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30	Shaikh Irshad Wajid	University of Mumbai - Institute of Distance and Open Learning	Export Marketing Paper I Sem V	2021-22	
	Shaikh Irshad Wajid	University of Mumbai - Institute of Distance and Open Learning	Human Resource Management Commerce VI	2021-22	978-93-91735-21-0
	Shaikh Irshad Wajid	Asian Journal of Organic & Medicinal Chemistry	Financial Sustainability of Housing Finance Companies in India	2021-22	ISSN 2456-8937
	Shaikh Irshad Wajid	International Journal of research	International Conference on "Emerging Trends & Issues in Field of Commerce, Management, Economics & Social Science	2021-22	ISSN 2231-6124
31	Dr. Mohammad Khalil Ahmad	International Journal of research	Developing a relationship between Business Strategies and HRM Practices: An Empirical Study	2021-22	ISSN 2231-6124
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## Developing a Relationship between Business Strategies and HRM Practices: An Empirical Study

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### Abstract

*This article analyzes the relationship between business strategy and human resource management practices based on empirical studies conducted in the context of India. Research tools cover different variations of business strategies and different aspects of HRM practice. Based on a survey, we analyzed the relationship between business strategy and human resource management practices from two different directions. The first is to use factor analysis followed by regression analysis to establish strategic HRM relationships. The second includes the concept of strategic accessibility, which takes into account the perspective of organizations with similar business strategies and empirically demonstrates their parallel relationship with HRM practice. In this exercise, the concept of conformance is empirically demonstrated, as emphasized in the existing literature. The results show the pervasiveness of the relationship between business strategies and human resource management practices in specific situations.*

**Keywords:** Business strategy, HRM, HRMP, BSQ, HRMQ

The field of human resource management (HRM) is in a state of turmoil today. Due to changes in HRM and functional changes reflected in existing literature, there was a corresponding shift from the theoretical nature of HR research to an interdisciplinary perspective with diverse organizational problems (Wright & McMahan, 1992, Ferris) et al, 1999, Holbeche, 2012). In this regard, the dissemination of business strategies and related terms has been observed in the HRM literature, and traditional HRM has been largely replaced by strategic human resource management (Nkomo & Ensley, 1999, Mello, 2002). Strategic HRM has been widely studied in developed countries, but the relevant literature from the perspective of developing countries is poor and requires empirical research on the paradigm. With this in mind, the authors sought to analyze the relationship between business strategy and HRM practices based on empirical research in the context of India.

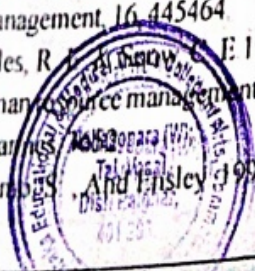
### Review of Literature

Existing literature in the field of strategic HRM highlights

the issue of business strategy and proper integration of HRM (Baird & Mesoulam) 1988. According to Devanna et al (1981), Lengnick Hall & Lengnick Hall (1988), etc. Since then, many conceptual and empirical studies with divergent and convergent opinions have been conducted and models have been proposed. Many of these topics go beyond traditional HRM and are strategic, cross-functional, comprehensive, and important for associating HRM with a wider range of organizational issues such as organizational characteristics, business strategy, and competitive strategy and focuses on issues that lead to integrity issues (Miles & Snow, 1984, Ferris, et al., 1985). Some researchers suggest that HRM practices must be complementary to support an organization's business strategy (Wright et al. 1994, Bowen & Ostroff, 2004). To support this, experts believe that different types of HRM practices are associated with different business strategies, primarily in terms of contingencies (Colber, 2004; Schuler & Jackson, 2005). One of the most influential writers in this field is Schuler. He and his co-authors have addressed



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## POST COVID -19 CHALLENGES ON INDIAN EDUCATION

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### Abstract:-

India's education during Covid-19 pandemic has been standing still and will continue to be in a state of confusion until this pandemic stands as a major threat to human lives. During this state of confusion and chaos, it's not only the classroom teachings that will be affected but numerous factors like Organizational routines, Employment rates/Placement rates at various educational institution and other factors are bound to be affected during this pandemic. At present 2 Golden A's of education namely Availability and Accessibility are being disrupted. Nearly, all the Indian educational institutions are going to experience the negative impact of Covid-19 and few revolutionary policies will be required to stabilize this system and the country at large. Likely role of this paper is to bring the impacts and problems to forefront and try providing solutions to those problems which can potentially prove useful for future research and study.

**Key-words :-** Education, Accessibility, Availability

### 1.Introduction:-

In December 2019, a viral outbreak of pneumonia of unknown origin occurred in Wuhan, China. On 9 January 2020, the World Health Organization (WHO) officially announced the discovery of a novel coronavirus: SARS-Cov2. This new virus is the pathogen responsible for

this infectious respiratory disease called COVID-19 (Coronavirus Disease). COVID-19 spread quickly around the world and was declared a pandemic by the WHO on 11<sup>th</sup> March 2020. According to the WHO, on 1<sup>st</sup> April 2020 (at the time this Survey was conducted), there were 783 360 confirmed cases of COVID-19 in 205 countries or territories around the world, having caused the death of 37 203 people. One month later, on 7<sup>th</sup> May, there were 3 634 172 confirmed cases of COVID-19 in almost all countries and territories of the world, having caused the death of 251 446 people. In a couple of months, while the virus was spreading around the world, China managed, thanks to radical distancing and confinement measures, to reduce the cases of local transmission to zero. The success of social distancing and confinement measures adopted by China and strongly recommended by the WHO, encouraged many other countries to take the same measures. As of 1<sup>st</sup> April 2020, already more than 3.4 billion people, representing 43% of the world population, were in lockdown in more than 80 countries and territories around the world. The lockdown and social distancing measures immediately had an enormous impact on higher education.

The lockdown has compelled many educational institutions to cancel their classes, examinations, internships etc. and to choose the

நவீனத் தமிழாய்வு (பன்னாட்டுப் பன்முகத் தமிழ் களஞ்சியம்) 3-5 ஜூன், 2021 - சிறப்பு இதழ் (ISSN : 2321-984X)  
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## CORPORATE SOCIAL RESPONSIBILITY — ITS IMPACT ON WOMEN EMPOWERMENT

By Mrs. Sujata R. Yadav

And

Dr. Mohammad Khalil Ahmad

### Abstract :

The present research paper focuses on impact of CSR on women empowerment in our Indian society. CSR is a thoughtful, planful and practical way or strategy to give back to society. Some mandatory expenditure of amount on CSR activities has been incurred on societal activities such as education, medicines, gender equality empowerment of marginalised community, poverty, the women, the children etc. CSR is also the part of business strategy to increase business. The CSR elaborates and explains the affair or activity of the business which is obliged to community or society. It expands beyond its compulsion towards its members of shareholders and owners to return back to the society is the principle behind the CSR. Whatever has been taken from society or different members of society during profit earning or maximisation and making health during its process of maximising profit, it needs or take the form of community relationship, volunteers assistance programmes, health care initiatives, special trainings on different required programmes, social commitment, scholarship, presentation of cultural heritage, environment and so on.

CSR leads towards reducing the women's poverty and women's issues. It (CSR) is important to lead women from weaker to stronger, one in various fields. Since so many years CSR has significantly been contributing a lot for the empowerment of the society. Number of various Schemes have been launched and implemented for the welfare and empowerment of women community. CSR deals with various women's issues, TATA group, Reproductive health projects, Indian Oil, company

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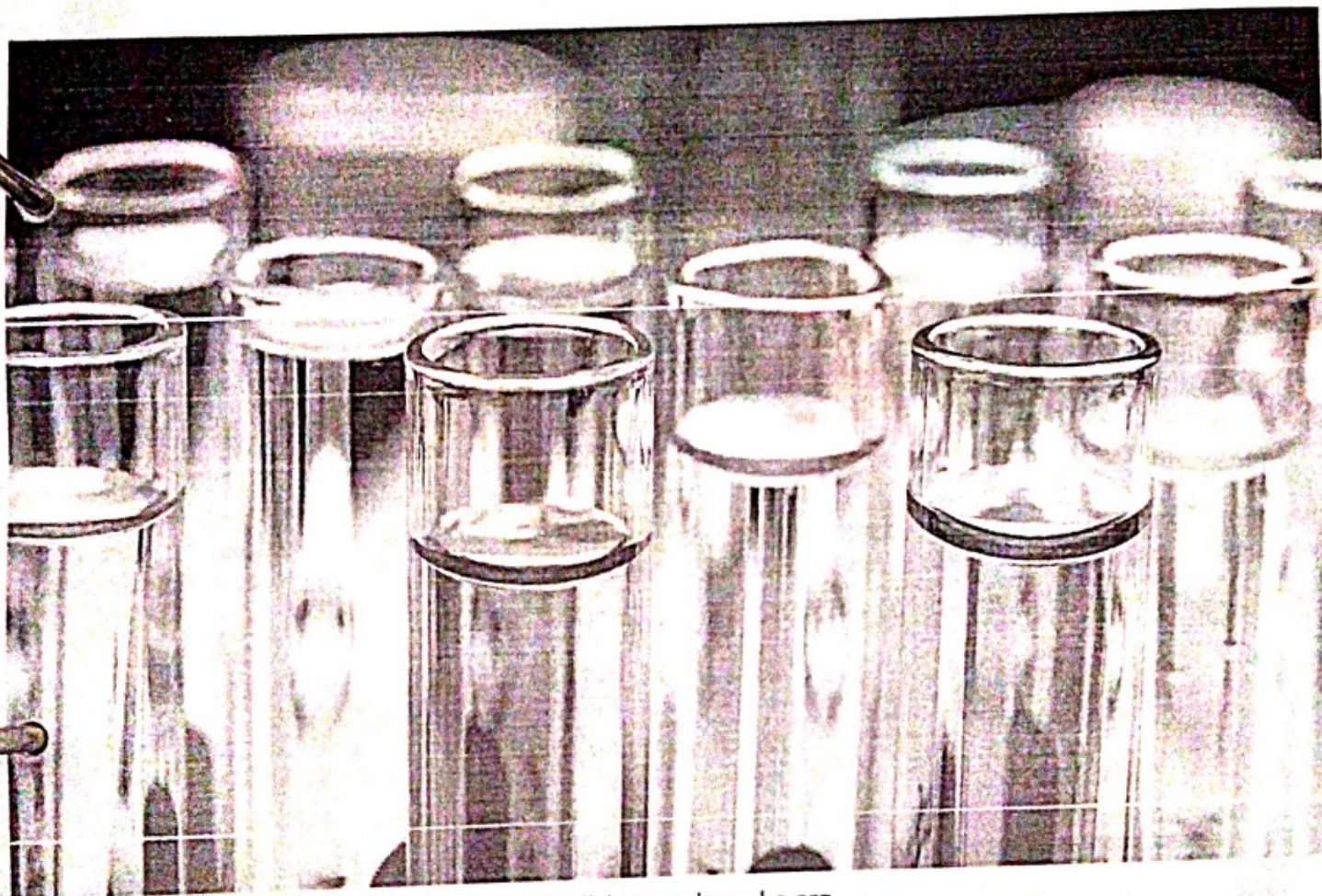
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## A Study on Impact of Demonetization on Small Scale Industries V/S Small Businesses

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### ABSTRACT

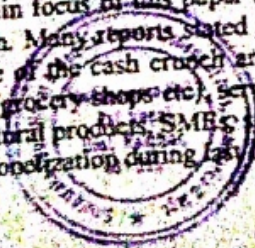
This paper aims to understand the impact of demonetization on the small scale industries/ businesses. A descriptive study was done by conducting a survey and collecting the responses from 20 respondents consisting of both male and female. Demonetization means removing or stopping the currency from the circulation with the legal framework of the country. On November 8, 2016, Honourable Prime Minister Narendra Modi in a surprise announcement said the existing higher denomination currency (Rs 500 and Rs 1000) would cease to be legal tenders. The decision to demonetize Rs 500 and Rs 1000 currency notes had a huge impact on the small industries / small businesses in Mumbai. No doubt that Demonetization is a great move for a better future on India and its economy. It definitely is influencing many shoppers to start using plastic money in the long term. The impact of Demonetization was also on consumers, facing sudden cash shortage, long queues accumulating in front of Banks and ATMs. This paper also shows how much problems has been faced by shopkeepers, how their business got effected.

Keywords: Demonetization, small industries, small businesses, plastic money, economic system

### 1. INTRODUCTION

The currency was demonetized first time in 1946 and second time in 1978. On November 2016, the currency is demonetized third time by the present Modi government. This is the big step taken by the government of India for the betterment of the economy and country. Demonetization is done when a country wants to change its currency so that, the country become cashless economy, curb terrorism, push people to pay taxes for the unaccounted pile of cash. The Reserve Bank of India on August 30, 2017 released its report on demonetization. In the report, it is said 99% of the banned notes came back into the banking system, which trashes all claims of Narendra Modi that the move will flush out the black money and counterfeit currency. To demonetize Rs 500 and Rs 1000 currency notes was the decision that had a huge impact on the small industries/small businesses in Mumbai. Most small business placed a notice at their entrances, declaring their compliance with the government's order and requesting customers to tender notes of Rs 100 denomination or use E-wallets, credit and debit cards for any purchase. This led to fall in sales. In the short to medium-term, large denomination purchases will likely be made via electronic purchases rather than through brick and mortar outlets due to this there were adverse affects in small businesses. Around 75% of purchases are not planned, so retailers view impulse buying as an important component of their business. Impulse buying behaviour is a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices. Several researchers have reported that consumers do not view impulse purchasing as wrong; rather, consumers retrospectively convey a favourable evaluation of their behaviour. Other researchers have treated impulse buying as an individual difference variable with the expectation that it is likely to influence decision making across situations. Impulse buying behaviour is a reasonable unplanned behaviour when it is related to objective evaluation and emotional preferences in shopping. Impulse buying is a concept which has evolved from the simple definition of 'Unplanned buying' to more complex definitions. If each impulse buying is unplanned, each unplanned buying is not an impulse buying. Impulse buying is related to positive (hedonism, reward, etc.) and negative (bad mood, stress) emotions. Impulse buying is also linked to a deficit of self-control, and low self-esteem, can contradict long-term goals (e.g., saving money) and engender satisfaction, but also involves regrets or guilt.

The main focus of this paper is on small scale businessmen and how they have been affected because of this decision. Many reports stated that the small scale businessmen have immensely affected after demonetization because of the cash crunch and lack of infrastructure like digital payment system etc. Small traders in retail sector (grocery shops etc), service sector (restaurants, nursing homes etc.), gems and jewellery, small traders in agricultural products, SMBs, small dealers, professionals like doctors, lawyers etc, have highly affected because of demonetization during last one year.



a positive impact on the economy. The government is taking all the necessary steps and actions to meet the currency demand and soon the trial and tribulations of the people will be over with the smooth flow of the new currency. The decision of demonetization affected the Indian economy to a larger extent but demonetization was the only way to curb black money and fake currency notes is not the only and ultimate solution to solve the economy problems.

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**CORPORATE SOCIAL RESPONSIBILITY: A TOOL FOR SUSTAINABLE DEVELOPMENT**

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**ABSTRACT**

Corporate Social Responsibility (CSR) is an effective and indispensable tool for the sustainable development in India. Corporate Social Responsibility is a mandatory provision given in the Indian Companies Act, 2013. Corporate Social Responsibility can play important role in framing and implementing Environmental, Economic, Social and Socio-cultural policy by the Government. Under the present study researcher has tried to explain how CSR is an effective tool for sustainable development. Since we know that CSR provisions are mandatory to the companies/corporates and organizations who are eligible as per the Indian Companies Act, 2013. Under the present study researcher has made extensive study on the contributions made by the companies/corporates on the CSR in different sectors which are allowed by the Indian Companies Act, 2013. Researcher has considered top 5 (five) companies/corporates as a sample for the study. After extensive study and analysis of the contributions of sampled corporates, conclusions have been drawn and presented in the study. It is found that the sampled companies have contributed significantly for the sustainable development by contributing for environment, society and many other sectors which are responsible for sustainable development. Under the study researcher has done descriptive and analytical study of the sampled companies/corporates to accomplish the objectives of the study. This study will be helpful to social strategist to have strong, effective and workable policy for the sustainable development.

**Keywords:** Corporate Social Responsibility, Sustainable Development, Social Policy

**1. INTRODUCTION:**

Sustainable Development Goals are expected to be achieved by all the countries. India is trying their best to achieve in the accomplishment of SDG's. India frame its social policy to achieve SDG's. Under Indian Companies Act, 2013 Corporate Social Responsibility (CSR) has made mandatory provisions for selected companies. Under the provisions of companies Act, sectors are given in which eligible companies have to contribute for CSR activities. Sectors covered under the CSR provisions are social, environment, health, education, energy, pollution control, women empowerment, social equality, social discrimination etc. With the help of CSR contribution country can achieve SDG's in limited time frame. Therefore, SDG act as tool for sustainable development. In the present study researcher has tried to explain the statement "CSR IS A TOOL FOR SUSTAINABLE DEVELOPMENT". In order to prove the given statement researcher has taken sample of top 5 companies and their contribution in specific CSR sector on the basis of amount of expenditure. Researcher has tried to explain by the data related to amount of spending by corporates during the year 2014-15 to the year 2019-20. CSR can be act as a tool for sustainable development only if concern government has write policy to implement CSR on corporates. In India to implement CSR on corporates Government of India has made mandatory provision under the Indian Companies Act 2013. Under the CSR provision in Companies Act 2013 detailed provision about eligibility of the corporates amount of CSR to be contributed and the area or sectors in which corporates can go for making CSR expenditure has been given. Under the present study research has seen and find out that contribution to CSR activities is increasing year by year which shows that we are moving towards sustainable development achievement.

**2. REVIEW OF LITERATURE:**

Hortensia Gorski, Mircea Fuclu, Natalia Croitor, under this research paper researcher has identified how CSR spending are organized and planned in study area. In order to collect data questionnaire has been used and collected data are analyzed through SPSS. Studies shown that CSR programme are not understood clearly by the organizations where it is implemented. Daniela Ebner, under the study Clusters have been acknowledged which expect to clarify whether CSR associates with the social dimension of Sustainable development and the model of the triple-bottom-line; whether Corporate Social Responsibility signifies Sustainable Development on a corporate level; whether SD and CSR are used synonymously; or whether articles exist which emphasis especially on the social aspect of Sustainable Development but do not use terms such as CSR. An outline is obtainable in which the association between SD and CSR is defined to ease further research in SD and CSR. additionally, to augment the development of new methodologies and instruments in the direction of the execution of CSR strategies into companies. Sonia Riyat, the study focuses on the significance of CSR for sustainable development. Sustainability Development has come to be the most important concept



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increasing year by year. The total amount of spending on CSR activities from the year 2014-15 to the year 2019-20 has been increased which shows that there is no investment on CSR activities due to which the area under CSR activities like rural development education social inequality reduction in pollution social discrimination and many other needy area gets enough funds by which problems get solved. It is found that after detailed analysis that there are many corporates who are more interested to have more CSR spending because they feel that they are also having some social obligation apart from their business obligation. Since many corporates are coming under the purview of CSR provision of Indian Companies Act 2013 and due to strict control over these provisions of CSR Indian government is finding their policy as a successful policy for sustainable development of the country. Following are the gist of findings from the detailed analysis of the data covered under the study

### 5.2. Conclusions:

It is concluded from the study that Corporate Social Responsibility is an indispensable tool for sustainable development. CSR helps economy in achieving SDG's and make the life easy and comfortable of the people of the country. It is also concluded that corporates are also trying to contribute more amount of money in social sector of the economy by way of CSR provisions.

### 5.3. Recommendations:

From the study it is recommended that government and concerned authority has to consider CSR provisions while framing any kind of social policy for the development of country. Framing of workable strategies and effective implementation of strategies require proper attention by the strategist/government.

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# OPEN ACCESS INTERNATIONAL JOURNAL OF SCIENCE & ENGINEERING

## A STUDY ON INFLUENCE OF DEMOGRAPHIC FACTORS ON CONSUMER'S PREFERENCE FOR COSMETIC PRODUCTS WITH REFERENCE TO RURAL AREAS OF THANE REGION.

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**Abstract:** In present scenario, marketers are interested to know more about consumers' preferences in order to increase their sales volume and market share. Demographic factors play an important role in consumers' attitude, preference, and choice of products. The cosmetic companies need to understand the consumer attitude on cosmetics buying behaviour which brings success of the company. This research attempts to study the impact of demographic profile of customers on their product preferences of cosmetic products with reference to rural areas of Thane region. The purpose of this paper is to investigate the various factors that have impact on customers' product preferences. In this paper, the researcher distributed 120 questionnaires. However, 100 questionnaires were completely filled and effective to use. Respondents were selected by convenient sampling method. The study reveals different factors that have significant influence by demographic profile of customers.

**Keywords:** Cosmetics, Cosmetic market, Product Preferences, Demographic Profile, Rural Area

### I. INTRODUCTION

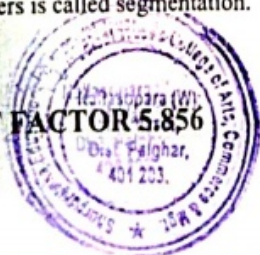
Understanding buying behavior of consumers is the key to the success of any business organization. Therefore organizations are spending heavily on marketing research to identify the pattern of buying behaviour and the process of purchase decisions to come out with the suitable marketing strategies. However spending on research and development is limited in India as compare to foreign countries, especially among domestic players.

To develop a good marketing strategy it is essential to know the needs and demand of the consumers. These needs and demands are influenced by various factors for example: age, income occupation, influence of peer group and so on. A marketer needs to develop marketing strategies according to these needs and demands. The process of identifying the needs of different group of buyers is called segmentation.

This research focuses on marketing of cosmetics products in rural areas. The Indian cosmetics industry has witnessed growth during the past few years and has emerged as one of the industries holding immense future growth potential. The overall Beauty Business in India is growing rapidly with the cosmetics market growing at 15-20% annually. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020. The entry of foreign players in the Indian cosmetics market post liberalization and changing perception of Indian consumers, both rural and urban is the main reason for growth in this segment.

The influence of media, celebrity and western exposure has created a desire among the rural folks to look good, which is backed by purchasing power. It could be observed that the Indian cosmetic industry is undergoing active phase in terms of product development and marketing of cosmetics. Marketers

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## Cyber Securities in Bank

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### Abstract

Cybersecurity is the practice of protecting electronic systems like computers etc. and data from malicious attacks. It is also called Information technology security or electronic information security. Cybersecurity means the body of technologies and practices designed to protect networks, devices etc. from attack, damage from any unauthorized access. Cybersecurity encompasses a broad range of practices, tools and concepts related closely to those of information and operational technology (OT) security. Cybersecurity is distinctive in its inclusion of the offensive use of information technology to attack adversaries.

**Keywords:** CyberSecurity; Information and Operational Security; cyber Crime, Digital banking.

### Introduction

The primary purpose of Cybersecurity in digital banking is to protect the customer's assets. As people go cashless, more and more activities or transactions are done online. People use their digital money like credit cards and debit cards for transactions which require to be protected under Cybersecurity. Cybercrimes in digital banking not only affects the customer, but it also affects the banks while they attempt to recover the data. The banks may require spending a considerable amount of money to recover the data or information.

A strong Cybersecurity is a must for banks as data breaches may make it tough to trust financial institutions. It may cause severe problems for banks. Cybersecurity in digital

banking ensures that your sensitive data is safe and secure, which if revealed, could cause a lot of problems like fraud. One's data can be easily breached if it is not protected under Cybersecurity. It may cause substantial financial loss to a person and mental stress in a case where cybercrime occurs.

### Objective

The objective of this research is to understand the need for cybersecurity in DigitalBanking. Threats and Challenges born by banks in digital transactions along with its possible solutions. The impact of India's cybercrime on banks and lastly the policies that should be implemented to achieve stability and security in online transactions. Finally, this study provides potential future related study needs.

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clear line of authority, so that all existing resources can be optimally utilized. Unfortunately, such a framework does not exist. There are multiple Government agencies in India which deal with various aspects of cybersecurity. Each of our defense services have their own cyber experts and even State Police have their cyber investigators. There is an urgent need to synergize the effort of experts, working under separate Government ministries and departments towards a common goal. The Government could put together an organization like a National Cyber Command.

**3. Data Protection** – Data is a national resource, and the maximum amount of data is exchanged using cyberspace. Most nations whose Governments and citizens rely on cyberspace for various routine functions have a data protection law. The European Union has GDPR, and the USA has the California Consumer Privacy Act. The Data Protection Bill was tabled in the Indian Parliament in 2019 and despite many Indians losing data on multiple occasions (well highlighted in the media), there has been no urgency to pass the bill.

#### Conclusion

Cybersecurity in digital banking is something that cannot be compromised with. With the growth in the digitalization in the banking industry, it has become more prone to attacks from cybercriminals. Therefore there needs to be a foolproof Cybersecurity that doesn't compromise with the safety of customer's and financial institution's data and money. Cybersecurity is a global problem that has to be addressed globally by all governments jointly. No government can fight cybercrime or secure its cyberspace in isolation. Cybersecurity is not a technology problem that can be 'solved'; it is a risk to be managed by a combination of defensive technology, clear analysis and information conflict, and traditional diplomacy. Cyber Attacks

constitute an instrument of national policy at the nexus of technology, policy, law, ethics, and national security. Such attacks should spur debate and discussion, without any secrecy, both inside and outside governments at national and international levels. Cyber Attacks are defined as "deliberate actions to alter, disrupt, deceive, degrade, or destroy computer systems or networks or the information and/or programs resident in or transiting these systems or networks." Cyber exploitation or cyber espionage, on the other hand, refers to the penetration of adversary computers and networks to obtain information for intelligence purposes; this is espionage, not a destructive activity. Cyber Attack weapons are easy to use and they can generate outcomes that range from the simple defacing of a web site to the stealing of data and intellectual property, espionage on target systems and even disruption of critical services. Likewise, cyber Attack as a mode of conflict raises many operational issues.

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## A Study of the Effectiveness of M-Commerce in Mumbai and Palghar District of Maharashtra

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### Abstract

The potential influence of the internet on the tourism and hospitality industry has attracted considerable interest in academia and industry alike. However, most of the research that has been conducted has been from the customers' and not from the service provider's perspective. There is limited research on the methods implemented by hotels for measuring the growth of social media on their respective goals and the different perspectives, namely financial or other, taken into consideration when doing so. The current research investigates how hotels and tourism industries measure growth with the help of and m-commerce on their business goals.

**Keywords:** M-commerce, hospitality, customers, infrastructure, technological challenges.

### Introduction

The Technological face of India is changing rapidly. Things have become faster and easier to access. Everything is available on the internet platform. Whatever we used to do on manual and physical platforms is just replaced with online platforms and one of the most contributing factors is M-commerce. All the activities related to commerce means sale and purchase of goods and services which we used to do physically that we do by just a click at our own respective places. Commerce is buying and selling of goods and services against money. When we prefix word mobile with commerce and make it mobile commerce things remain the same of buying and selling but instead of manual transactions commercial activities are performed on wireless internet.

### Infrastructure of M-commerce

M Commerce Infrastructure integrates with various front

end applications like e-purse, Bill Payment, Prepaid Top up Vouchers, Vending Machine operation, e-Governance and many more third party applications being offered by various organizations / aggregators / financial institutes and telcos. The retail market is ready for implementation of such solutions. M-Commerce Platform carries transactions which are initiated by POS Terminals, Mobile Phones, GSM / CDMA enabled applications, to backend systems and vice-versa. In the past technology had a major impact in helping banks service their customers with the introduction of Internet banking. Internet Banking helped anytime and anywhere access to their banks. Customers could check their account details, get their bank statements, perform transactions like transferring money to other accounts and pay their bills, make other payments in the comfort of their homes and offices.

### Research objectives

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M-commerce provides me prompt and efficient services

100 respondents



- Strongly Disagree
- Disagree
- Somewhat agree
- Agree
- Strongly Agree

**Conclusion**

This research will identify the growth of the hospitality and tourism industry and help the hoteliers and industrialists to develop mobile commerce strategies. Nowadays it is found that consumers as well as old traditional hotel and tourism industrialists are also inclining towards mobile commerce. Most of the businesses intend to take the advantage of the new business possibilities offered by wireless technologies. This research will give them a perfect picture regarding the implementation of M-commerce. This study will also highlight customers' point of view regarding M-commerce.

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## Climate Change

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### Abstract

Climate change is the subject of how weather patterns change over decades or longer. Climate change takes place due to natural and human influences. Since the Industrial Revolution (i.e., 1750), humans have contributed to climate change through the emissions of GHGs and aerosols, and through changes in land use, resulting in a rise in global temperatures. Increases in global temperatures may have different impacts, such as an increase in storms, floods, droughts, and sea levels, and the decline of ice sheets, sea ice and glaciers. Global climate change has already had observable effects on the environment. Glaciers have shrunk, ice on rivers and lakes is breaking up earlier, plant and animal ranges have shifted and trees are flowering sooner. Effects that scientists had predicted in the past would result from global climate change are now occurring: loss of sea ice, accelerated sea level rise and longer, more intense heat waves.

**Keywords:** Climate Change, Green house, Global Warming

### Introduction

Climate change is a long-term change in the average weather patterns that have come to define Earth's local, regional and global climates. These changes have a broad range of observed effects that are synonymous with the term.

Our atmosphere is getting hotter, more turbulent, and more unpredictable because of the "boiling and churning" effect caused by the heat-trapping greenhouse gasses within the upper layers of our atmosphere. With each increase of carbon, methane, or other greenhouse gas levels in the atmosphere, our local weather and global climate is further

agitated, heated, and "boiled."

Weather describes the conditions outside right now in a specific place. For example, if you see that it's raining outside right now, that's a way to describe today's weather. Rain, snow, wind, hurricanes, tornadoes — these are all weather events.

Climate, on the other hand, is more than just one or two rainy days. Climate describes the weather conditions that are expected in a region at a particular time of year. Is it usually rainy or usually dry? Is it typically hot or typically cold? A region's climate is determined by observing its weather over a period of many

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decrease, shellfish have difficulty reproducing, and much of the oceans' food cycle becomes disrupted.

#### Solutions for Climate Change

While the effects of climate change can seem bleak, there is still hope. By taking immediate action to curb climate change, we may never see the worst consequences. Likewise, as the world adopts cleaner, more sustainable energy solutions, there may be millions of new jobs created and billions of dollars of economic benefits. Below are some practical ways you can battle climate change, including: Purchase Renewable Energy Certificate for your home power needs, Make your home energy efficient, Buy carbon offsets, Adopt a plant-based diet, Reduce food waste, Recycle, Stop using fossil fuels, Stop deforestation.

#### Climate change feedback

Climate change feedback Climate sensitivity. Sea ice reflects 50% to 70% of incoming solar radiation while the dark ocean surface only reflects 6%, so melting sea ice is a self-reinforcing feedback. The response of the climate system to an initial forcing is modified by feedbacks: increased by self-reinforcing feedbacks and reduced by balancing feedbacks. The main reinforcing feedbacks are the water-vapor feedback, the -icealbedo feedback, and probably the net effect of clouds [98]. The primary balancing feedback to global temperature change is radiative cooling to space as infrared radiation in response to rising surface temperature. Uncertainty over feedbacks is the major reason why different climate models project different magnitudes of warming for a given amount of emissions. As air gets warmer, it can hold more moisture. After an initial warming due to emissions of greenhouse gasses, the atmosphere will hold more water. As water vapor is a potent greenhouse gas, this further heats the atmosphere. If cloud cover increases, more sunlight will be reflected back into space, cooling the planet. If clouds become more high and thin, they act as an insulator, reflecting heat from below back downwards and warming the planet. Overall, the net cloud feedback over the industrial era has probably exacerbated temperature rise. The reduction of snow cover and sea ice in the Arctic reduces the albedo of the Earth's surface. More of the Sun's energy is now absorbed in these regions, contributing to Arctic amplification, which has caused Arctic temperatures to increase at more than twice the rate of the rest of the world. Arctic amplification is also melting permafrost, which releases methane and CO2 into the atmosphere.

Around half of human-caused CO2 emissions have been absorbed by land plants and by the oceans. On land, elevated CO2 and an extended growing season have stimulated plant growth. Climate change also increases droughts and heat waves that inhibit plant growth, which makes it uncertain that this carbon sink will persist in the future. Soils contain large quantities of carbon and may release some when they heat up. As more CO2 and heat are absorbed by the ocean, it acidifies, its circulation changes and phytoplankton takes up less carbon, decreasing the rate at which the ocean absorbs atmospheric carbon. Climate change can also increase methane emissions from wetlands, marine and freshwater systems, and permafrost.

#### Conclusion

Effects of climate change include higher temperatures, increases in precipitation patterns, rising sea levels, weather-related natural disasters, increased drought and decreased food security. 1 The annual global temperature, or decreased food security. 1 The annual global temperature, has increased 1.4 Earth's average surface temperature, has increased 1.4 degrees Fahrenheit (0.8 degrees Celsius) since the 1880s. 2 Over two-thirds of that increase has occurred since 1975. 2 Over 36 million kilotons of CO2 were emitted in 2014. 3 Emissions in 2018 are projected to increase by 2.7 percent compared to a 1.6 percent rise in 2017 — emission rates had not increased in three years. 4 China and the United States each produce about a third of the world's carbon emissions. 5 As of 2018, oil use continues to rise globally, as it has for five consecutive years. 6 The 1997 Kyoto Protocol was an international agreement intended to cut greenhouse gas emissions, but many nations failed to hold to the protocol's standards. In 2018, the Paris Agreement was signed by over 200 nations with the purpose of preventing global temperatures from reaching a 1.6 degree Fahrenheit increase (2.0 degrees Celsius), and reducing greenhouse gas emissions to a rate where they can be naturally absorbed by the environment — all between 2050 and 2100. Under the Paris Agreement, developed nations agreed to subsidize the efforts of developing nations to meet the standards of the agreement and begin using more renewable energy sources. Progress will be reviewed every five years. 7 8

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## E-CRM in Business

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### Abstract

*E-CRM, I don't need to describe the word E-CRM actually means. In today's world E-CRM is a common aspect for any business development for a long term gain. The word E-CRM indicates electronic customer relationship management which means handling the customer care via electronic mode of medium. Customer relationship management is a life of any upcoming business. A long term relation with a client or a customer can enhance better value for your business development and long term growth for decades. Electronic customer relationship management plays an essential role in today's world where every think is digital and on online mode starting from groceries to shopping and from shopping to online services and from online services to solving their quires and problems via electronic medium of mode or channel. In today's world without e-crm one cannot full field the demand of the market and customer needs on a large scale. To keep business furnishing and running in the external market environment the maintenance of the E-CRM and understanding the concept of business environment is very important.*

**Keywords:** CRM, E-CRM, Customer, Benefits, Business.

### Introduction

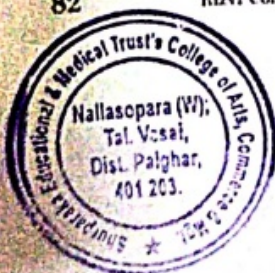
The Internet has changed many aspects of our living today including the way we communicate which has profound impact on our society. This will continue to persuade the business to sell their product in the market but also how to engage the client or customer for a longer term and years to come. E-CRM enhances the value of the customer and their behaviour. The main objective of the e-CRM is to develop loyalty and repeat buying e-crm is a tool that builds good rapport with the customer. It is a strategic approach for the customer needs. Development and it also enhance value for the business and also improves shareholder value. It is a

system that focuses on identifying the loopholes of the business as well as the customer and rebuilds a good image in the market for better opportunities and successful creation of the customer loyalty and honesty in business environment both internally and externally. It aims to sustain the interest of the customer for a longer period of time. It takes utmost care for profitable relation in the corporate it provides efficient and convenient way to analysis their client while providing efficient and quality service. The purpose of e-crm is to retention the customer by serving them in an easiest way. E-CRM creates potential and former customer. It is a well-structured and automated

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above content it has been clearly stated that E-CRM is essential part of the corporate and it is also a very well plan structured plan. It can handle various activities of the business with formed alignment.

The following are the benefits of E-CRM

1. Easy to assess
2. Improve in maintaining system
3. Record maintenance
4. Operates 24\*7 via online
5. Customer privacy and security maintain
6. Built customer relation
7. Systematic Approach
8. Time Saving
9. Create healthy bound with Customer
10. Inbuilt software with self-auto generate system tool
11. Retains the customer
12. Sustainable Growth
13. Works on Internet connection and Excels
14. Better customer service;



15. Easy check out processes;
16. customer information and history
17. create efficient work processes

**6) Automation**

1. Telemarketing
2. Telesales
3. Direct mail
4. Generate quick problems and quires
5. Lead tracking and response
6. Opportunity management
7. Quotes and order configuration
8. Delivering of messages

The following Diagram shows the Functioning of the E-CRM in each part of the Organization.

**Conclusion**

With the above Explanation it is concluded that the E-CRM in business plays a very important role. It monitors the exact and fair view of the business and its customer to retain them for a longer period of time and to also build a loyal customer associated with their organisation. E-CRM is an active tool for the entire problem related to customer sustainable and growth of the business. In today's world where Technology is at its peak E-CRM plays a major role not only in the Marketing Business but also in the businesses.

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## Impact of Online Education on Students

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### Abstract

*No one imagined that Covid-19 would turn our world upside down and would bring major changes to our lifestyle. The virus has spread everywhere like a wild forest fire due to which numerous changes were accepted by people all over the world, and it took some time for everyone to adapt to the new normal. Online learning is rapidly becoming one of the most effective ways to impart education. The impact of the virus was so strong that online education became a seemingly ubiquitous part of our growing world, which resulted in the closure of schools and no further physical interaction of teachers with students. Fortunately, soon enough most of the schools and educational institutions moved to online mode to resume their studies. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely on digital platforms instead of physical classrooms.*

**Keywords:** Online classes, Covid-19.

**Introduction:** Online classes and technology have emerged as a superhero during the lockdown days. We have all been under house arrest but are still connected with the world of education. Due to the lockdown, students have not been able to stay connected with the outer world and the lack of exposure is evident. The only reprieve for the students' mental well-being has been the transition to online classes. Teachers made sure that the learning for students was not compromised, so they took a great leap forward to find solutions and create new learning environments for their students to ensure that learning never stops. With little time to prepare, curriculums were modified, new lesson

plans were created, activities were planned, all so that their students remain actively involved through online learning. Technology has been an integral part of our life. The Internet, smart phones, and television are indispensable parts of most of our lives. Hence it is difficult to avoid its interference in our daily activities. The impact of technology isn't limited to entertainment. The education sector is widely affected by it too.

Online education is the place where education and technology come together. It is the electronic mode of teaching and learning which enables the student from anywhere. The form of online education varies from



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developing a habit of discipline.  
**Final Thought**

Online education offers both benefits and disadvantages, as with most other things in life. Although this trend is obvious to see, it will likely last long. Online education is the future of the education system as it brings many possibilities and opportunities to the education system. For students, online classes have become an imminent trend in the education sector around the globe. Digital learning has provided easy access to the files and folders that can now be organized and saved without any physical damage. With one click, students can access their notes and assignments without the fear of misplacing or spoiling them. With advanced technology, this mode of learning has not only been simpler but fun and engaging as well. Technology-enabled learning is beneficial and has proven to be more engaging as it helps in making those subjects interactive and fun which are traditionally considered dull by students. It became very convenient for the students to attend classes from anywhere in the world as both classes and learning content was easily accessible at home. Integration of the learning platforms with new-age interactive applications has made online classes more convenient for both students and teachers as more students are able to express their views at the same time using certain online applications. Students have been more particular with their online submissions; they are notified on a regular

basis and it is an effortless task for the teachers to track down the students who have failed to submit their assignments on time.

**Conclusion**

I believe that learning never stopped, in fact, it evolved itself not just to survive but to thrive and technology has proven to be the most important enabler of the same which in itself is an invention that is an outcome of learning. Technology has helped in learning and learning has led to the advancement of technology. Students need both parents' and teachers' guidance as they navigate through this difficult time to learn more and more. Both offline learning and e-learning would go hand-in-hand and online education will eventually become an integral component of school education. Somewhere in the future, education is going to be hybrid. During Covid, technology has become a part of academics and is here to stay. Online applications and programs have helped both teachers and students to develop new skills and capabilities that supported them and enhanced their knowledge. Online teaching cannot replace the position of traditional classroom teaching and we will need to get back to traditional teaching after the pandemic ends.

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## A Study on Impulsive Buying Behaviour of In-store Retail Shoppers – An Evidence of Palghar Town

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### Abstract

Due to Covid 19 pandemic, there was disruption in day to day lives of people for a significant period of time. This has impacted the retail industry in a completely different way. As the Retail sector is critical to supply day to day items, it was functional during pandemic. As the pandemic went on for a long period of time, it has altered the behaviour of customers to great extent. In this study, the research intends to understand the changed business models of the retail sector and also behavioural changes which would continue to impact the retail industry. One specific phenomena that remains true to human behaviour is making impulsive decisions stemming out of a number of intrinsic and extrinsic factors. The research aims to study the contributing factors and most inclined category.

**Keywords:** Marketing Mix, Packaging, Retail Sector, Impulsive Buying Behaviour

### Introduction

#### A. Retail Industry in India

As the nation advents from society advents from Society 4.0 to 5.0, we witness innumerable and unbelievable changes across various sectors yet India's Retail industry is grossly unorganised. It is estimated that around 90% of the overall retail sector falls in the unorganised category. This creates scope for organised players in the long term to dominate the market and grow disproportionately for years to come. Indirect Tax reforms introduced in 2017 (Goods and Services Tax) will facilitate organised retail and limit scope for unorganised retail in India.

With such prospects, it is important for existing retail companies to draw a long-term plan to overcome challenges. Another observation is that, while the retail

industry is dominated by unorganised players, it increases the length of distribution chains leading to lesser margins at ends. On other hand, organised retail is successful in controlling inventories and reducing middlemen in distribution chains. This allows organized players to offer better discounts on a daily basis.

The testimony to India's Retail sector is that every big corporate conglomerate in India is entering this sector aggressively, that is, Tata Group with Star Bazaar and Multiple E-commerce ventures, Reliance Group with its Reliance Retail Subsidiary, Trends Stores, Aditya Birla with more stores. Emergence of E-commerce has consolidated the pace of organised retail growth in recent years.

#### B. Marketing mix in dynamic business Environment

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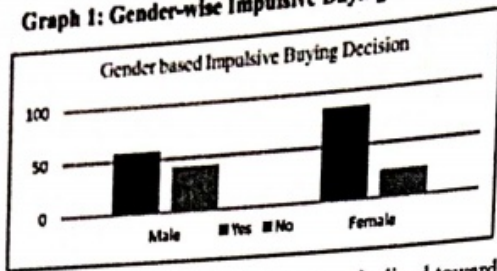
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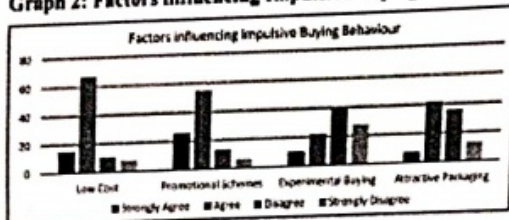


**Graph 1: Gender-wise Impulsive Buying Behaviour:**



The study implies that females are more inclined towards impulsive buying decision making though the figure that the males, too, to some extent, make unplanned purchases. This analysis is based on the population of a rural town of Palghar which shows the general tendency of people. As opposed to sub-urban areas and cities where the majority of population buys emotionally at some point or the other, here there is substantial population going against the trend.

**Graph 2: Factors influencing Impulsive Buying Behaviour:**



The research focuses on four major factors influencing impulsive buying decision making:

- 1. Low Cost:** In a rural town like Palghar, lowered cost of product presumably induces unplanned purchases
- 2. Promotional Schemes:** Various promotional schemes, point of purchase advertisement often proves to be useful and attract the prospects. This proves to be successful only when the promotional effort clearly defines the idea and invokes the desire to purchase.
- 3. Experimental Buying:** The millennial and Gen Z totally is a believer of experimentation, whether its an FMCG, a durable or any utility service. This factor, in the selected area does not really contribute towards

impulsive behaviour. But owing to the nation's demographic dividend, it will surely be the core contributing factor.

**4. Attractive Packaging:** Packaging, even though a separate marketing mix element, performs promotional functions of advertising as well. It not just provides information, but also makes the buyer long for it. In the study, to some extent, it has an impact, but the majority of the population still disagrees with the same.

**Conclusion**

The rural and urban population are diametrically opposite when it comes to emotional and sensitive buying behaviour. The only factor that induces the rural population is the cost factor and how well it is promoted, that means, how well the utility of the product. This analysis explains the practical approach of people towards in-store buying. The marketer may need to adopt a distinctive approach which is more appealing to the population.

**Limitations**

The study is limited to the rural town of Palghar district. The results are affected by several factors namely age, place and psychological factors. The research is affected by the researcher's bias. Apart from the existing dimensions, there are more aspects to be covered for a more accurate result.

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## Stress Management: A Study of College Teachers with Reference to Navi Mumbai

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### Abstract

Stress has become a common term in every organization and can occur due to several factors prevailing in the industry. Employees working in different organizations need certain kinds of stress mitigating strategies to overcome the stress. Job stress is prevailing in every employee's day-to-day life and it impacts their job performance. Employees working in Educational institutions are among the group of employees under a great deal of stress due to many antecedents of stress. This study will describe common causes of stress for College teachers and strategies to deal with the stress. The focus of the paper includes Stress management, Job stress and various factors that cause teacher stress, and the coping strategies of stress for the teacher.

**Keywords:** Stress, Job Stress, Stress Management

### Introduction

Research on college teachers has become a matter of concern especially during the Covid 19 pandemic. In recent years, there is a steady increase in teacher stress. Teacher stress can be defined as experience by a teacher of unpleasant emotions, such as burnout, tension, frustration, anger etc resulting from aspects of work as a teacher. Stress of people influenced by various personal, environmental, structural factors etc. Management has to find out the causes and prevention strategies to mitigate the stress among their employees. Pandemic has created stress among the world economy. The more demand for techno savvy skills and to cater the needs of stakeholders to meet their

expectations created stress among teachers. It cannot be denied that teaching is one of the stressful and noble professions in Today's economy. Teachers who are the backbone of the Education system and considered as Nation Builders are the most stressed human resource in educational Institutions. They need to be innovators, professional and perfect to meet the demands arising due to paradigm shifts in Education. Teachers have to give better outcomes in the form of increasing employability, creating opportunities for stakeholders for their career planning. It is a known fact that the stressfree employees perform better in their job and stressed employees provide poor services. The word stress was derived from the Latin word "Stringer"

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## Demonetization Impact on Small Scale Businesses in Mumbai City: A Study

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### Abstract

*This research is based on the demonetization impact on small scale industries. A descriptive study was done by conducting several responses of 20 respondents within the area of Mumbai city. Demonetization has gravely impacted on small scale industries. The legal meaning of demonetization is stoppage of particular currency within the framework of the country. A sudden decision was taken by our former prime minister for demonetization of Rs500 and Rs. 1000 to be stopped as legal tenders. This gave the huge impact in small scale industries in Mumbai city. As a result, there was a sudden shortage at banks and other financial institutions in Mumbai city. Due to its sudden change there was a rise in impact on consumers, there was shortage in cash transactions and also most of the small scale industries were impacted with huge losses in Mumbai city. This gravely impacted various small industries which resulted some of businesses to close down. On the other note it was a greater move by our government for future benefit on Indian economy and also it has definitely influence many shopkeepers, consumers for using plastic money in the long run and for future benefit. This resulted greater impact in the economy. This paper also shows how much problems has been faced by shopkeepers, how their business gets affected.*

**Keywords:** Demonetization, legal tenders, gravely impact, plastic money, economic system

### Introduction

Demonetization means a currency change in a particular economy to implement cashless system in India, it allows to curb terrorism and pay taxes for unaccounted pile of cash. This drastic step has hugely gave an impact in our economy for the betterment of future. Demonetization has greatly helped in sudden change in buying patterns of the consumers. The currency was first demonetized in 1946

then second time it was demonetized in 1978 and third time it was demonetized in 2016 by our former Modi government. As per the survey done by RBI it is said that at least 99% of notes came back in the banking system which helped the Modi government to decentralize all black money in the market and to inject new implemented currency of Rs. 2000 and Rs.500 in the market. Most of the businesses placed there boards of requests of using their E-

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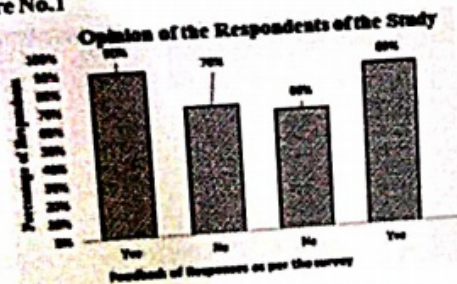


- effect of demonetization? H0
3. After the effect of demonetization did you face any issues on your businesses? H0
  4. Did you face any issue in financial transactions after demonetization in Mumbai City? H1

**Findings of the Study**

1. 90% of the respondents said yes that it has greatly impacted on small scale industries in Mumbai city and 10% said no that it has not impacted small scale businesses.
2. 70% of the respondents said they disagreed, as there were no positive effects of demonetization on their businesses, whereas 30% of the respondents strongly agreed with the positive effect of demonetization on their small business.
3. 66% of the respondents said no that they did not face any issues in their businesses, whereas 34% of the respondents said yes that they faced issues in their businesses.
4. 89% of the respondents said yes that they face issues in finance after implementation of demonetization, whereas 11% of the respondents said no that they did not face any issues in financial transactions after implementation of demonetization.

Figure No.1



**Testing of Hypothesis**

As per the T-test hypothesis, as P value is less than 0.05 ( $P < 0.05$ ) i.e., 0.04 hypothesis here is accepted i.e., as it shows that there is a crucial impact of demonetization on small scale industries in Mumbai city.

**Conclusion**

As per the result of hypothesis it shows that there is a crucial impact of demonetization in Mumbai city as far the research is concerned. Due to this impact many institution has faced financial problems after effect of demonetization this measures were duly taken in order to curb black money, corruption, and fake notes that has been circulating all over years as due to this decisions were made to demonetize legal tenders which led to smooth functioning of the economy. This gave a positive impact in our economy and also benefited to curb financial problems in the economy.

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## Takaful- An Islamic insurance tool as compared to Conventional Insurance

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### Abstract

The Concept of Takaful emanated from the mutual interests of individuals during the industrial era of the early 20th century. The number of poor having some sort of micro insurance is 80 million. The percentage of poor in India and china having insurance cover is just 3 per cent and in Africa it is worst i.e., just 0.3 per cent. At present, the number of poorest countries having no insurance cover globally is 23 out of 100 one. Demographically most of them belong to low income group. In addition, social awareness of the importance of insurance is fairly low. This paper emphasizes that efforts must still be made to educate the public about Islamic insurance in order for them to assess the protection they can provide. The elements of interest, gambling and uncertainty are there in traditional form of insurance but not acceptable in shariah law.

There was concern among Muslims about the inconsistency between traditional banks and insurance that comply with Islamic law. This has created a new industry called Takaful that provides risk and savings products to 1.6 billion Muslims worldwide. One of the biggest problems facing the Takaful industry is the misconception that it is Muslim only. Takaful's products appealed to the non-Muslim community despite obvious religious and cultural differences. However, the interest of non-Muslims and support from Muslims was not enough to raise awareness and growth in Takaful and what it has to offer. It is this lack of awareness that is one of the biggest challenges to the development and growth of national and global industry.

**Keywords:** Traditional insurance, gambling, interest, Takaful, insurance, kafal.

### Introduction

The objective of the paper is to pinpoint the preference of takaful over conventional insurance. We will be discussing conventional model of insurance first and Takaful model will be discussed later on. Following the discussion of these two insurance models, the paper includes a review or comparison between the two. This will allow the reader to

make an informed choice between these two forms of coverage. The fact is that takaful insurance is not accessible to Muslims alone but non-Muslims as well. Takaful has a clear ethical structure that can be marketed to both Muslims and non-Muslims.

The recession quickly turned into a global economic disaster. This economic disaster was the worst since the


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**Takaful- An Islamic insurance tool as compared to Conventional Insurance**

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## تصوف اور غزل

شاہد علی سلیمان شیخ (اسٹنٹ پروفیسر)  
معین الدین عارف کالج آف آرٹس،  
نالاسوپارا (مغرب) پال گھر۔

9004408110

صوفی وہ لوگ ہیں جنہوں نے سب کچھ چھوڑ کر خدا کو لیا ہے۔ (ذنون مصری رحمت اللہ علیہ) صوفی وہ ہوتا ہے جو دونوں جہان میں بجز اللہ و رب کے اور کسی کو نہ دیکھے (شبلی) چنانچہ اس نظریے کے اولین نمونے بھی وہی ہائے جاتے ہیں۔ جانم کے اشعار ملاحظہ ہوں۔

سب میں تو ڈتا ہے	سب تھے اپت بتا ٹھار
ہراک شے میں دیکھ بچار	مجھ سے ٹھارے ٹھار
کہے ایک دریا ہے مویاں ہزار	ابلتے ہیں مویاں کے فوجاں ہزار (بحری)
الہی پردہ کثرت اٹھا دے	شراب ساغر وحدت پلا دے (سراج)
ہرزہ عالم میں ہے خرید حقیقی	یوں بوجھ کے بلبل ہوں ہر ایک غنچہ وہاں کا (دلی)
اصل شہود و شاہدہ مشہود ایک ہے	حیراں ہوں پھر شاہدہ ہے کس حساب میں (غاب)
تماشا ہے دیر و حرم دیکھتے ہیں	تجھے ہر بہانے سے ہم دیکھتے ہیں (داغ دہلوی)

بقول رشید احمد صدیقی "مغلیہ دور نے ہمیں تین نایاب تحفے دیئے ہیں مرزا غالب، تاج محل، اردو زبان"

غزل کے اشعار کسی تاج محل سے کم نہیں۔ عشق میں غنائیت کا تصور دراصل عشق حقیقی پیدا کردہ ہے۔ انسانی رواداری ہمدردی انسانیت دنیا کی عدم ثباتی جیسی تعلیمات کو شعراء نے اپنے کلام میں پیش کیا ہے۔ تصوف کا بنیادی مقصد تزکیہ نفس اور قرب خدا وندی ہے۔ چنانچہ ہر زمانے میں کسی نہ کسی شکل میں موجود رہا ہے۔ قصور عشق نے پناہ وہ بقا تسلیم و رضا صبر و شکر و بجز و وصال معنویت بخشئی۔ فارسی شعرا کی روایت سوفٹ ہوگا۔ اردو شاعری کے جگہ فارسی شاعری کے پہلے صوفی شاعر سعد ابو الخیر سے کرناٹی اوسدی عطارین آپ جیسے عظیم المرتبہ شعرا میں ایک صحت مند روایت کی بنیاد ڈالی۔

ہندوستان میں اسلام اور صوفیاء کی آمد نے یہاں کی زبان اور تہذیب و ثقافت کو بہت زیادہ متاثر کیا۔ حضرت داتا گنج بخش بکجیری رحمت اللہ علیہ نے سرزمین ہند پر تصوف کی بنیاد ڈالی۔ اور مشرکہ تہذیب کو فروغ ملا۔ تاہم خواجہ معین الدین چشتی رحمت اللہ علیہ نے بزرگ ہیں۔ جنہوں نے ہندوستانی زبان میں بھی دعوت و تبلیغ کے فرائض انجام دیئے۔ تصوف کے شعرا کے کلام پر جب آغا نظر



برابر ہے دنیا کو دیکھنا نہ دیکھا  
یارب یہ کیا ظلم ہے ادراک و فہم یاں  
دوڑے ہزار آپ سے باہر نہ جاسکے

(۴)

دنیا کی بے شباتی تصوف حضرات کا این موضوع رہا ہے۔ شاعری میں جا بجا دنیا کی بے شباتی ناپائیداری کم ظرفی کا ذکر  
بھی ان کے کلام کا حصہ ہے۔ شعر ملاحظہ فرمائیں۔۔  
عمر دراز مانگ کے لاتے تھے چار دن  
دو آرزو میں کٹ گئے دو انتظار میں

بس جان گیا میں تیری پہچان یہی ہے  
تو دل میں تو آتا ہے سمجھ میں نہیں آتا (اکبر الہ آبادی)

تردانی پہ شیخ ہماری نہ جائیو  
دامن چھوڑ دیں تو فرشتے وضو کریں (خواجہ میر درد)  
ہر تمنادل سے رخصت ہوگی  
اب تو آجا اب تو غلوت ہوگی (خواجہ عزیز الحسن مجذوب)  
کریں ہم کس کی پوجا اور پڑائیں کس کو چندن ہم  
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دیا سے موج موج سے دریا جدا نہیں  
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19<sup>th</sup> February, 2022



## Role of CSR in Community Development

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### Abstract

*Corporate Social Responsibility (CSR) is related to a company or a company's strategy To do business in an ethical, social and supportive way Community for development. This article analyzes the importance of CSR. Some theories in literature. Three theories, utilitarians, Supported by CSR management and relationship theory; research by other scientists Areas can be used to indicate that the cause is CSR A globalized business world that doesn't know the borders. CSR continues to grow in importance, Good result. Next, this article describes the role of CSR in community development. The true logic of CSR is to see its impact on society socially, Ecologically and economically. The ability required of CSR managers It was analyzed to better understand the practical aspects of CSR. Finally, I will explain the conclusions and their impact on future research.*

**Keywords:** *Corporate social responsibility; community development, competencies of CSR managers, multinational corporations, corporate-society relations.*

### Introduction

Today's CSR (also known as Corporate Responsibility, Corporate Citizenship, and Responsibility). Business and corporate social opportunities) is a concept that corporate organizations take into account profits. Society by being responsible for the impact of its activities on customers, suppliers, employees, shareholders, communities, other stakeholders and their environment. This effort shows that organizations must take voluntary initiatives to comply with the law and improve the well-being of employees and

their families, as well as communities and society as a whole. CSR refers to a strategy in which a company or company operates in an ethical and socially friendly manner. CSR includes community collaboration, social investment, building relationships with employees, customers and their families, and engaging in environmental and sustainability activities. The purpose of this article is to analyze three CSR theories: utilitarianism, business-related, and relational, in terms of their importance and practical focus. These groups of theories



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نعت کا لغوی مفہوم:

دووں معنوں میں آیا ہے۔ فرہنگ آموزگار میں اس کا معنی ستائش، وصف، صفت ہے۔ اور منتخب اللغات میں صفت و وصف کردن ہے۔

نعت کا لفظ تعریف و توصیف میں استعمال کیا جاتا ہے، اور اس سے مراد حضرت محمد ﷺ کی تعریف اور ثنائے رسول ﷺ کے لیے استعمال ہوتا ہے۔ نور اللغات کی طرح یہ لفظ وصف اور ثنائے رسول ﷺ کے لیے استعمال ہوتا ہے۔ نور اللغات میں یہ لفظ بمعنی وصف ہے لیکن اس کا استعمال صرف رسول ﷺ کی ستائش و ثنا کے لیے مخصوص ہے۔

اردو زبان و ادب میں لفظ نعت کا وصف رسول ﷺ کے علاوہ کسی اور معنوں میں استعمال نہیں۔ اس لیے نعت کے ضمن میں ہم دیکھ چکے ہیں کہ یہ لفظ اردو زبان تک پہنچنے پہلے ایک خاص مفہوم سے وابستہ ہو چکا ہے۔ اس لیے اردو زبان و ادب میں اس کا استعمال ایک مخصوص اصطلاح کے طور پر ہی کیا جاتا ہے یعنی اس سے مراد آنحضرت ﷺ کی توصیف و مدحت لی جاتی ہے۔

نعت کا اصطلاحی مفہوم

بہت سے اہل علم و فن نے مختلف مقامات پر نعت کی تعریف اپنے اپنے انداز سے بیان کی ہے۔ اصطلاحات شاعری میں نعت کے لفظ کی حدود و مشخص کرنے کے بعد محققین و مفسرین نے لفظ نعت کی تعریف کچھ ان الفاظ میں بیان کی۔ انحصار صدیق امر و ہوی کے مطابق:

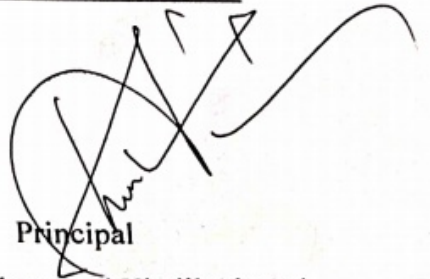
”ہر اس کا نام کو جس میں تغیر اسلام ﷺ کی صفت و ثنائی بیان کی جائے نعت کہلاتی ہے۔ اس میں نظم کی قید نہیں ہے۔ اگر نثر بھی اس معیار پر پوری اترے تو نعت ہی کہلائے گی۔“

نعت (نعت) بالفتح (نعت) عربی زبان کا لفظ ہے جو عام طور پر وصف کے لیے استعمال کیا جاتا ہے۔ تاج العروس میں علامہ زبیدی نے نعت کے لفظ کو وصف کے معنوں میں استعمال کیا یعنی جب آپ کسی چیز کے وصف میں مبالغہ سے کام لیں تو اس وقت نعت کہلائے گی۔

لسان العرب میں نعت سے مراد مدح رسول ﷺ بیان کیا گیا ہے۔ نعت کی جمع ”نعتوں“ ہے اور وصف بیان کرنے والے کو ”ناعت“ کہتے ہیں۔ اس کی جمع نعات ہے۔ حضور اکرم ﷺ کے اوصاف بیان کرتا بھی نعت کہلاتا ہے۔ نعت کا باب افعال اصحاح کے وزن پر آتا ہے اور اصحاح کا لفظ بھی وصف کے معنی میں مستعمل ہے۔

قرآن مجید میں اس مادہ ”نعت“ کا کوئی لفظ بیان نہیں ہوا لیکن بعض مفسرین نے اس لفظ کو وصف کے معنی میں ہی استعمال کیا ہے اور امارت مبارک اور شاکل انبی ﷺ میں نعت کا لفظ مختلف نحوی اور صرفی صورتوں میں متعدد مقامات پر استعمال ہوا۔ امارت میں یہ لفظ مطلق اظہار اور بیان محض سے لے کر تمام انبیاء و افراد کی تعریف، صفت، حالت کیفیت، صورت احوال، خصوصیات اور کسی چیز کی خاصیت یا طبع کے لیے بیان ہوتا ہے۔

ابن اثیر نے اپنی کتاب التعمیر فی فریب الحدیث والارشاد کی پانچویں جلد میں نعت کے باب میں اس سے مراد مدح رسول ﷺ لیا ہے۔ علامہ زبیدی نے تاج العروس میں ابن اثیر کے ہی الفاظ اور مثال کو براہ راست لیا ہے۔ نعت کا معنی تعریف کرنا، بیان کرنا، اور اس کا استعمال صفات حسنہ کے لئے ہوتا ہے۔ فارسی زبان میں نعت کا لفظ مطلق وصف اور حضور اکرم ﷺ کی مدحت



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## Financial Sustainability of Housing Finance Companies in India

Shaikh Irshad Wajid

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### ABSTRACT

Financial Sustainability is helping indispensably to achieve more sustainable future for all and to accomplish Sustainable Development Goals (SDG's). The SDG's were developed in the post-2015 development agenda. SDG's are a collection of 17 interlinked global goals set up in 2015 by the United Nations General Assembly. Financial sustainability of corporation/companies is utmost important for any country in order to support accomplishing SDG's. Financial sustainability can be achieved by the companies if they take care of (1) Accessibility to capital (2) Profitability (3) Reporting and (4) Planning. Under this research paper Financial Sustainability of housing finance companies in India is studied and researcher has tried to show the financial sustainability of housing finance companies in India. To study financial sustainability researcher has considered various ratios of selected sample housing finance companies and tries to analyse that housing finance companies are financial sustainable or not. For studying financial sustainability following ratios are studies Per Share Ratios, Margin Ratios, Return Ratios, Liquidity Ratios, Leverage Ratios Turnover Ratios, Growth Ratios, Valuation Ratios. Researcher has considered 5 years for the study period that is from 2017-2021. Sample housing finance companies are taken on the basis of market capitalization. Top 10 housing finance companies are considered on the basis of market capitalization value. It is found that many housing finance companies are financial sustainable on the basis of selected ratios for the study period.

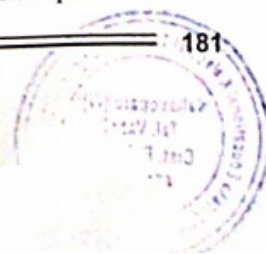
Keywords: Financial Sustainability, Housing Finance Companies, Financial Ratios

### 1. INTRODUCTION

Housing sector boost the economy because of its linkages to many other sectors directly. Government always tries to push housing sector to have accessibility of house to all in the economy and this sector also helps to achieve few SDG's. Housing finance companies are playing very important role in financial system. financial sustainability of housing finance companies leads to financial sustainability of whole financial system of a country. In India we have various regulatory bodies regulating and controlling housing finance sector. Regulatory and controlling bodies like RBI, NHB are framing policies and giving guidelines from time to time to smooth running to this sector. There are many Housing Finance companies which comes under the category of Non-Banking Financial Companies (NBFC's). Many housing finance companies are listed on stock exchanges. These housing finance companies provides finance to the individual and developers for housing sector. Growth of Housing finance companies means growth of housing sector and ultimately growth of economy therefor these companies must always be financial viable and sustainable. sustainability of housing finance companies can be understood with their business strategy, planning, accessibility to capital and profitability. Financial sustainability of companies can be explained through their financial performance of past years' financial data. Leverage ratio, turnover ratio, profitability ratio, growth ratio, valuation ration, Margin ratio etc. can help to understand the sustainability of any commercial organisations.

### 2. REVIEW OF LITERATURE

Maheshwari. S. (2010), have assessed "Financial Performance of Paper Industry in India" for 10 (ten) years from 1997-98 to 2006-07. Ratio analysis, Trend Analysis etc. financial analysis methods were used for the study. Altman's Z score model was used for analysing the financial strength of the firm, which revealed that financial health of certain paper corporations falls in unhealthy sector. Similarly, it was perceived from the study that there is a undesirable association amongst the inventory turnover ratio (ITR) and debtor turnover ratio (DTR). Pratibha P. K., C. Krishnan (2018), has analysed the financial processes of Housing Finance Companies and schedule commercial banks in India and estimated their reasonable progress. The HFC's have augmented in number from 46 establishments in 2004-2005 to 71 establishments in 2015-2016. Also, the number of housing loans allowance given by Schedule commercial banks and Housing Finance Companies have increased. Numerically, Commercial banks have condensed in terms of market shares when linked with HFC's. RBI Bulletin (2007), examined the performance of 1064 Government public limited establishments during 2005- 06 reliant on on their inspected yearly report closed during april 2005 to march 2006. The solidified significances of the analysis uncovered constant enhancement in the performance of the corporations saw with development in sales, assessments of production, gross profit after tax, profits reserved and net worth in 2005-06 when compared with 2004-05. Batra, Vibha (2009), scrutinized the expansion implications in the



FINANCE					22.38
HDFC	32.27	29.1	34.24	28.25	769.13125
AVERAGE	24.866	1227.623	1152.513	971.887	

(10) Calculation of Average 3 Yr CAGR Profit (%) of selected Housing Finance Companies

3 Yr CAGR Net Profit (%)	Mar-21	Mar-20	Mar-19	Mar-18	Mar-17
GIC	-28.35	-44.44	17.47	41.33	23.06
REPCO HOME FINANCE LTD	19.62	24.03	25.04	27.79	28.66
HOME FIRST FINANCE	99.34	201.18	175.81	173.86	85.82
CAN FIN	26.24	26.44	37.43	82.17	76.28
HUDCO	25.01	42.42	22.79	13.92	2,802.14
INDIABULLS HOUSING FINANCE	-43.96	-13.71	31.32	41.85	36.17
PNB HOUSING FINANCE	5.14	2,442.13	3,351.84	2,800.26	NA
AAVAS FINANCIERS LTD	76.22	1,478.10	1,226.76	864.57	NA
LIC HOUSING FINANCE	16.83	11.26	20.82	19.87	21.22
HDFC	37.51	40.69	13.05	1.6	15.33
AVERAGE	23.36	420.81	492.233	406.722	386.085

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