online learning.

Students must ensure that they receive "electronic content - presentations" of relevant courses regularly and written in ".pdf format".

Students must attend real classes in all subjects and communicate with teachers.

Students are required to write regularly in class and do their homework according to the| schedule.

7. Thoughts and suggestions:

Here are some ideas on organizing online courses:

1) In pandemic situations, education should also be important across all schools, just like online classes and Physical classes in India. compare.

2) Online courses should be taught as “advanced requirements” for all teachers.

3) It is important to establish good and regular relations with students and their parents (especially those who do not attend school). Teachers should do their best to resolve their issues and engage online platforms, but it is important to regularly post information and seek advice in case of emergency.

4) In this case, teachers need to adopt flexible teaching and use different perspectives for each student.

5) It is every teacher’s greatest responsibility to achieve educational goals and results by providing the best online teaching.

6) It has been proven worldwide that teaching and learning are not limited to the physical space of the school, online learning is different and variable, so everyone involved must be committed to research and innovation. Thought processes to achieve better impact and release.

7) In case of an audit, the process should not affect the dignity and respect of the teacher/ teachers to the fullest. If the limit is exceeded, the strict measures to be taken are very clear.

8) Communicate with parents online every week or every two months to gauge their satisfaction, which is essential for the success of online education.

9) Online connection platform, online teaching does not need to be backed up for network problems.

10) There is no doubt that it is the most important aspect of education, but teachers have to pay fees to male students, measure and evaluate, prepare additional study materials and study materials, etc. and other measures must be completed.

Conclusion:

It can be said that the epidemic has made the future uncertain. In education, digital education is the only way to complete education for teachers and students. It was noted that even after schools opened, more parents refused to send their children to school due to the coronavirus. Finally, all changes and introduction of new practices to manage efficiency in digital education will take an hour to determine the best reduction in difficult times.

Limitations of this study:

The main limitation of this study is the lack of use of statistical tools, methods and techniques to analyze secondary data. Research can be carried out more effectively with the help of primary data.

Scope of future research:

This can be done by increasing the sample size to cover a larger area, as due to the second wave of COVID-19 this year, the future is still uncertain despite many prevention and treatment measures. more research. However, further research can be conducted involving different populations, parameters, and plants linked to the same topic. Preliminary research can be conducted to gauge the opinions and interests of students at various institutions and the effectiveness of online courses.

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STUDY OF RURAL CONSUMER PROTECTION AWARENESS IN GHAZIABAD

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Abstract

The purpose of consumer rights is to cover consumers from fraud and illegal business practices by merchandisers and service providers. The "consumer protection act" was passed in the year 1986 to cover purchaser from fraudulent deals. The consumer protection law regulates special rights for all consumers. The rights and responsibilities of consumers need to be recognized by everybody. The purpose of this research is to identify the challenges that residents in pastoral regions in the Ghaziabad district encounter while exercising their legal rights as consumers and being cautious of their use in certain scenarios.

Keywords : Consumer Protection, Consumer Awareness, consumer Rights, pastoral consumer.

I. Preface

Gandhi stated in 1926 that" India lives in her seven hundred thousand town lets." This quotation highlights the significance of pastoral guests. Of India's population, 70 lives in pastoral areas. The expansion of the pastoral population is critical to the nation's development. For this reason, it's essential to cover guests from illegal marketable practices because the bulk of them live in pastoral areas. Dealing defiled goods, delivering imperfect goods, charging a high price for a short force, and sharing in illegal business conditioning can all deceive consumers. Indeed, nonetheless, there are still problems with consumer protection in India, indeed though the "Consumer Protection Act" passed in the year 1986 was passed 35 times agony. There's still much further to be done, indeed with the multitudinous civil and state measures that have been enforced. Along with understanding their liabilities, every customer should be apprehensive of their rights as consumers. There are safety measures that a buyer should take when making purchases. The rights and scores of consumers are nearly intertwined. Different styles have been developed at different situations to guard the rights of consumers.

Consumer Rights in India

A customer has the right to know a product's amount, purity, cost, quality, energy, and standard. Customers must be protected from unfair advantages while collecting goods and services. People should know what their rights are as customers. Despite India's robust and well-defined consumer rights laws, the actual obstacles that Indian consumers encounter are still unclear. The "Consumer Protection Act", in the year 1986 is the most important of the numerous laws legislated in India to cover the rights of consumers. The Act enables all individualities, businesses, Hindu families and businesses to enjoy consumer rights while copping goods and services produced by them. It is important for guests to understand their important rights and legal procedures and procedures for consumer protection and effective protection against fraud. In agreement with the Consumer Protection Law, guests are given illegal clones. All products and services are governed by the law unless otherwise stated, and it covers the whole country of India (except for Jammu and Kashmir). Guests are granted the following privileges under this policy:

Right to Safety: The customer has the option not to deal with services and products that are harmful to life and property according to the Customer Protection Law of 1986. Although it applies to certain conditioning similar as medicinal, medicinal and food processing, this law covers all conditioning with serious consequences for the health and weal of guests. buses, places, ménage goods, peregrination, etc.

Right to know: The right to know refers to" the right to know the quality, value, strength, chastity, nature and price of goods or services." This is substantially due to the Consumer Protection Act 1986, which protects consumers from illegal trade practices.

Right to choose: The 1986 "Customer Protection Act "states, choice is "the right to admit a variety of items and services at the most competitive price."

Right to be heard: According to the vittles of the Consumer Protection Act of 1986," The right to be heard and to have the interests of consumers determined by the applicable courts" is the meaning of the right to be heard. Good services enable Indian consumers to state their complaints and enterprises, make their voices heard about products and companies, and have their issues taken into consideration and resolved in a timely manner.

Right to seek compensation: "Consumer Protection Act" 1986 defines the right to seek compensation in the event of a possible report of illegal trade practices, conditions of trade or illegal consumer use practices. The Indian government had better luck when it came to this policy. Legal entities such as the State Consumer Controversies Redressed Commission, the National Consumer Controversies Redressed Commission, and the District Level Consumer Controversies Redressed Council were established with the assistance of the Consumer Protection Act.

Right to consumer education: In the academy and university courses and government and non-governmental association consumer operation experience are ways to educate consumers. Consumer- acquainted nongovernmental associations (NGOs), with the support of the Indian government, are primarily working to cover the rights of consumers across the country.

II. Review of Literature

As per the view of "Jugal Kumar Boro" (2018) states, "Due to high population, high poverty rate, high unemployment rate and low illiteracy rate, rural people have little knowledge about consumers. Therefore, governments and institutions must take necessary steps to educate consumers, and schools must educate consumers about their rights."

According to "Dr. G. Rambabu" and "L. Vinod Kumar" (2017): Research shows that most consumers are aware of good reviews and ISI. However, the survey found that many people are unaware of their consumer rights due to ignorance and family poverty. It found that 34% of respondents are aware of consumer rights, 32% have some knowledge of consumer rights and 34% have no knowledge of consumer rights at all.

Jamuna (2014): The purpose of this study is to achieve excellence in customer service. In this study, we obtained responses from survey participants regarding customer responsibility. Most participants choose Level 1 to become certified and certified. The survey also revealed that 67.14 percent of people have interacted with clients before, and 53.21 percent considered it was simple. The majority of respondents were unaware that consumer protection laws make people more aware of their purchasing patterns. The percentage of people who think consumer protection rules have made purchasing easier is quite small at 20%.

As discussed by "Dr. S.Mohan" and "V.Suganti" (2013): The study aims to learn how informed rural customers are about their rights as consumers. The study analyzed "age, education, marital status, monthly income", and more. Customers in remote regions. The reason for this is the excellent customer service. Gender, family status, profession, monthly income, and consumer rights awareness are not affected much in rural areas.

A study by "N.Sundaram" and "K.Balaramalingam" (2012) showed that female clients were not aware of their client rights. The main reason for the low level of education and poor economic conditions of female consumers is their low level of knowledge in the field of consumer protection.

As stated by "P.Jayasubramanian" and "Miss A.Weideke" (2012) studied customer perceptions and attitudes toward customer protection. Their study found no relationship between gender and cognitive ability. They also found a positive relationship between age and social media engagement.

According to the "Sewanand" (2012), this study shows that all participants are aware of consumer protection. Almost all levels of customers are familiar with JAGO GRHAK JAGO time. ISO, ISI Agmark, etc. This isn't news to them either. They also know the constraints/ patterns.

As per the view of "Dr. A.K. Chandra" (2011), investigated the Raipur District Customer Forum's operations, mapped out customer demands, and defined the challenges encountered by the organization. The skills and experience with customers were readily shared.

III. Need for the study

There are presently far too numerous different kinds of goods and services available on the Indian request. There are now more directors and final retailers of goods than ever ahead. It's now veritably grueling to identify a licit manufacturer or seller as a result. It's nearly insolvable for guests to have a face- to- face discussion with a patron or salesperson. The physical gap between a buyer and a patron/ dealer has also grown as a result of advancements in ultramodern technology, as buyers may now order products online or through operations, and have them delivered right to their door. In an analogous tone, figuring out which of the numerous goods are genuine has gotten decreasingly grueling. Since information enterprises the health of the consumer, it's essential. also, it happens constantly that a client purchases products, services that don't admit checks or where the seller doesn't give checks. This is done to save on the duty that the product has to pay to the government. Due to the below issues, consumers need to cover themselves from illegal business practices of retailers and service providers. They want to know and use their rights as consumers.

Research Goals

The aims of the research are as follows:

To understand the consumer protection awareness levels of consumers in rural areas

To provide access to the problems encountered in the use of consumer rights.

Promote information resources to raise consumer protection awareness.
Promote appropriate solutions to promote rural consumer awareness.

Research Findings:

There's no significant difference between the education position and knowledge situations of the surveyors

There's no significant difference between the population and knowledge situations of the surveyors

Research method:

This study was descriptive in nature. Primary and secondary data were used in this study. The sample size named for this analysis was 100 people. Primary data was collected from consumers in Ghaziabad quarter. The study includes secondary data collected from colorful sources similar as books, journals, magazines, websites and other media.

Significance of Research

In moment's society, knowing the law is veritably important because in the business world, utmost guests are taken for granted. They may cheat by charging low prices, engaging in illegal business practices, dealing unacceptable or unacceptable products, or dealing in large amounts. Understanding your rights could assist you protect your visitors from legal action. Individuals have the following rights: safety, freedom of choice, information, education, and repair. Pastoral customers' awareness of consumer rights and other consumer-related concerns may be better understood with the use of this research. This study's findings are going to be useful in designing consumer education programs, particularly for underserved regions. Further investigation and the discovery of new possibilities are both made possible by this exploration mechanism, which experimenters can use.

Limitations of This Study:

The researcher's work includes several limitations:
1. This study was carried out in a short period of time.
2. Results may vary depending on the opinions of survey participants.
3. The study was limited to the rural population of Ghaziabad.
4. The sample size was limited to 100 participants.

Data analysis and interpretation:

1. Participant know the Consumer Protection Act of 1986:

Serial No.	Understanding	Respondent Number	Respondent percentage
1	yes	37	37
2	No	63	63
		100	100

(Source: Primary)

The table indicates that 63 of 100 respondents are unconcerned with the "Consumer Protection Act" of 1986. Only 37 respondents fear the "Consumer Protection Law".

Consumer Rights Awareness: The table below shows respondents' Consumer Protection Act 1986 rights awareness.

Number of Respondents					
Serial No.	**Consumer Rights**	**Extremely aware**	**Partial Awareness**	**Unaware**	**Total**
1	Right to safety	14	33	53	100
2	Right to information	11	37	52	100
3	Right to choose	18	29	53	100
4	Right to heard	9	36	55	100
5	Right to redressal	23	33	44	100
6	Right to consumer education	12	30	58	100

(Source: Main)

As can be seen from the table above;
14 out of 100 participants are well informed, 33 participants are partially informed,
53 participants People do not understand the security policy.

Almost half of the respondents (52) did not know, 37 respondents partly knew, and 11 respondents were quite aware of the right to data acquisition as stated in the Consumer Protection Act.Product, 1986. 18 respondents were quite aware, while 29 respondents were somewhat aware. were aware and 53 participants were not aware of this option. Of the 100 participants, 9 were highly aware, 36 were partially aware and 55 were unaware of their rights to a hearing. There were 23 people who were well aware of the problem-solving policy, 33 people who were only partially aware of it, and 44 people who had no idea about it at all. Lastly, there were 12 participants who knew about the consumer education policy of the Consumer Protection Act of 1986, 30 who knew, and 58 who did not know.

Recommended retail price, production date, and expiration date information:

Details	Always		Sometimes		Never	
	No. Of Respondents	%	No. Of Respondents	%	No. Of Respondents	%
Check MRP	38	38	19	19	43	43
Examine the Date of Manufacturing	27	27	26	26	47	47
Examine Expiry date	19	19	21	21	60	60

(Source: Primary Data)

According to the table above, 38% of the participants always check the MRP when purchasing goods and services, 43% never check the MRP, and 19% sometimes check the MRP. 47% of people do not look at the production date when buying something, 27% always look, 26% sometimes look. Finally, 60% of respondents never check shelf life, 19% often check shelf life, and 21% sometimes check shelf life while shopping.

Issues regarding consumer rights:

Details		Yes	No	
	No. Of Respondents	%	No. Of Respondents	%
Learn how to make a complaint	28	28	72	72
File a lawsuit with the Sales Court	00	00	100	100
Attend any consumer right programme	11	11	89	89

(Source: Primary)

As can be seen from the table above, 71% of the survey participants do not know how to write a complaint, and 29% know how to write a complaint. None of the participants filed a complaint in the Consumer Court, meaning 100% of the participants did not file a complaint in the Consumer Court. 11 percent of respondents have participated in a customer service program and 89% have not participated in a customer service program. The limitations faced by consumers in the implementation of consumer rights are based on different studies.

Qualification:

S.No	Constraints	Iliterate	Below 10th	10th	12th	UG	PG	Total	%
1	Lack of Knowledge	7	12	10	12	6	1	48	48
2	Wastage of time and money	6	4	3	8	4	0	25	25
3	The complaint writing process is difficult	7	7	2	7	3	1	27	27
	Total	20	23	15	27	13	2	100	100

(Source: Main)

As can be seen from the table above, 48% of the respondents stated that they had problems in customer management due to lack of understanding, the education level of the participants was low and 25% of the participants stated that they had problems in usage. Violation of customer rights due to waste of time and money, different education levels of participants, and 27% of participants experiencing a complaint process.

V. Findings and Recommendations

1. 63% of the respondents are unaware while only 37% are aware of the Consumer Protection Act, 1986.
2. Most survey respondents are not aware of their rights as consumers.
3. 38% of respondents always check MRP, 43% never check MRP and 19% sometimes check MRP when purchasing goods and services. 47% of respondents said they do not check the manufacturing date when purchasing, 27% always checked it, and 26% occasionally checked it. Finally, 60% of respondents never check expiration dates when shopping, 19% often check expiration dates, and 21% sometimes check expiration dates when shopping.
4. 71% of the respondents do not know how to write a complaint, while 29% know how to write a complaint. No participant filed a complaint in the Consumer Court, meaning 100% of the participants did not file a complaint in the Consumer Court. 11% of survey respondents have participated in a customer service program, while 89% have not participated in a customer service program. Restrictions on consumer rights based on different educational backgrounds.
5. In regions with low levels of education, 48% of respondents experienced problems in enforcing consumer rights due to lack of information; In the region where the participants live, 25% of the participants have problems with customer management due to lack of time and money. Consumer Issues. Different levels of education; 27% of participants experienced a difficult complaint.
6. Most of the participants in the research could not exercise their consumer rights due to lack of information.

Hence, it is clear that most of the respondents use different methods than traders/sellers as consumers are not aware of their protection rights as seen in the Consumer Act 1986. Protect yourself from unfair business practices.

Conclusion

In this technologically advanced world, consumers have a multitude of products and servicesofferedbymanymanufacturers.Forthisreason,customerspreferproductsandservices.Consumers not only have the right to choose products, but they also have the right to know the production process and whether they are safe and effective. The aim of this study is to understand how conscious consumers in rural areas are about their consumer rights when purchasing goods and services. Thanks to these studies, most consumers are affected by illiteracy, poverty, unemployment, demographic factors, etc. For some reasons, we learned that customers do not understand their rights, do not check MRP when purchasing, and do not collect information to prevent it. fake. It lacks product knowledge and is seen as a waste of time and money.Therefore,thecentralandstategovernmentsshouldtakeappropriatestepssuchassettingupconsumer forums in every village, organizing monthly awareness campaigns through customer meetings, simplifying the litigation process in court, etc. to make consumers aware of their consumer rights. reduced. Waste of time and money. Likewise, consumers should take care to protect themselves from market manipulation and unfair trade by checking the MRP and expiration date when purchasing and receiving services.

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IMPACT OF HUMAN RESOURCES POLICIES ON JOB SATISFACTION
(Reference Pashchimanchal Vidyut Vitran Nigam Ltd)

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Abstract

This research investigates how mortal resource development (HRD) affects job satisfaction, fastening on PVVNL. mortal resource operation is a profession that deals with workers and their connections within a company. Reclamation and selection, training and development, evaluation and price, performance operation, labor force operation, creation and mobility, operation Financial and health measures, hand health and safety, labor relations and interpersonal connections are all exemplifications of perfecting people. mortal resource operation has come one of the most important aspects of business practices. What makes people operation different is that it presents both challenges and openings. This finding also has some important counteraccusations for unborn exploration. Now further than ever, HR is at the heart of every business function. This is an important time for all companies seeking success in the global HR space to plan and apply the necessary changes to their being HR processes to enable them to apply HR and other services. Positions, supervision, compensation, creation and employment are managed by JDI. Job satisfaction is contentment that comes as a result of evaluation following a job or a job. PVVNL has a sample of 100 workers, picked for this research.

Keyword: Job satisfaction, Organization, Human resource development, Compensation, Career Planning, Performance evaluation, training, employee engagement, employee performance.

Problem Notes

1. There are different levels of officers in PVVNL and job satisfaction also varies at different levels. Employee satisfaction depends on many factors. This needs to be determined and more research is needed.

2. Human resource development is different at different levels of PVVNL as it is a government matter. PVVNL is associated with greater stress and age-related tissue changes, so further studies are needed.

Research Objectives

1. Understand the demographic profile of the research center's workforce.

2. Examining the impact of human resources development practices.

3. Social determinants of job satisfaction. 4. To understand the relationship and impact of human aid evolution techniques on departmental research or employee job pleasure.

Research Methodology

This analysis is conducted on two types of data analysis, a primary and secondary. The journey is based on the survey published after researchers analyzed the primary data through scientific tools with the aim of supporting key players to have positive feelings. A sample of 100 PVVNL workers was named for this study using Stratified arbitrary slice system. Actors included manly and womanish directors and on-employees between the periods of 25 and 56. The validity and trust ability of the check were estimated. "Cronbach's Alpha" is used to dimension of scale. An integrity judgment corresponding to the above questions postulate values to the range 0.8-0.9. It proves that all of the particulars are attained in a comprehensive view and creation of human check. Reclamation and selection, training and development, evaluation and price, performance operation, labor force operation, creation and development, operation compensation and health measures, hand health and safety, working and social relations and explaining the impact of its use on job satisfaction. (JDI) scale (Smith teal. (1969)) studied workers in installations. Positions, supervision, compensation, creation and employment are managed by JDI.

Results and Discussion: According to table 1 below, it presents the distribution we sought and descriptive statistics regarding the age, side of the hand as well as the education, occupation, annual income, and time of service.

Table No. -1

TABLE EXPLAINING THE LEVEL OF JOB SATISFACTION QUESTIONS FOR THR IN PVVNL

S.No.	Attributes	Group	Frequency	%	Mean	S. D
1.	**Age Group**	25-34	8	8	2.87	0.926
		35-44	38	38		
		45-54	40	40		
		Above 55	14	14		
2.	**Designation**	Executive	39	39	1.93	0.516
		Non-Executive	54	54		
3.	**Gender**	Male	65	65	2.39	0.486
		Female	35	35		
4.	**Education Qualification**	Graduate	15	15	2.51	0.913
		Post graduate	30	30		
		Diploma	39	39		
		Intermediate	16	16		
5.	**Nature of Job**	Technical	67	67	1.86	.468
		Non-Technical	33	33		

6.	**Years of Service**	0-10	8	8	2.77	.808
		11-20	39	39		
		21-30	43	43		
		More Than 30	10	10		
7.	**Monthly Income**	35000-50,000	54	54	2.81	.579
		50001-70000	39	39		
		More than 70,000	7	7		

Source: Primary Data

Table No. 2
Table showing correlation analysis and evaluation of HR practices

Item	Factors	P- Value	Rank
Human Resource Development Practices	**Training and development**	**.719****	**3**
	Promotion and transfer	.435**	9
	Appraisal and Reward	.692**	4
	Employee Health and Safety	.533**	7
	Managing people	.491**	8
	Compensation management and welfare measure	.599**	6
	Industrial relation	.897**	1
	Recruitment and selection	.771**	2
	Performance Management	.644**	5

"Source: Primary Data"

** Consequential at 1% class,

Using "P- value" correlation analysis, it's easily seen from the table above that the ranking of factors affecting HRD practices is significant at 1 position. According to the P value in the competition table, labor relations affect HRD practices.

Table No- 3
"TABLE SHOWING PRESENTATION OF PEARSON CORRELATION MATRIX of JOB SUMDILNESS Aspects"

Factors	Job	Leadership	Pay	Upgrades	Co-Employees	General Job Pleasure
Job	1.000					
Management	0.849**	1.000				
Pay	0.381**	0.427**	1.000			
Upgrades	0.386*	0.357**	0.377**	1.000		
Co0 Employees	.887**	0.798*	0.437**	0.319**	1.000	
Overall Job Satisfaction	.881**	0.831**	0.691**	0.727**	0.891**	1.000

Position: First position

** The correlation is significant at the0.01 position (two- tagged)

* There exists a significant correlation for the population under use. Here, the level of significance is with 0.05 two-tailed. The null hypothesis was tested using the graph in the form: "H0: There is no relationship between the husband's age and the wife's height."

Hypothesis 1:

While working for PVVNL, I essentially get paid for doing something I love, which I view as mutual trust between me and job. From the significance value of the Pearson correlation matrix table, which is less than 0.01, the nonversion is removed at 1% confidence level, and over 5% confidence level, nonversion is removed as well.significance.Position. in a nutshell, there seems to be a positive association between job satisfaction and whole-body dampness in PVVNL.

Table No-4

"Table 4 shows the mean SD values of HRD Practice Factors as well as Job Satisfaction with T values and P values."

Characteristics	**Indicate**	**Std. Variation**	**t-Value**	**t-Value**
Reclamation or Choosing– Job Satisfaction	27.685	12.964	25.987	< 0.001**
Training or Development – Job Satisfaction 3	37.981	11.784	34.676	< 0.005*
Appraisal and Compensation– Job Pleasure	17.768	12.011	14.987	< 0.005*
Implementation Operation – Job Satisfaction	46.181	8.328	53.376	< 0.001**
Performance Operation – work Satisfaction	52.986	7.856	84.677	< 0.001**
Upgrade or Transfer – Work Satisfaction	26.876	10.356	32.347	< 0.005*
Payment Management as well as Welfare Measurement– Job Satisfaction	24.789	10.012	33.012	< 0.001**
Indicator Mental Health or Safety – Work Satisfaction	67.136	6.876	105.898	< 0.001**
Industrial Associations- work Satisfaction	64.975	6.845	89.456	< 0.001**
All HRD Approaches–Work Satisfaction	375.181	42.463	94.126	< 0.001**

"Source: Primary Data"

** Significant at 1% level;
* Significant at 5% level.

Hypothesis 2:

There is no significant contrast between mortal asset development strategies and job satisfaction. As per the t test, the P value is lower than0.01, so the invalid thesis is rejected at the 1 significance position. Assuming the P value is lower than0.05, the invalid thesis is rejected at the 5-significance position. position. There is a positive association between mortal asset development techniques as well as hand job satisfaction in PVVNL.

Table No-5

"TABLE 4 respectively is the mean SD Human Resource Development Practice Aspects or Job Satisfaction t values, t-test scores, and P values."

Job Satisfaction	Frequency	Percent
Low Level	5	5%
Low Level	53	53%
High Level	42	42%
Total	100	100%

"Source: Original data"

A high level of PVVNL employees is shown in Table 5. Only 5% of employees are comfortable with the community, 53% are satisfied with the job, as well as 42% are pleased with the community.

Findings and Recommendations

This analysis focuses on HRD processes that influence job pleasure in PVVNL. Results showed a positive relationship between PVVNL and HR practices that increase employee job satisfaction. Therefore, it is supposed that there is an association between HRD conventions as well as job satisfaction at PVVNL.

1. PVVNL's recruitment process is good and transparent and the employees are quite satisfied.
2. PVVNL provides thorough and appropriate training to its employees for maximum satisfaction.
3. PVVNL's open, fair and comprehensive evaluation and reward system makes employees very happy.
4. PVVNL has great management and employees are very happy.
5. PVVNL practices excellent employee management to ensure that employees are satisfied with their jobs.
6. PVVNL provides transparent and timely support and performance to meet the needs of its employees.
7. PVVNL provides complete payroll management as per industry standards. This increases employee job satisfaction.
8. PVVNL has a health and safety system for its employees and attaches great importance to job satisfaction.
9. PVVNL has a social policy aimed at improving employee satisfaction.
10. For example, human development at PVVNL benefits its employees. This was widely accepted by the employees who participated in the study.

Mortal capital development, which affects job satisfaction, also includes the responsibility of hiring people who are admired and trusted. mortal resource operation practices are a well-known content in the operation field, so numerous propositions, models, or techniques will be Designed to support its effectiveness. The moment's competitive world, a company's success depends on its workers. The objects of this study are to understand how mortal development affects job satisfaction.

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GREEN FINANCE AND ITS RELEVANCE AND IMPORTANCE IN THE MICRO SMALL MEDIUM ENTERPRISE SECTOR FOR SUSTAINABLE DEVELOPMENT

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Abstract

This article analyzes the feasibility and importance of green finance for micro, small and medium-sized enterprises. Because micro, small and medium enterprises play an important role in contributing to India's GDP. According to the report, India's MSME sector has given a major boost to the economy. Over 63 million MSMEs spread across the country contributed 30.5% to India's GDP in FY19 and 30% in FY20. Unlike large corporations, small and medium-sized enterprises have contributed to rural industrialization with low capital costs. This sector has contributed significantly to the country's socio-economic development and complements large-scale industries. Small and medium-sized enterprises account for more than 40% of India's total exports, manufacturing accounts for 6.11% of GDP, and services account for 24.63% of GDP. The significant differences achieved by the sector have led the financial sector to question whether the sector will Join green finance. A company can bring about significant changes in history, but it can also secure the future of other companies. Investment in green finance leads to sustainable development, which guarantees the longevity of the business and generates income and profits. This article will essentially address the fact that the SME sector understands the relevance and importance of green finance that can lead to sustainable development. Green finance is critical to modern business. Today, every business must invest in environmental programs and make the environment a better workplace. Since the environment plays an important role in investment and growth, the company has several factors, including green finance, that not only help the company grow, but also protect the environment for sustainable development.

Keywords: Green Finance, MSME, Environment, Sustainable Development

1. Introduction:

In today's world, when everyone expects to live forever, sustainable development has become a major problem that address people's current need without sacrificing the needs of future generations. The notion was created about a quarter-century ago to reconcile economic, social, and political issues dynamics of social and ecological systems (IUCN, 1980). It is impossible to guarantee long-term progress. Without making good use of available funds, green finance is a word that refers to a method of financing that is environmentally friendly.

To ensure Sustainable Development, environmentally friendly funding methods must be used. Green finance, according to Wang & Zhi (2016), is "a phenomenon which combines the world of finance and business with environmentally friendly behaviour". Green finance is thought to be an important topic in sustainable development since it is impossible to achieve long-term sustainability without ensuring proper and environmentally friendly money management. Because of the importance of these fundamental concepts in today's world, this research was done to provide a detailed conceptual understanding of the relevance and importance of green finance in micro, small and medium enterprises.

Green finance is a broad topic that encompasses a significant portion of an economy's whole financial system. It is clearer from Dr. Nannette Lindenberg's proposed definition, in which the researcher stated that Green Finance encompasses of three aspects i.e., financing of the public and private green investments, financing of public green policies, and the green financial system. A no. of green financial products is being used throughout the world and many strategies are being used to keep up with the environment, this paper will put light on the relevance and importance of green finance in the MSME sector, and the factors influencing them. Also, it will put forth some important measures to overcome the lag of green finance in the MSME sector.

2. Statement of the Problem:

With the increase in usage of all the natural resources for the development of the country and the world, there is a dire need of maintaining all the resources. With the help of green finance, the establishment of sustainability in the industries will lead to great empowerment of society. Therefore, this paper will analyze the importance and relevance of green finance in micro, small and medium enterprises which will lead to sustainable development.

3. Objectives of the study:

1. Understand the relevance and importance of green finance in the MSME sector.
2. Analyze the factors for the non-relevance nature (if any).
3. Suggest the best possible actions for the establishment of green finance for sustainability.

4. Scope of the study:

The study on MSME sectors can be conducted in a general marketplace where micro, small and medium sector enterprises work. This is a huge marketplace in India as it covers up to 74% of the general market. The time duration to collect the data will take approximately 3 to 4 weeks.

5. Hypotheses:

H0: The level of knowledge on green finance is directly associated with the enterprises participating in separate investments for green finance.

H1: The level of knowledge on green finance is not directly associated with the enterprises participating in separate investments for green finance.

6. Methodology:

The study is based on a descriptive research method

Data Collection tools and techniques:

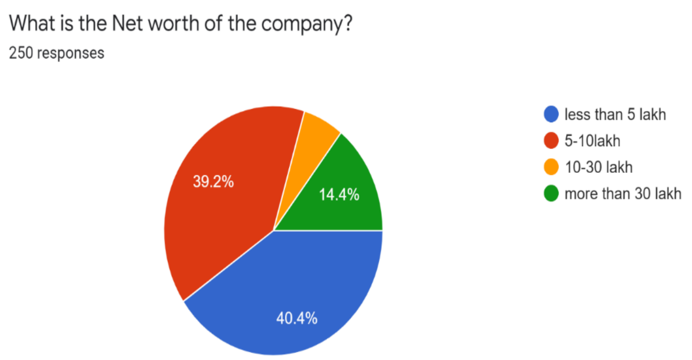
Primary data were collected through a structured questionnaire from more than 250 MSMEs .The responses were evaluated based on the Likert scale with five points will be used to measure the depth of their knowledge about green finance. Secondary data will be collected by using content analysis in google scholar, different articles published by the ministry of finance, the government and various websites collection of data.

Data analysis: Data analysis will be done using SPSS & AMOS

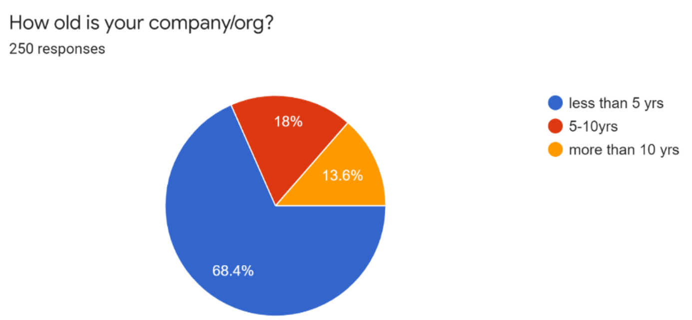
7. Data Analysis:

In this study, a total of 250 responses have been collected to get interpretations about the MSME sector's indulgence in green finance.

7.1 Net worth of the companies:



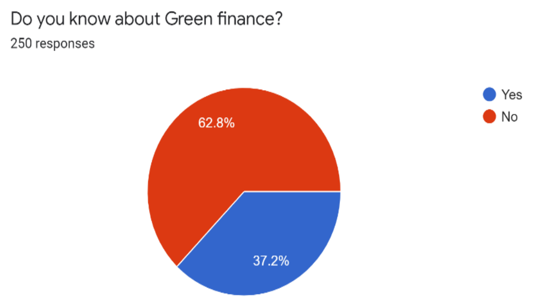
7.2 Age of the companies:



Interpretation:

Fig. 3.1 and Fig. 3.2 describe the net worth of the companies/organisations and the age of the companies. This section will help the study understand how much income each business makes in the MSME sector, this section will help us understand if the medium enterprises are making the most for green finance or if the micro and small organisations are also trying to be investible for green finance. Fig. 3.1 shows there is a participation of micro and small companies by 40% and 39.2% respectively, while the medium enterprises take up a total of 20.4% of the total collection of data. Fig 3.2 shows most of the participating company's age is less than 5yrs i.e., micros are a total of 68.4%. This chart also shows the participation of small and medium enterprises by 18% and 13.6% respectively.

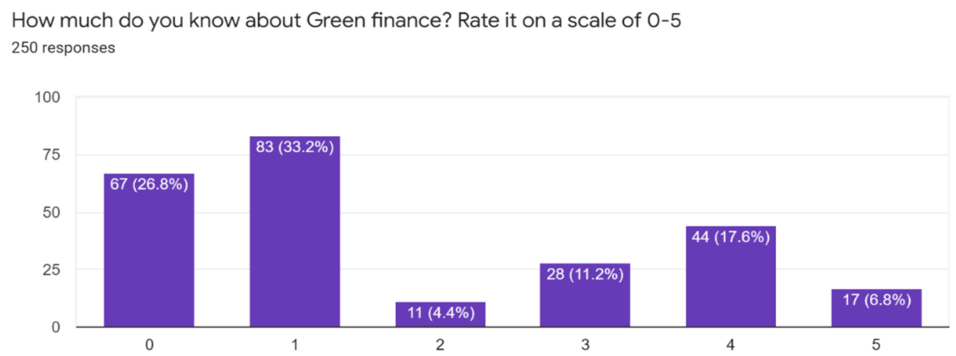
7.3 Knowledge of Green Finance



Interpretation:

In this paper we can see most of the people i.e., 62.8% have chosen "No" as their response to their awareness about green finance, this shows that the concept of green finance is not much relevant to the Micro and Small companies/organizations. We can also observe that 37.2% people have chosen "yes" which shows that some small and medium enterprises make sure to integrate green finance in their business.

7.4 Level of Knowledge on green finance

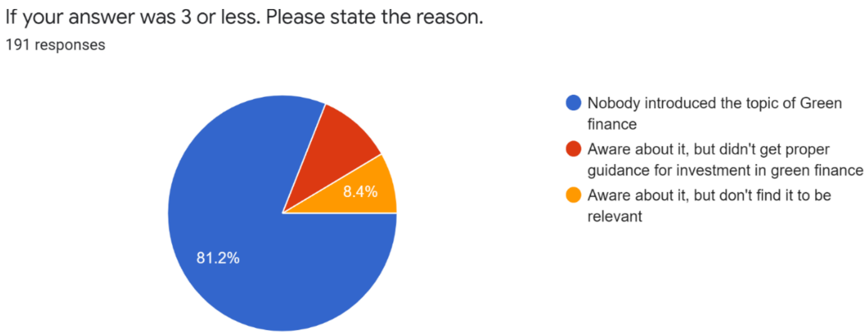


Interpretation:

In this study maximum number of enterprises i.e., 33.2% have voted 1/5 regarding their level of knowledge on green finance whereas 26.8% have voted 0/5 around 11.2% enterprises have mediocre knowledge regarding green finance we can also observe that

17.6% and 6.8% enterprises have voted 4/5 and 5/5 respectively which shows that they have competent knowledge regarding green finance.

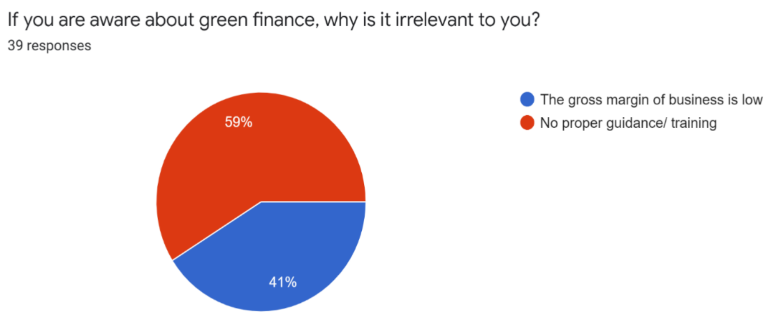
7.5 Reason of having low level of knowledge on green finance



<u>Interpretation:</u>

Among the enterprises who have voted 3/5 regarding their level of knowledge on green finance a large number of enterprises i.e., 81.2% stated that nobody introduced them to the topic of green finance. We can also see that among these enterprises, 10.4% state lack of proper guidance for investment in green finance as their reason for low level of knowledge regarding the same and 8.4% enterprises among these didn't find green finance relevant

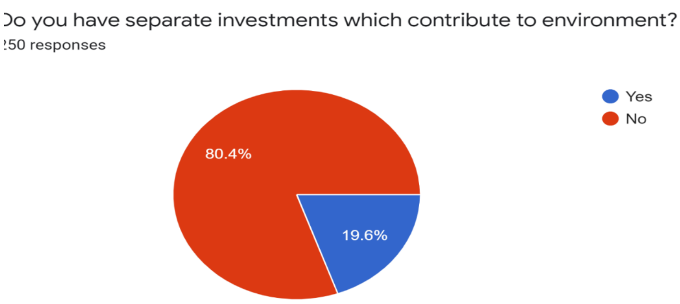
7.6 Reason of green finance being irrelevant



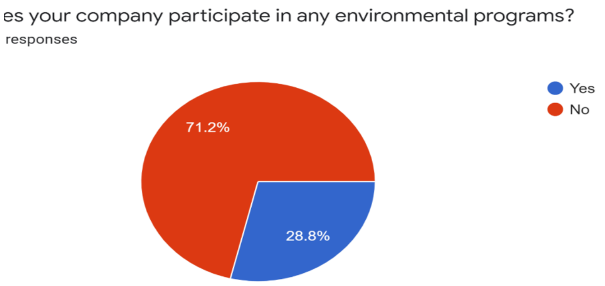
<u>Interpretation:</u>

Among the enterprises who find green finance irrelevant, the majority i.e., 59% state a low gross margin of business as a cause for irrelevancy whereas 41% state a lack of proper guidance and/or training as a cause for the irrelevancy of green finance.

7.7 Information on separate investments in the environment



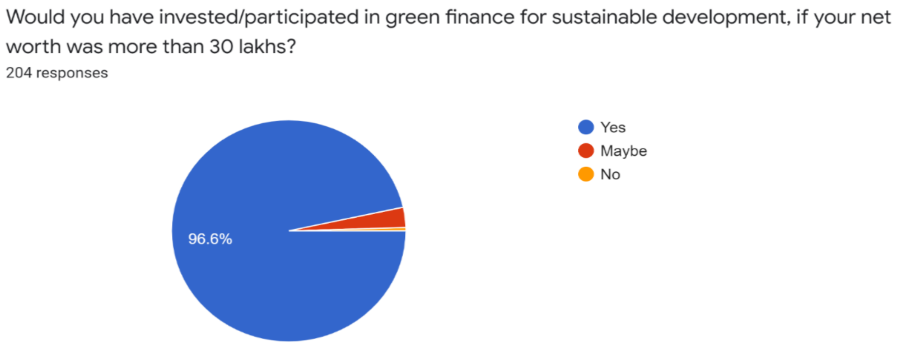
7.8 Information on enterprises participating in environmental programs:



Interpretation:

Fig. 3.7 and fig. 3.8 shows the participation of micro, small and medium enterprises in green finance. Fig. 3.7 shows that most enterprises i.e., 80.4 % do not have separate investments that contribute to the environment whereas the rest i.e., 19.6% have separate investments for the same. On the other hand, Fig. 3.8 shows that a large number of enterprises i.e., 71.2% do not participate in any environmental programs whereas 28.8% participate in environmental programs. We can conclude from these 2 figures that most enterprises do not participate in green finance.

7.9 Views on participation in green finance if net worth was more



7.10 Views on participation in green finance if provided with necessary aids

Interpretation:

Fig. 3.9 and fig. 3.10 shows the enthusiasm of micro, small and medium enterprises towards green finance if provided with adequate guidance and resources. Fig. 3.9 shows that almost everyone i.e., 96.6% would have participated in green finance for sustainable development, if their net worth was more than 30 lakhs whereas a very small portion i.e., 3.4 % would not have invested in green finance even if their net worth was more than 30 lakhs. Similarly, fig. 3.10. demonstrates that if adequate aids, information, and guidance is provided, a large number of enterprises i.e., 92.9% would have participated and contributed to green finance which will lead to sustainable development whereas a minority of enterprises i.e., 7.1% would not participate in green finance even after proper guidance and resources is provided to them. We can conclude from these 2 figures that almost all enterprises are enthusiastic about participating in green finance if proper guidance and resources are provided to them.

7.11 Hypothesis Testing:

H0: The level of knowledge of green finance is not directly associated with the enterprises participating in separate investments for green finance.

H1: The level of knowledge of green finance is directly associated with the enterprises participating in separate investments for green finance.

Familiarity about Green Finance * Separate investments Crosstabulation

Count

Yes		Separate investments		Total
		No		
Familiarity about Green Finance	No opinion	0	67	67
	Not at all familiar	0	83	83
	Slightly familiar	0	11	11
	Moderately familiar	1	27	28
	Very familiar	36	8	44
	Extremely familiar	12	5	17
Total		49	201	250

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.948[a]	5	.031
Likelihood Ratio	176.454	5	.050
Linear-by-Linear Association	127.798	1	.076
N of Valid Cases	250		

a. 2 cells (16.7%) have an expected count of less than 5. The minimum expected count is 2.16.

Result of hypothesis testing:

Since the P value is 0.031 which is lesser than 0.05, therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. Hence, the level of knowledge of green finance is directly associated with the enterprises participating in separate investments for green finance.

8. Findings:

- The age and net worth of the enterprises has a direct engagement with the understanding of the concept of green finance.
- The bigger the firm is the more the enterprises are able to recognize the importance of green finance in today's world and how much relevance it can create in sustainability.
- Rarely any Micro and small enterprises participate in environmental activities and participate in green finance. One of the main reasons of non-participation of this segment is that they have very low-profit margin in their business, also their scalability is low.
- The small businesses have very low knowledge of green finance, they have never heard of the term of green finance. This shows that the lack of knowledge of green finance can be filled by providing necessary information training from the government end.
- The Low net worth of businesses can also perform certain environmental activities, even if don't have separate investments. Any sort of environmental practice made in daily enterprises activity can make a change, therefore can increase the sustainability of the business for the long run and will also protect the environment.
- The fact that green finance can make up a huge difference in the forthcoming generations in the suitability of the business and environment is unknown to many of the micro, small and some of medium enterprises. Therefore, providing proper training, and giving aid to MSME can give a boost to green finance in India.

9. Conclusion:

Micro, Small and Medium Enterprises (MSMEs) have contributed significantly to the Indian economy and employment. India's 63 million small and medium-sized enterprises account for over 45% of industrial production, over 40% of exports and over 28% of GDP. The industry employs approximately 111 million people. MSMEs require little capital to start but generate a lot of employment. To achieve the Sustainable Development Goals, we must focus on alternative pathways for equitable participation and reduce economic inequality, taking into account national contexts of resource extraction and inequality. This requires India to build a system that appropriately localizes and decentralizes the production of goods and services and considers economic efficiency, environmental sustainability and social equity in business decisions.

Environmentally responsible micro, small and medium-sized enterprises (MSMEs) businesses that operate based on the principles of resource conservation, resource efficiency and waste management are key to creating a green and inclusive economy. At the grassroots level. Anecdotal evidence suggests there are no statistics on what percentage of MSMEs fall into this category and how these figures vary across sectors and states, with most MSMEs being green in nature and design and those seeking to leverage them. A more environmentally friendly way. Business transaction. Achieving high levels of sustainability requires significantly more green finance opportunities for the SME sector.

10. Suggestions:

Over the last decade, a growing number of solutions to help overcome these constraints have been developed.

1. State-owned financial institutions (PFIs). Public financial institutions (PFIs), such as state-backed banks, have often been the first to fill the financial gap in e SME market. From creating clean technology venture funds to targeted green lending programs, the Montreal group has developed a variety of debt and equity financing solutions.
2. Commercial banks and stakeholders Banks have strengthened their commitment to sustainability across all lending portfolios.
3. New initiatives such as the Positive Impact Principles can help small businesses close the funding gap. However, there is a lack of transparency about how banks are responding to the specific sustainable financing needs of small and medium-sized enterprises.
4. Green bonds provide a variety of financing options for small and medium-sized businesses, including the issuance of green bonds by banks that collect loans to small and medium-sized businesses, the securitization of small and medium-sized business loans into asset-backed securities, and the issuance of mini-bonds by small and medium-sized businesses. Green bonds offer the additional benefit of increasing market transparency.
5. There is an increasing number of assets dedicated to investment products sought by companies that deliver social, environmental and financial returns. Both growth-stage companies and traditional small and medium-sized businesses often leverage traditional private equity and venture capital financing strategies.
6. Adequate support and training for all entrepreneurs in the small and medium-sized enterprise sector is critical to ensure that businesses recognize and understand the importance and relevance of green finance.

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TOWARDS SUSTAINABLE BHARAT@2047: A STUDY OF CONSUMER'S PERCEPTIONS & AMP; PREFERENCES TOWARDS GREEN MARKETING IN SELECTED CITIES OF INDIA

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ABSTRACT

Purpose: *In an era marked by increasing environmental consciousness, understanding how consumers engage with and prioritize eco-friendly attributes in their purchasing decisions is pivotal for businesses striving to align with shifting market dynamics. The present paper aims to investigate the evolving landscape of consumer's perceptions and preferences concerning green marketing, with a specific focus on the pursuit of sustainable choices.*

Methodology: *The research methodology involves a comprehensive exploration of pertinent literature to establish a theoretical foundation. Subsequently, empirical evidence is gathered through a survey conducted among a diverse sample of 50 consumers, to discern their attitudes, perceptions, and preferences regarding green marketing practices. The study also incorporates a qualitative dimension through in-depth interviews with select participants to capture nuanced perspectives on the interplay between environmental consciousness and purchasing decisions.*

Findings: Consumers exhibited a strong inclination towards incorporating green practices in their lifestyle with a particular emphasis on the significance of education in fostering environmentally friendly product usage. Adopting green marketing strategies not only allows organizations to fulfill consumer expectations and address environmental concerns but also presents an opportunity to acquire a competitive edge and establish a robust consumer base.

Limitations The study has been done on a limited scale**.** Replicating the study on a larger scale would offer a more comprehensive understanding of consumer behavior and further contribute to our knowledge of the green phenomenon & sustainable events.

Originality/ Value of the paper: *Environmental awareness has become more pronounced in both the business sphere and public life worldwide. Contemporary consumers express heightened apprehension about environmental degradation and the negative impacts of product and service consumption on the environment. Organizations can adapt their offerings to align with evolving consumer preferences by identifying shifts in consumer behavior.*

KEYWORDS*: Consumers, Environmental, Green Marketing, Perceptions, Preferences*

INTRODUCTION

In the contemporary landscape of global consumption, the imperative for sustainable practices has become increasingly apparent. As India strides towards its centennial year in 2047, the necessity for sustainable practices becomes increasingly paramount. Environmental considerations have gained growing importance in both the business realm and global public life. As environmental concerns intensify and the consequences of unchecked consumerism loom large, there is a growing recognition of the necessity for a paradigm shift in the way consumers approach purchasing decisions. Contemporary consumers express heightened apprehension about environmental degradation and the negative impacts of product and service consumption on the environment. This heightened concern may be attributed to dramatic climatic changes, global warming, and the escalating rates of air and water pollution. This study delves into the intricate realm of consumer behavior, aiming to unravel the intricate tapestry of perceptions and preferences that shape individuals' choices within the framework of green marketing. As the world grapples with pressing ecological challenges, understanding the dynamics influencing consumers toward sustainable options is paramount.

In contemporary times, green marketing has emerged as a focal point of interest for marketers, offering potential competitive advantages over industry rivals. However, embracing green marketing necessitates investments in technology enhancements, process modifications, and effective communication of benefits to customers. In India, various companies have begun positioning themselves as environmentally conscious entities, driven by governmental regulations and global shifts in consumer preferences. Numerous cosmetic brands, such as Biotique and Forest Essentials in India, have responded to this shift by introducing environmentally friendly product lines. Even majority of the consumer durable companies are currently promoting their products featuring the Energy Star Label, asserting that utilizing these products will diminish energy consumption. Consequently, consumers can accrue substantial savings on electricity expenses over time. A notable example is the Godrej Group, which employs green marketing strategies to promote its consumer products. The company offers additional incentives to customers who choose to exchange their older products for the newest environmentally friendly alternatives.

In India, with its profound cultural heritage, there has been a notable transformation in consumer awareness over the years. The country, deeply tied to Ayurvedic traditions, places considerable importance on embracing natural and herbal products. The country's consumers have a robust appreciation for holistic health practices, exemplified by their engagement in activities like yoga and a preference for natural food consumption. In these regards, it can be inferred that consumers are already well-informed and likely to be receptive to environmentally friendly products. Despite this, questions persist regarding the perceptions and preferences of Indian consumers towards green products, as well as the intricate relationship between these attitudes and consumer behavior. Most existing studies on green consumers and green marketing predominantly originate from developed countries, with a limited representation from developing nations. This gap in research is particularly evident in the Indian landscape. In response to this void, this study surveyed Indian consumers to gauge their attitudes towards green marketing.

A LITERARY BACKGROUND

Green Marketing

Green has evolved into a universal symbol of environmental awareness. The concept of green marketing has garnered recognition on a global scale and has been defined in various terms across scientific discourse. In 1994, Michael J. Polonsky delineated "green marketing" as encompassing all endeavors aimed at initiating and facilitating transactions to meet human needs or desires while minimizing adverse effects on the natural environment. He asserted that organizations perceive environmental marketing as an opportunity to fulfill their objectives, a viewpoint supported by Keller (1987) and Shearer (1990).

Polonsky (1995) characterizes green marketing as a strategic effort by marketers to develop approaches targeting environmentally conscious consumers. It encompasses a holistic management process, as articulated by Peattie & Crane (2005) and Crane (2016), responsible for identifying, anticipating, and satisfying customer and societal needs profitably and sustainably. Ottman (1992) extends the definition to encompass products that are less toxic, more durable, and incorporate reusable or recyclable materials.

The American Marketing Association (AMA) defines green marketing as the marketing of products presumed to be environmentally safe, covering a range of activities, from product modification to changes in production processes and advertising practices, all aimed at reducing negative environmental impacts. Mudhassir (2010) aligns green marketing with a holistic marketing concept, emphasizing environmentally conscious production, marketing, consumption, and disposal of products and services. The rise in awareness regarding global warming, non-biodegradable waste, and pollutant impacts has led both marketers and consumers to exhibit increased sensitivity toward adopting green products and services. Phillips Kotler (1999) posits that green marketing emerges from societal marketing, presenting a holistic approach that minimizes the environmental impact across the entire product life cycle.

Green Consumers:

According to Peattie and Peattie (2003), green consumers are individuals whose motivation stems from environmental concerns influencing their daily lives, purchasing behavior, and lifestyle choices. In a similar vein, Polonsky (1994) characterizes green consumers as those actively seeking to minimize environmental damage in the products they purchase and use. Ottman (1992) identifies green consumers as individuals who actively seek products presumed to be environmentally preferable. The goods and services produced ultimately cater to the consumers' needs and desires. The efficacy of the green marketing concept hinges on the extent to which consumers derive satisfaction and benefits from their environmentally conscious product choices. Success or failure in this context is determined by the perceptions and preferences of consumers towards green products.

Shrum et al. (1994) outlined green consumers as those who deliberately incorporate environmental concerns into their purchase decisions, reflecting a conscious decision-making process. D'Souza et al. (2006) conceptualize green consumers as individuals actively seeking products with minimal adverse effects on the environment throughout the entire life cycle, emphasizing consideration from production to disposal. Grunert et al. (1993) define green consumers as those who choose products with the least environmental impact within the constraints of price and quality. For example, eco-friendly products include those with minimal or no packaging, items crafted from natural ingredients, and products manufactured without causing pollution. Collectively, these diverse definitions highlight the commitment of green consumers to integrating environmental considerations into their consumption choices, whether driven by values, proactive decision-making, or a desire to minimize ecological impact.

Green Values:

Green values encompass the application of environmental principles to foster the well-being of both individuals and the planet. While the interpretation of the term "green values" varies, it generally signifies a collection of principles, beliefs, and ethical considerations that individuals prioritize in their interactions with the environment. According to Gifford and Nilsson (2014), green values entail inherent and deeply rooted motivations that direct decisions and actions concerning environmental matters. De Groot and Steg (2008) define green values as the significance individuals place on environmental protection and sustainability within their value system. Dunlap et al. (2000) outline green values as "ecocentric values," indicating an individual's concern for the environment and the ecosystems in which they coexist. Schultz (2001) characterizes green values as the extent to which environmental concerns become ingrained within an individual's fundamental belief system and moral identity. Examples of such values include environmental preservation, fair trade practices, ecological design, organic products, sustainable development, holistic health, renewable energy, and clean technology. These values reflect a commitment to practices that positively contribute to the environment and society, showcasing a broader ethos of responsibility and sustainability.

In essence, the definitions collectively convey the concept that green values constitute an individual's deeply rooted beliefs, motivations, and ethical considerations regarding environmental protection and sustainability. The nuanced nature of these definitions underscores the multifaceted ways in which individuals integrate ecological concerns into their core values and decision-making processes.

Green Purchasing

The last line of the previous paragraph 'individuals integrate ecological concerns into their core values and decision-making processes' gives rise to the concept of Green Purchasing. Green purchasing, also known as environmentally responsible or sustainable purchasing, involves the procurement of goods and services that prioritize environmental considerations. Carter and Rogers (2008) define green purchasing as the acquisition of products and services that exert a lower or diminished impact on human health and the environment compared to alternative products or services. Green purchasing involves the acquisition of environmentally friendly products while avoiding those that harm the environment (Chan, 2001). Zeng and Tam (2008) describe green purchasing as the practice of buying products that are environmentally friendly, energy-efficient, and produced with a minimum impact on the environment.

The terms "green" or "sustainable" refer to products, services, or practices that facilitate economic development while conserving resources for future generations. For example, a green product can be described as one with a lesser environmental impact or harm to human health than its traditional counterpart. Green products are energy-efficient, durable, often low-maintenance, free of ozone-depleting chemicals, and made from recycled or renewable materials. They may be obtained from local sources, biodegradable, and produce limited carbon footprints.

In Charter's perspective (2009), Green purchasing is described as the process of selecting and obtaining products and services that inflict minimal harm to the environment over their entire life cycle. According to Walker et al. (2008), green purchasing involves the choice and procurement of products and services that exhibit a diminished environmental impact when compared to alternative options. Hawkins and Shaw (2012) conceptualize green purchasing as the deliberate action of acquiring goods and services that embody environmental responsibility and sustainability considerations.

Consumer Preferences for Green Products:

The concept of Green Purchasing gives rise to the concept of consumer preferences for Green Products. Consumers, crucial drivers of economic activity, exhibit diverse perspectives and preferences that influence their decisions to embrace green products. The term "green" lacks a universally accepted definition, but based on various definitions of green marketing, common characteristics of green products include energy efficiency, water efficiency, low emissions, safety, recyclability, durability, and the use of renewable resources. In essence, a green product is designed or manufactured to minimize environmental impact throughout its life cycle, employing recyclable materials and biodegradable components. Criteria for green products include reusability, use of natural or renewable resources, containing recycled content, ease of recycling, biodegradability, energy efficiency, and durability with low maintenance requirements.

Schultz (2011) articulates that consumer inclination toward green products encompasses the decisions made by individuals who integrate ecological concerns into their decision-making process. According to D'Souza et al. (2006), Consumer preference towards green products is framed as individuals proactively choosing products that exert minimal adverse effects on the environment across their entire life cycle. Grunert et al. (1993) define consumer preference for green products as the deliberate choice of products with the least environmental impact, considering constraints such as price and quality. These perspectives collectively underscore that the preference for green products involves a purposeful selection driven by motivations, lifestyle choices, and a dedication to minimizing environmental impact.

Consumers base their purchasing decisions for green products significantly on their environmental concerns, values, and interests. This study posits the hypothesis that consumers' intent to purchase green products is deliberate, rational, and follows a sequential process in decision-making.

RESEARCH OBJECTIVES

- To explore consumer perceptions of green marketing and environmental concerns.
- To assess consumers' willingness to purchase green products.
- To analyze the perception of consumers towards green marketing practices

RESEARCH METHODOLOGY

The focus of analysis in this research is at the consumer level. The data collection method employed for this study is a questionnaire survey designed to gather information directly from consumers. To ensure the clarity and effectiveness of the questionnaire, a pretest involving 5 consumers was conducted, aiming to identify any ambiguities in terms, meanings, or issues. Consumers staying in Delhi-NCR, Bangalore, Bhubaneswar, Kolkata, and Guwahati were chosen as the population for the study. The initial phase of collecting primary data comprised administering the questionnaire using the convenience sampling method to 50 consumers through Google Forms, which yielded 48 valid responses. The research adhered to ethical principles, including the voluntary participation of respondents and the assurance of anonymity and confidentiality. These measures were implemented to guarantee the authenticity of responses and protect the privacy of participants.

Parameters of Interest:

The primary parameter of interest in this study is the subgroup of individuals residing in India.

Scale:

The structured questionnaire utilizes a five-point balanced Likert Scale to measure consumer attitudes towards green marketing. Open-ended questions are incorporated to allow respondents to articulate their perspectives, facilitating a more in-depth analysis of their responses. Respondents were instructed to rate statements on a 5-point scale, ranging from 'strongly disagree' to 'strongly agree.' With the neutral point on the scale designated as 3, a mean score above 3 indicates an overall agreement with the statement, while a mean score below 3 signifies disagreement. The analysis is based on the 48 valid responses received.

DATA ANALYSIS & KEY FINDINGS

I) *Demographics/Profile analysis of Respondents*

Table 1 shows the demographic details of the respondents in terms of different variables. The table shows the diverse nature of the sample and the representation of all people in terms of age, gender, educational background, marital status, occupation, and income level.

II) Consumers' Responses About Environmental Issues

Among the 48 respondents, 32, constituting 66.7% of consumers, expressed a strong agreement that environmental degradation has increased over the past decade (refer to Figure 1). The mean score for their perception was determined to be 3.33 on a 5-point scale.

Mean Score = (Total Number of Respondents/ Total Agreement Score) × Scale

Total Agreement Score = Percentage of respondents strongly agreeing × Total Number of Respondents

Table 1: Demographics of the Respondents/Survey Participants

VARIABLE	MEASURE	FREQU-ENCY	%	VARIABLE	MEASURE	FREQU-ENCY	%
GENDER	MALE	15	31.3%	AGE (IN YEARS)	BELOW 18	01	2.08%
					18-25	20	41.66%
	FEMALE	33	68.8%		26-40	18	37.5%
					40 & ABOVE	09	18.75%
EDUCATIONAL QUALIFICATION	NON GRADUATE	02	4.16%	OCCUPAT-ION	STUDENT	18	37.5%
	GRADUATE	40	83.33%		EMPLOYED	26	54.16%
	POST GRADUATE	06	12.5%		OTHERS	04	8.33%
MARITIAL STATUS	SINGLE	25	52.08%	ANNUAL INCOME (IN RS.)	0-3 LAKHS	04	8.33%
					3- 5 LAKHS	10	20.83%
					5-10 LKHS	05	10.41%
	MARRIED	23	47.91%		10 LAKHS & ABOVE	07	14.59%
					NOT APPLICABLE	22	45.83%

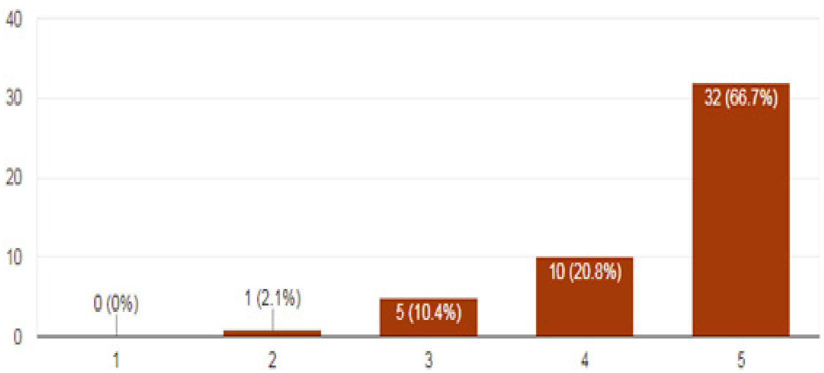

Figure 1: Graph showing respondents' responses regarding Environmental Degradation

Consumers universally expressed heightened concern across various factors associated with environmental issues, indicating a strong inclination towards prioritizing environmental considerations. The consensus among consumers regarding the gravity of environmental degradation suggests a potential inclination toward choosing green products over conventional alternatives to contribute to environmental preservation. Particularly noteworthy is the consumers' heightened concern for industrial air pollution and drinking water contamination, reflected in the highest mean scores of 4.50 and 4.33, respectively (Refer Table 2). This collective sentiment opens avenues for marketers to innovate and introduce new green products while effectively communicating their benefits to consumers. The respondents' consistently high ratings for the gravity of varied environmental issues bear significant implications for marketing strategies. These findings emphasize the significance of customizing marketing communication campaigns to align with heightened consumer concerns, thereby strengthening the promotion of environmentally friendly products."

III) Consumers' Preferences towards Green Products

Given that 77.1% of the 48 respondents are familiar with environmentally friendly or green marketing products/practices, and only 4.8% have not heard about them, it can be deduced that there is a notable level of awareness among individuals regarding green marketing. This awareness extends to efforts made by both state/central governments and various businesses. According to the respondents' feedback, the primary source of acquiring information on green marketing practices is their educational curriculum, including books studied in schools, universities, and institutions. Additionally, newspapers and magazines emerged as the predominant channels for information among the majority of respondents. These findings suggest that leveraging these print media platforms could be more effectively employed to communicate with consumers regarding green products & practices.

Table 2: Mean score of Environmental concerns of the Respondents

ENVIRONMENTAL CONCERNS	MEAN SCORE
1 Destruction of Ozone	3.90
2 Industrial Water Pollution	4.10
3 Industrial Air Pollution	4.50
4 Pesticides on Food	3.85
5 Hazardous Waste	3.85
6 Drinking Water Contamination	4.33
7 Warming up of Earth	3.89
8 Ocean Contamination	2.29
9 Endangered Species	3.76
10 Destruction of Rain Forest	3.08

Figure 2 provides insight into the likelihood of consumer buying patterns for green products within their preferred product category. Specifically, 52.1% of consumers are inclined to consider buying the green product, while 41.7% express a definite intention to acquire the product.

Consumers expressed the perception that green products tend to have higher prices in contrast to traditional products, as indicated by a mean score of 3.77. Despite this, their inclination towards purchasing green products is apparent, evidenced by a mean score of 3.87. Additionally, consumers highlighted their consideration of the adverse impacts of manufacturing & consumption on the environment, with respective mean scores of 3.62 and 3.60. These findings suggest that incorporating green marketing practices not only promotes social responsibility but also harmonizes with sound business sense, as consumers are actively mindful of environmental impacts in their purchase decisions.

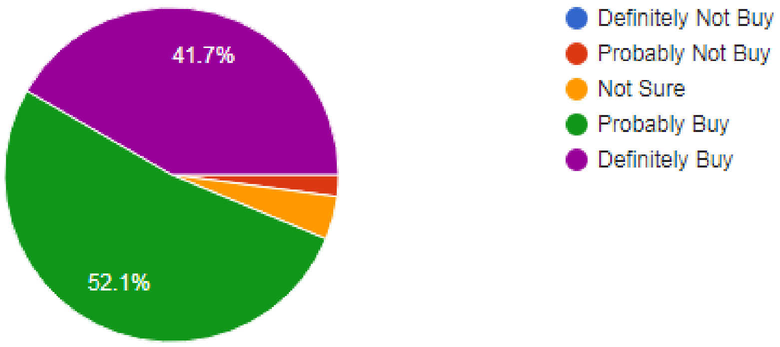

Figure 2: Consumers' Preferences towards Green Products

IV) Consumers' Perceptions towards Green Marketing Practices

Consumers expressed strong agreement regarding the significance of green marketing practices. Among these practices, "Educating customers on environmentally friendly product usage" ascended as paramount, earning a mean score of 4.33. Following closely is the practice of " Modifying product packaging to align with environmental considerations," which received a notable mean score of 4.29. Notably, all surveyed green marketing practices were deemed important by consumers, with none scoring below 3.91, as outlined in Table 3. This collective sentiment indicates a consumer concern for the environmental state and an expectation for organizations to actively adopt green practices in the pursuit of environmental protection.

TABLE 3: Perception of Consumers Regarding Significance of Green Marketing Practices

GREEN MARKETING PRACTICES	MEAN SCORE
Producing Eco-friendly Product	4.20
Producing products through environmentally friendly processes	4.22
Promoting products through environmentally friendly communication channels	3.95
Establishing product branding associated with green marketing practices	3.91
Adapting products to enhance environmental friendliness	4.18
Modifying product packaging to align with environmental considerations	4.29
Educating customers on environmentally friendly product usage	4.33
Implementing green supply chain for procurement and distribution.	4.10
OVERALL MEAN SCORE	**4.14**

CONCLUSION

Consumers exhibited a strong inclination towards incorporating green practices in their lifestyle, with a particular emphasis on the significance of education in fostering environmentally friendly product usage. Notably, the unanimous acknowledgment of the significance of diverse green marketing practices indicates a collective consciousness among consumers regarding environmental concerns. The study not only underscores the need for organizations to adopt and promote green practices but also emphasizes the potential for such initiatives to resonate positively with consumers.

The study highlights a low percentage of individuals exclusively buying green products, presenting an opportunity for marketers to diversify their product portfolios & position themselves as environmentally conscious. The findings not only have implications for marketers but also signal the onset of a green marketing era in India.

Adopting green marketing strategies not only allows organizations to fulfill consumer expectations & address environmental concerns but also presents an opportunity to acquire a competitive edge and establish a robust consumer base.

IMPLICATION OF THE STUDY

As India progresses towards the envisioned Sustainable Bharat@2047, the study's implications extend to policymakers, businesses, and marketers. Implementing sustainable practices, leveraging consumer preferences, and fostering awareness through targeted educational campaigns emerge as pivotal strategies in steering India towards a greener and more sustainable future.

LIMITATIONS AND FUTURE RESEARCH DIMENSION

The research prompts further exploration into regional nuances and diverse consumer segments to formulate comprehensive and effective green marketing strategies tailored to the Indian context. Replicating the study on a larger scale would offer a more comprehensive understanding of consumer behavior and further contribute to our knowledge of the green phenomenon & sustainable events.

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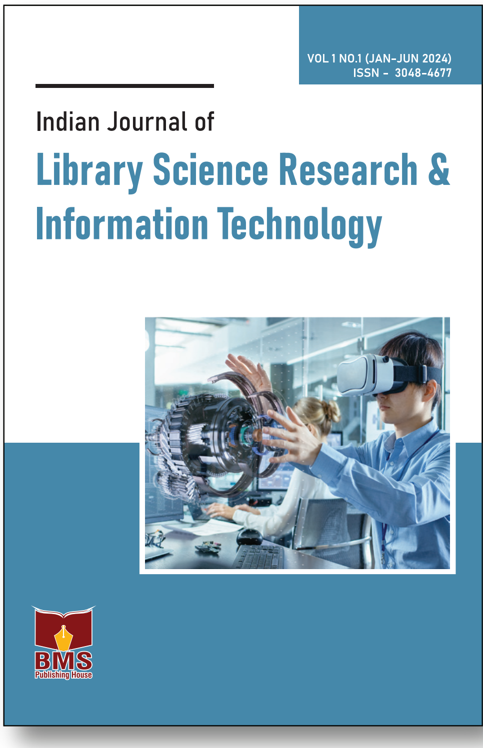

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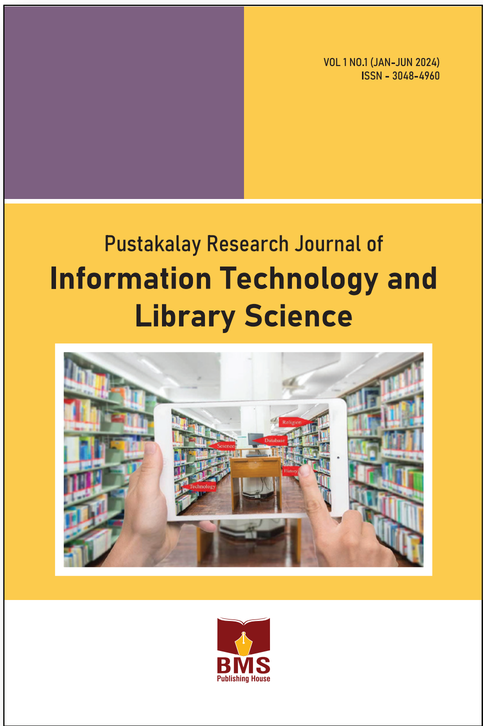

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