

## LEADERSHIP STYLE OF Dr. BABASAHEB AMBEDKAR

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### Abstract:

Leadership is the process of influencing the behavior of others. The person who guides or influences the behavior of others is called leader. Everyone can be a leader. A person can possess certain personal qualities which will influence the behavior of others. Leadership is exercised in a particular situation. The leader has to act according to the situation. Dr. Babasaheb Ambedkar was brilliant intellectual, powerful orator, prolific writer, the maker of India's constitution, and a profoundly significant revolutionary who championed human rights and human dignity as a true path-finder towards a higher human civilization. Dr. B.R. Ambedkar was a man with a mission in his life. Leadership was forced upon Dr. B.R. Ambedkar because he was born in a poor untouchable family. He suffered all the pangs of an untouchable. When he experienced inhuman treatment, he resolved to fight out and eradicate the evil system of untouchability.

The life history of Dr. Ambedkar was the relentless struggle of a downtrodden community in our country against social tyranny. By his courageous struggle and dedicated life, he raised himself to greatness, and was a constant source of inspiration to his fellowmen. The study made an attempt to know his leadership style.

Though Dr. Ambedkar started his career as a leader of the Depressed Classes, and had a limited goal of improving their lot he tried to see that they enjoyed the benefits of liberty, equality and fraternity. He became an all-India leader, a great social revolutionary and the chief architect of the Constitution of India.

This paper covers three parts:

1. What Ambedkar stood for
2. Meaning of leadership
3. Nature of Dr. Ambedkar's Leadership

### Introduction:

Dr. Babasaheb Ambedkar was brilliant intellectual, powerful orator, prolific writer, the maker of India's constitution, and a profoundly significant revolutionary who championed human rights and human dignity as a true path-finder towards a higher human civilization. Dr. B.R. Ambedkar was a man with a mission in his life. The mission was the eradication of untouchability and securing political, economical and social justice through appropriate political movement.

Leadership was forced upon Dr. B.R. Ambedkar because he was born in a poor untouchable family. He suffered all the pangs of an untouchable. When he experienced inhuman treatment, he resolved to fight out and eradicate the evil system of untouchability.







**MAHARASHTRA: A GLOBAL HEALTH DESTINATION**

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**ABSTRACT**

Medical Tourism is the fastest growing industries in the world, combining with healthcare & tourism. India is one of the top destinations in the medical tourism industry. Globalization of the health care sector in India leads tremendous growth in Health care industry.

Maharashtra has emerged as the major destination of health care in the medical map of the world. Maharashtra has wide scope and opportunities in medical tourism in the coming years not only metro cities but also in small cities like Nagpur, Aurangabad, Pune, Kolhapur, Sangli, Solapur. So, travel and tourism industry is growing vastly in India in domestic level as well as international level. Maharashtra provides world class facilities with hospitals & specialized multi specialty health center.

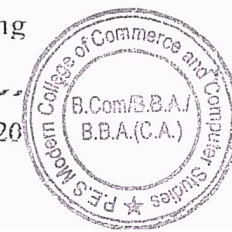
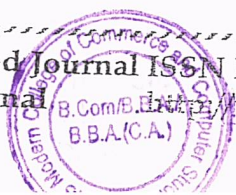
Paper highlights the potential of Medical Tourism industry in India. Maharashtra has a potential global health destination for analyzing the potential and significance of Medical Tourism in India. The data has been gathered through secondary sources which includes Books, Magazines, Journals, E-Journals & websites etc. After the analyzing all the facts in can be concluded that Maharashtra is in an advantageous position to tap global opportunities in the Medical tourism sector.

**Key Words:** Medical Tourism, Domestic Tourism, Out Bound Tourism, Inbound Medical Tourism, Intra-bound Medical Tourism.

**I. Introduction**

The concept of Medical Tourism is not new one, it is actually thousands of years old. After the globalization, peoples are travel globally. Currently millions of people are travelling to tourist destinations speeking health care. The main purpose of travel is for healthcare, afterwards the conventional tourism experience related to leisure and relaxation in tourist places.

In recent years, growing need for better health care which has led to an increasing number of countries starting to promote medical tourism. The recent trend is for people to travel from developed countries to developing countries for medical treatments because of cost consideration, quick response, and expert healthcare services. The countries like Malaysia, Singapore, India, Jordan, Philippines provide medical tourism. India is one of the best destinations for medical tourism due to the availability of specialized doctors and world - class hospital and medical treatments, low treatment costs, technological advancements. India has become a global leader in medical tourist most preferable and least expensive choices among







शेती विकासातील संबंधीत सार्वजनिक कंपन्या

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**सारांश :** भारत हा शेतीवर आधारित देश आहे, शेती क्षेत्राचा विकास झाला तरच भारताचा विकास होईल, म्हणून शासनाने शेती क्षेत्राच्या विकासाला योगदान करणाऱ्या सार्वजनिक कंपन्या स्थापन केल्या. यामध्ये प्रामुख्याने N.D.D.B. राष्ट्रीय डेअरी डेव्हलपमेंट बोर्ड, राष्ट्रीय केमिकल फर्टिलायझेशन, महाबिज, राष्ट्रीय अन्न महामंडळ, महाराष्ट्र औद्योगिक विकास महामंडळ यासारख्या.

**प्रस्तावना :**

भारत हा कृषी प्रधान देश आहे, पूर्व गोलार्धातील आशिया खंडातील भारत हा एक महत्वाचा देश आहे. भारतात एकूण 26 घटक राज्य आहेत त्यापैकी 'महाराष्ट्र' हे एक महत्वाचे राज्य आहे. 1 मे 1960 रोजी महाराष्ट्राची स्थापना झाली. भारतातील 60 टक्के लोकसंख्या ही कृषी क्षेत्रावर अवलंबून आहे. शेती क्षेत्रावर आधारित अनेक व्यवसाय कार्यरत आहेत. देशाचा विकास करावयाचा असेल तर व्यवसायाचा विकास करणे आवश्यक आहे. 75 टक्के व्यवसाय हे शेती क्षेत्रावर अवलंबून आहे. म्हणून शेती क्षेत्राच्या विकासाला योगदान करणारे सार्वजनिक उद्योग शासनाने स्थापन केलेले आहेत. त्याचा थोडक्यात माहिती या लेखात मांडली जाणार आहे. अनेक कंपन्या स्थापन केल्या या प्रमुख कंपन्यांची स्थापना उद्दिष्ट या लेखात पाहणार आहोत.

**1) राष्ट्रीय दुग्ध विकास महामंडळ :**

भारत हा कृषी प्रधान देश असल्यामुळे इतर देशांच्या तुलनेत भारतातील पशुंची संख्या जास्त आहे. देशातील शेतकऱ्यांच्या दुग्ध विकासाला न्याय देण्यासाठी, जनतेची दुधाची गरज भागविण्यासाठी सरदार वल्लभभाई पटेल यांनी गुजरात येथील 'खेडा' जिल्ह्यात सहकारी समितीची संकल्पना मांडली, सुरुवातीला मुंबई सरकारने त्यास विरोध केला. शेतकऱ्यांनी 15 दिवसांचा बंद राष्ट्रीय दुग्ध विकास महामंडळाची स्थापना 1965 मध्ये गुजरात येथील 'आनंद' या ठिकाणी सुरु करण्यात आली. डॉ. वर्गिस करियन हे या महामंडळाचे पहिले चेअरमन होते. राष्ट्रीय दुग्ध विकास महामंडळाने बंद पुकारल्यानंतर मुंबई सरकारने त्यास परवानगी दिली. 1964 मध्ये पंतप्रधान लाल





## GST A New Path to Economic Development

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**Abstract:** Goods and Services Tax (GST) is a comprehensive tax levy on manufacture, sale and consumption of goods and services at a national level. One of the biggest taxation reforms in India the (GST) is all set to integrate State economies and boost overall growth. Currently, companies and businesses pay lot of indirect taxes such as VAT, service tax, sales tax, entertainment tax, octroi and luxury tax. Once GST is implemented, all these taxes would cease to exist. There would be only one tax, that too at the national level, monitored by the central government. GST is also different in the way it is levied — at the final point of consumption and not at the manufacturing stage. At present, separate tax rates are applied to goods and services. Under GST, there would be only one tax rate for both goods and services. The goods and services Tax will indeed be a further significant improvement towards a comprehensive indirect tax reforms in the country. Integration of goods and services taxation would give India a world class tax system and improve tax collections. It would end distortions of differential treatments of manufacturing and service sector. GST is expected to create a business friendly environment, as price levels and hence inflation rates would come down overtime as a uniform tax rate is applied. It will also improve government's fiscal health as the tax collection system would become more transparent, making tax evasion difficult. An attempt is made in this paper to study the concept of goods and service tax and its impact on Indian economy. The study also aims to know the advantages and challenges of GST in Indian scenario.

**Key Words:** goods n services tax, economic development, Indian economy and value added tax.

### I. Introduction

Taxes are the only means for financing the public goods because they cannot be priced appropriately in the market. They can only be provided by governments, funded by taxes. It is important the tax regime is designed in such a way that it does not become a source of distortion in the market or result in market failures. The tax laws should be such that they raise a given amount of revenue in an efficient, effective and equitable manner. Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system should keep in view issues of income distribution and, at the same time, also endeavour to generate tax revenues to support government expenditure on public services and infrastructure development. GST stands for Goods and Services Tax. It is a domestic trade tax that will be levied in the form of a value added tax on all goods and services -in practice with some exemptions. A value added tax exempts all inputs including capital goods. Hence, it becomes a general tax on domestic consumption. It is a convenient and economically efficient way of taxing consumption. If it is levied at a single rate and there are only very few exemptions, it becomes a proportional tax on consumption. In order to ensure that the tax burden is distributed according to the consumption of different individuals, it must be levied on the basis of the principle of destination, that is to say that the tax on a good should go to the state in which the concerned consumer lives. This automatically takes place if the tax is levied at only the central level, or if the state is a unitary one with only one level of taxation. In a federation, there are special problems to be solved if GST is to be levied at the level of the states as well as the federal government.





**A Study of 'corporate governance' effectiveness through Board Structure**

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**Abstract:**

Good governance is the expectations of every stakeholder, especially, shareholder. Governance is related with the efficient controlling of activity of the corporate sector (Fernando, 2009). Indeed, assessment of effectiveness of governance in a firm is challenging and subjective. In past, attempts have been made by few researchers, to quantitatively assess board attributes vis-a-vis performance. The various board attributes represented in terms of board leadership, CEO duality, frequency of meetings, board diversity, representation of independent (outsider director) is been used as an independent variables and its impact on financial performance(ROA, EPS). Few high profile corporate scandals and failures paved way for new studies on same subject in wake of changes introduced in corporate governance norms locally and globally. The content analysis is the technique being used in this study. The present study is exploratory in nature, which covers leading financial and non financial firms and their governance practices. The data is collected by analysing annual reports, company websites and website maintained by the Ministry of Corporate Affairs. The focus of the study is to assess the level of governance through effective and efficient board.

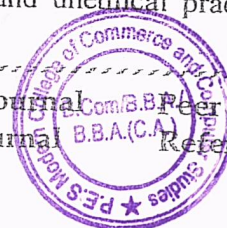
**Key Words:**

Board, Board of Directors, Independent Director, Corporate Governance.

**Introduction:**

The discussions on Corporate Governance (CG) have succeeded in exerting good deal of public interest because of its perceptible importance for the economic health of a corporate as well as society at large. Governance refers to "all of processes of governing, whether undertaken by a government, market or network, whether over a family, tribe, formal or informal organization or territory and whether through the laws, norms, power or language." It relates to "the processes of interaction and decision-making among the actors involved in a collective problem that lead to the creation, reinforcement, or reproduction of social norms and institutions.

Corporate Governance was brought in limelight through series of corporate failures such as Enron and WorldCorn. These giant corporate collapsed on account of the corporate mis-governance and unethical practices they indulged in. In India, Satyam saga exposed lack of







## NEED OF SMART CITY

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**Abstract:** *Smart city is an emerging concept. This concept is being used all over the world with different nomenclatures context & meanings. A smart city is a city that is well planned, and it provides the cost efficient services, environmental efficiency, and technological sound services for the welfare of the citizens. Smart solutions can be helpful in controlling the ever increasing population in the cities.*

**Keywords:** smart building, smart city, smart economy, smart energy, smart environment, smart governance, smart living, smart mobility, smart people, smart public services, smart solutions.

### I. INTRODUCTION

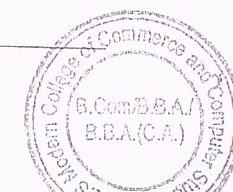
Smart City is a booming international phenomenon. Smart city word originated back in 1998, but the first funding for smart city came in the year 2000. The six dimensions of a smart city are Smart Economy, Smart Mobility, Smart Environment, Smart People, Smart Living and Smart Governance. Every city can become smarter by focusing on any of the above dimensions. A smart city is a community that is efficient, sustainable & liveable. The term smart city has become more and more popular in the field of urban planning. Smart cities can work as a tool for controlling the rapid urbanization and various problems caused by the ever increasing urban population. The implementations of the smart technologies can increase the value of the city. Smart city concept introduces new practices and services that highly impacts policy making & planning.

#### Various Definitions of Smart City are:

1. The UK Department of Business, Innovation and Skills considers smart cities a process rather than as a static outcome, in which increased citizen engagement, hard infrastructure, social capital and digital technologies make cities more liveable, resilient and better able to respond to challenges.
  2. The British Standards Institute defines it as "the effective integration of physical, digital and human systems in the built environment to deliver sustainable, prosperous and inclusive future of its citizens".
  3. IBM defines a smart city as "one that makes optimal use of all the interconnected information available today to better understand and control its operations and optimize the use of limited resources".
  4. Accenture defines it as "A Smart City delivers public and civic services to citizen & businesses in an integrated and resource efficient way while enabling innovative collaborations to improve quality of life and grow the local and national economy."
  5. Giffinger, et.al defines smart city as "A Smart City is a well performing city built on the „smart“ combination of endowments and activities of self-decisive, independent and aware citizens."
- Thus, there are many types of smart city definitions existing in the world. The definitions can vary from person to person & even country to country.

### II. Objectives of research :

- (1) To know the meaning of Smart City in India.
- (2) To understand the problems & Challenges of Smart City in India.
- (3) To understand the Opportunities in Smart City in India.
- (4) To understand the effects of Globalization on Smart City.







**HEALTH CARE SERVICES OFFERED BY GOVERNMENT  
SECTOR HOSPITALS IN KARNATAKA: WITH SPECIAL REFERENCE  
VIJAYAPUR DISTRICT**

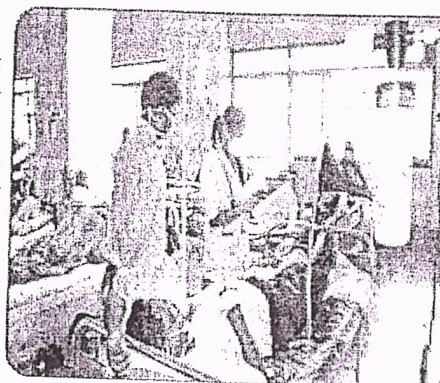
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**ABSTRACT:-**

The purpose of this article is to study the different government hospitals operating in Karnataka state. The study is concentrated on number of government hospitals offering health care services to public in Vijayapur District of Karnataka state. The finding of the study



reveals that Government hospitals cover both urban areas and rural areas through its different health care centres with 3.4825 % of total government hospitals in the state.

**KEYWORDS:** Civil hospitals, Urban health centres, Taluk hospitals, Community health centres, Primary health centres, Sub-

centres health care services.

**I.INTRODUCTION :**

Today, the hospital is a place for the diagnosis and treatment of human ills and to ensure well-being of temporarily deprived patients. The first and the foremost function of a hospital is to give proper medical care to the sick and injured without having social, economic and diseases discrimination. The education and training of doctors and nurses, support to medical research and assistance to all activities carried out by public health and voluntary agencies to prevent diseases and further to promote positive health attitude are some of the important services of modern hospitals.

In the past, the hospitals are set-up as charity institutions especially for poor and weaker sections of the society and the only function of those institutions was to care the weak and poor. Of late, the hospitals are set-up with the motto of serving all sections of society, In addition to it, some of them are also engaged in conducting and promoting medical education, training and research.

Hospital services are provided by the government institutions as well as private institutions and now a day it is observed that corporate firms have also established many hospitals to serve the society as part of their corporate social responsibility. The services in a hospital are differing from hospital to hospital. However, there are three categories of services: i) line services, ii) staff services; and iii) auxiliary services.

The line services include emergency services, outpatient services, in patient services, intensive care unit and operation theatres. The staff services are central sterile supply diet, laundry laboratories, radiology and nursing. The auxiliary services are registration and in door care record, stores, transport, diet, and security.

**OBJECTIVES OF STUDY**

- To study the different government hospitals offering health care services.
- To study the number of government hospitals offering health care services to the society.

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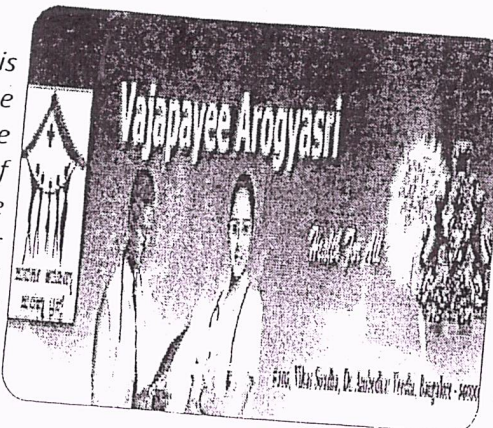


**A STUDY ON ANALYSIS OF GOVERNMENT HEALTH CARE SCHEMES  
IN KARNATAKA: WITH SPECIAL REFERENCE TO VAJPAYEE  
AROGYASHREE SCHEME**

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**ABSTRACT:-**

The purpose of this article is to study performance of the scheme implemented. The study is concentrated on number of beneficiaries benefited under the scheme, average expenditure per beneficiary for the study period and on trend in the number of beneficiaries of the scheme. The



performance of the scheme is analyzed with help of trend analysis and different statistical methods. The finding of the study reveals that there is an increasing trend in number of beneficiaries of the scheme.

**KEYWORDS:** Vajpayee Arogyashree, beneficiaries, expenditure.

**INTRODUCTION :**

The state has followed policy guidelines through the framework of successive five year plans developed by the planning commission, decisions of the central council of health and family welfare, central health legislation and national health programmes developed by the government of India. Over a period of time, separate policies at the national level have been developed for health in 1983, which was revised in the year 2002, education for health science in the year 1989, nutrition in the year 1993, drug policy in the year 1994, pharmaceutical policy in the year 2002, medical council of India guidelines in the year 2000, blood banking have served the state well in developing its health system, and will continue to be used as guidelines for further growth.

A national health policy has been announced in the year 2002 and it provides a framework within which health policy of the state would refashion the elements therein to meet the current needs of the state. The health policy would be based on the specific needs of the state and recognize regional inequalities.

Health however is constitutionally a state subject. Health needs vary between states, vary from district to district. And it requires more specific planning. A comprehensive Karnataka state health policy for the integrated health development and functioning of the health sector is therefore being formulated explicitly, for the first time. The policy, with a string emphasis on process and implementation, will be an instrumental for optimal and people oriented development of health services.

To meet the purpose of national health policy and state health policy, Government of India and Government of Karnataka have formulated and implemented several health and family welfare schemes in the interest of people such as National Leprosy Eradication Programme, Revised National Tuberculosis Control Programme, National Programme for Control of Blindness, Karnataka state AIDS prevention society, National Vector Borne Diseases Control Programme, Reproductive and Child Health Programme, Vajpayee Arogyashree,

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CASHLESS ECONOMY: SWOT ANALYSIS FROM INDIAN PERSPECTIVE

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ABSTRACT

Cashless economy is a new buzz word aimed by many economies around the world. It is one of the trending and emerging concept which is regarded by eminent economists as the best form of money economy. CASHLESS economy is economy which performs all its transactions using plastic money or through the digital means. Recently RBI has also unveiled its document- "Payments and Settlement Systems in India: Vision 2018" encouraging the electronic payments and to help INDIA grow from cash to cashless society in the long run. Thus giving this concept an overlook, this paper focuses on the SWOT analysis of "CASHLESS ECONOMY" from an Indian perspective describing the strengths, weaknesses, opportunities and threats for India from going cash to cashless.

Keywords: Cashless Economy, Demonetization, Digitization, Plastic Money

INTRODUCTION

On November 8, 2016, the respected Prime minister of India demonetized the two large denomination notes of INR 500 and INR 1000, ceasing to be legal tender with immediate effect except for few specified purposes. The entire nation was stunned with such huge cash circulation being rendered invalid with just one announcement. Though this was not the first time when government of India took such a step, it had already been done by government in 1946 and 1978 but this decision in 2016 came with huge criticism as people were left with INR 100 and less denomination to transact with. This step of government aimed at fourfold attack on counterfeit currency, currency used for terrorist financing, accumulated black money and corruption. Also RBI recently unveiled its document on "PAYMENTS AND SETTLEMENT SYSTEMS IN INDIA: VISION 2018" aimed at making India a cashless economy. Not only this, our eminent Prime Minister is working tremendously towards his move of Digitization (DIGITAL INDIA). Thus both of these moves DEMONETIZATION and DIGITIZATION if worked upon effectively can act as a catalyst in making INDIA a CASHLESS ECONOMY.

OBJECTIVE

The objective of the paper is to study the facets of cashless economy and analyzing it in Indian context, the STRENGTHS for India becoming cashless, WEAKNESSES that can be faced in implementation, OPPORTUNITIES it can grab by becoming cashless and also the THREATS it can face.

METHODOLOGY

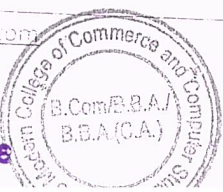
The paper is written based on the secondary research done on already published articles, journals, research papers, newspapers, magazines and internet regarding the demonetization drive and cashless economy concept and analysis is done based on such research and conclusion is presented in the form of SWOT analysis.

THE CONCEPTS

Cashless economy refers to the term describing the system in which the movement of physical money i.e. paper currency and coins are replaced with digital means of payments which includes plastic money, digital devices, and over the net transactions. Such a replacement does not mean the non existence of physical money but its circulation is minimal. The term "cashless economy" dates back its origination in the 1960s (Bergsten, 1967; Lee, 1967 etc). but it no more remains a theoretical concept as countries around the world are preparing themselves for the



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**FUTURE PROSPECTS OF E-BUSINESS IN INDIA: AN OVERVIEW**

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**ABSTRACT**

*The e-business concept is novel. The Indian traditional business model is engrossing the new technological approach in-order to cope up with the international market and vast growing Indian online market. Since, e-business scenario is recent in the Indian market; therefore, it is essential to know the scope and opportunities of the e-business in India.*

*The study shows enormous potential for E-Business in India. In total retail business online retailing is less than 5%. Indian e-business has a huge scope in the near future but there are some challenges to the growth of e-business in India like internet penetration and Internet users. E-business development depends on the availability of internet infrastructure in the country.*

*Keywords: E-Business, E-Commerce, Online Business*

**I. INTRODUCTION**

E-business or Online business is the business transactions that take place online with the help of the internet. The term e-business came into existence in the year 1996. E-business is an abbreviation for electronic business. In the e- business model, the buyer and the seller don't meet in person, they complete their transaction online.

Now a day's e-business is no longer only applies to virtual companies (called click and mortar) all of whose activities are based on the Net, but also to traditional companies (called brick and mortar). Many of the business are now using both the modes for the business. They have traditional business setup with the modern e-business setup.

E- Business and ecommerce both the terms are distinct from each other. The term e-commerce (Electronic Commerce) is the only one of the aspects of e-business. But e-business is the broader concept. In India for e-business development there is huge scope and challenges that are focused in this study.

**II. OBJECTIVES OF THE STUDY**

- To study the different types of E-Business transactions
- To study the Scope for E- Business In India
- To study the key elements for the growth of e-commerce business in India

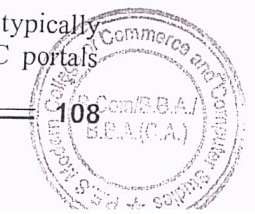
**III. THE GOAL OF E-BUSINESS**

The objective of any e-Business is to create value. Value can be created in different ways. One way is as a result of an increase in margins, i.e. a reduction in production costs or an increase in profits. E-Business makes it possible to achieve this in a number of different ways, including positioning on new markets; increasing the quality of products or services; prospecting new clients; increasing customer loyalty; and increasing the efficiency of internal functioning. Another way is increasing the customer satisfaction level. As a matter of fact, e-business favours: a drop in prices in response to increase in productivity; Customer feedback; products and services that are suitable for the client's needs; and a mode of functioning that is transparent for the user.

**IV. CLASSIFICATION OF E-BUSINESS**

E-business is categorized on the basis of which type of relationship exists between the business and the client as mentioned below

- **B2B (Business-to-Business)**  
While one company doing business with another company using internet-enabled procedure, such as manufacturers are buying raw material from another raw material manufacturer, or a distributor is purchasing online from a manufacturer. Such B2B e- business is generally in big volumes, and price varies based on the quantity of the purchase order and is generally flexible and negotiable.
- **B2C (Business-to-Consumer)**  
One company is selling goods or services online to the general public or directly to the customer typically through an eCommerce website or mobile application or over the Internet. An example of B2C portals





## Usefulness of Digital Marketing in Higher Education in Pimpri Chinchwad City

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### ARTICLE DETAILS

#### Article History

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#### Keywords

Digitalization, Digital Marketing, Decision, Digital Media, Traditional media

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### ABSTRACT

The media use in India has gone through numerous unmanageable disparities. Information expose that we presently have over 370 million internet consumer in the country and about 85 % of the population is active through their Smartphone devices. On the root of user base and revenues for most international internet companies India is one of the major markets. Internet is where the population uses highest time more than ever young students and working executives, with the digital marketing pay out accounting for an expansion of over 3700 Crore in January 2018 thus making it one of the most dominant brand communication stands in the current situation. Urban10 propose that "Digital marketing uses the internet and information technology to extend and improve traditional marketing functions".

It has an extensive reach application across area, however in the current context with broadcast digital and social media have gained massive popularity and are essential parts of the decision making of young students seeking higher Education. Digitalization has changed the way information is conveyed and supposed by audience or information seekers. The information conveyed through digital marketing may not be authentic and valid creating a scope for confusing the target audience.

The research paper aspire to study how digitalization useful to influencing decision making among Target cluster taking Higher Education Institutes as a sample in Pimpri-Chinchwad city. It search for addition the claim by appropriate data of an institute to calculate whether the information provided for marketing purpose is legitimate adequate to take essential decisions.

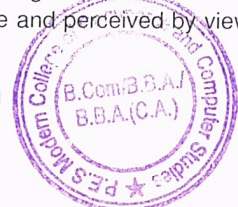
### 1. Introduction

As indicated by published information in Business Standard March 2018 we are now spending more of our lives surrounded by digital media with Smartphone, tablets, and PCs that are all the time connected to the internet. The report added pathway how Marketers have kept pace with their audience and are spending more than 40 % of their advertise budget on digital marketing. It states that while the total market for advertising is increasing at 3 % for each year, advertising on digital media is growing by more than 55%. The present situation has witnessed the development of a consumer who not just seeks information at the touch of a button but also propose to connect with a platform where information could be easily shared, reviewed validate and used to their benefit. Information sourced from the Business Intelligence, IAMAI, Nielsen Story IDEATELABS state that India represent a total residents 1,389,560,000 including 165 million and 58 million rural that includes Tablet Users, Mobile Internet Users, Social media users, Internet Users. The IAMAI report states that as on January 2018 there are 370 million Internet users in the country which are expected to reach 400 million by 2019 thus supporting for the increased importance of digital communication. The information points out towards a visible shift from traditional above the line communication to a more interactive through digital or social media which has gained high thrust in the present situation. Digitalization has changed the way information is communicate and perceived by viewers or information seekers.

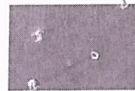
It is not limited to informal information seeking for entertainment or leisure but has become an important platform for taking vital career decisions. Nevertheless unlike traditional media where reliability and legitimacy are the major USP's at times the information conveyed through digital media may not be valid and genuine creating a scope for confusing the target audience. The handiness and easy accessibility are characteristics that have made digital media a popular channel among the increasing youth population in the nation. Particularly the student communities in India seeking higher Education come into view highly influenced by digital media due to the information that it allow them to evaluate and compare information between different institutes before arriving at a definite decisions.

### 2. Literature Review

Digital marketing has assumed a extensive reach application across region, however in the current context with propagation digital & social media have increase massive popularity and are integral parts of the decision making of young students seeking higher Education. Usually observed that user created content is perceived to be more authentic and truthful<sup>9</sup> as compared to industry generated content and has superior impact on overall awareness of a brand in consumer's mind<sup>11</sup>. Social media marketing is defined by various researchers some of the definitions which are relevant from the viewpoint of this study are discussed in the subsequent part.







# Impact of Digital Marketing Strategy on Tourism Industry

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**Abstract – Use of Internet reaching out to target travelers have evolved. Digital marketing has an crucial part of every business. The increasing role of digital marketing has pretentious the mode businesses encourage their offerings to existing as well as new travelers. The need for digital marketing has been felt like never before in the tourism industry. Travelers have instant access to all kinds of information on the latest offers and best prices. Digitally connected touch points of a customer journey for seamless travel Digitization influences digital enterprise architectures and systems arrangement of business model and digital technologies Outsourcing Flexibility, agility and integration of mobile devices.**

**Key Words- Travel Agency, Tourism, Social Networks, Digitization, Blogs, E-Mail, Internets.**

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## INTRODUCTION

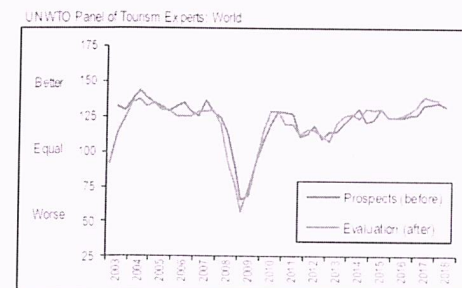
### WORLDWIDE TOURISM BUSINESS

Global tourism is now guessed to increase in the 8-10% range subsequently year, according to IPK's World Travel Monitor and UNWTO forecasts.

### UNWTO Tourism Confidence Index

The UNWTO Tourism Confidence Index is based on the results of an email survey conducted every four months since 2003 by the UNWTO Secretariat among a Panel of Tourism Experts.

The purpose of this survey is to collect opinions from tourism stakeholders worldwide regarding the performance of their destination/business in the last four months, and their expectations for the next four months.



Source: World Tourism Organization (UNWTO)

The main drivers will be the improving world economy and low fares from budget airlines while safety and environmental concerns are not expected to impact significantly.

International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a rate of 4%-5%.

Based on data reported by destinations around the world, it is estimated that international tourist arrivals (overnight visitors) worldwide increased 7% in 2017. This is well above the sustained and consistent trend of 4% or higher growth since 2010 and represents the strongest results in seven years.

Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and rather mature region, with 8% more international arrivals than in 2016. Africa consolidated its 2016 rebound with an 8% increase. Asia and the Pacific recorded 6% growth, the Middle East 5% and the Americas 3%.

2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional

Dr. Prakash H. Karmadkar\* Mr. Prasanna G. Chavan



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## A STUDY ON THE PERFORMANCE OF E-MARKETING CUSTOMERS IN PUNE CITY

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### Abstract:

At present globe the customers to not visualize their life without the internet since e-marketing has change the market and the mind of the customers, as they can look through the internet to resource information for at all they desire, every time they want. These days industry around the globe is familiar with the customers are not the emperor but they are the soul mate. Without customer satisfaction, businesses are unlikely to amplify sales and, without improved sales, businesses would not have resources to spend in anything. This research paper is going to advise the person who reads how the customers are buying the products via online shopping. Conclusion indicates that 75 percent of the respondents are in the age group less than 30 years. As a result there is a prospective growth for e-marketing in the future years. Furthermore convenience and quality of goods are the pressure factors while purchasing via online manner. Simultaneously due to computer hackers fake mails are created and it dulls the image and reliability of the online sellers. Thus, the e-customers are pretentious to a certain amount. This research paper also offers a little recommendation to the sellers to construct confidence and place the e-products and services in the minds of e-buyers.

**KEY WORDS:** Customers, E-marketing, Websites, Internet users, E-products, E-customers.

### INTRODUCTION:

The Customers spend eminence time on the internet and do all kinds of business operation like e-billing, e-banking, e-booking, e-ticketing, e-shopping etc. Therefore there is a idea shift from traditional marketing to e-marketing. Customers operate all these services either sitting at home or at the work places and make a decision their purchasing activities. The purchasing activities depend upon brand, quality, packaging, shape, colour & price of a product. The choice of purchasing are made immobile easier by browsing various websites like Amazon, Flipcart, Snap deal, Myntra , Jabong, Pay TM ,e-bay and Home Shop 18.

Most up-to-date and up-and-coming tools in the marketing world are E-marketing. It contain the innovative use of internet technology together with the Utilization of a variety of multimedia, graphics, text along with different languages to generate eye-catching ads of goods, encourages and sell. E-marketing is not only engaging in developing or putting banners on other website. It includes ads similar to text, graphics, audio or video, goods shows, goods navigation, flashes, delivery and payment. E-marketing is more suitable than traditional marketing for both the customer and the merchants. E-marketing provides multiple goods in minimum costing and short delivery period. But E-marketing users must requires knowledge with the newest technology and e-payments.

### RESEARCH PROBLEM

Company around the globe is familiar with that the customer is not the emperor but customer is the mate and straight impacts base line income. A number of questions begin in the mind of the researcher, like what are the convention of e-marketing, Which are the websites used by the respondents? Are respondents happy by using e-marketing? What is the inconvenience faced by respondents? What are the suggestions to be apply to get better e-marketing? Taking into consideration these questions the researcher has made a study on opinion regarding e-marketing in Pune City.







## A Study of Digital marketing during the COVID-19 era with respect to Pune, Maharashtra

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**Abstract:** The COVID-19 caused important changes, particularly those relating to marketing that led to digital practice. This article aims to establish the prediction and effects of digital marketing in the COVID-19 period and develop the concept of digital marketing from Pune, Maharashtra. The methodology of this article uses an expressive qualitative approach by analyzing various literatures on digital marketing. The results of this study found that advances in information technology played a role in the development of digital marketing, especially during the COVID-19. The classification of digital marketing from Pune, Maharashtra will open new paths for future research and will make researchers more academic. Article gives to the development of digital marketing from Pune, Maharashtra by introducing and characterizing potential new fields of Pune, Maharashtra. Citizens must follow technological improvement as digital marketing medium to increase marketing magnitude.

**Keywords:** COVID-19, Digital Marketing, Information Technology, Consumers.

### Article History

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### Introduction:

Coronavirus transmission rates in the United States entered a new level on 28 April, 2020, because the total number of Covid-19 patients in this country has exceeded 1 million people. Deaths from Covid-19 in the US are also the most numerous in the world, which are more than 56 thousand people. In comparison, Asia ranks 36th in the list of countries with the highest number of positive corona cases in the world. The number of cases in the country also has the potential to overtake the number of infections in South Korea in the next few days if the addition of new patients continues to be consistently above 400. Based on the latest data released by the Task Force for the Acceleration of Covid-19 Handling on 28 April, 2020, the total number of positive corona cases in Asia now reaches 9,511 patients.

COVID-19 has affected the joints of life. In the business world, a novel coronavirus in terms of social distance conditions forces companies around the world to ask millions of workers to work from home. At least 316 million people in 42 US states have been asked to stay at home, and later, businesses have been vulnerable to the transition to virtual workplaces or laying off employees. Many employees are quickly adjusting to digital transformation, Zoom's online video conferencing software reports a 81% profit growth, and a Google Meet report reports a 60% increase in user traffic, where people spend 2 billion minutes meeting online every day. Employees may not even want to return to the physical office after the COVID-19 has subsided. The manager estimates that some of the effects of COVID-19 on the workplace may last long, where flexible working hours and digital meetings are expected to replace traditional corporate culture increasingly.

The company is experimenting with decentralized decision making and new software to make the new digital work culture effective and as productive as working in a physical office. Although businesses need to make this transition as effectively and as quickly as possible, several other consequences that are very important for business continuity are often overlooked namely the impact of COVID-19 on consumer and market behaviour. Recently management practitioners and academics researched in response to COVID-19, mainly focusing on the digital transformation of the workplace. According to the "Mere Urgency Effect" people tend to allocate most of their resources and time to problems. According to a recent survey of 304 businesses, 42% are worried about revenue; however, most managers take an approach to wait and see rather than taking action to improve the situation. Managers may expect that sales will only recover as consumption increases after the COVID-19 passes.

Coronavirus is a new disease caused by covid-19 currently affecting the joints of life throughout the world. COVID-19 is one of the global health crises and cannot be predicted in recent times. According to the Centers for Disease Control and Prevention, covid-19 anoints infectious and deadly virus. In the United States, the number of people infected and dying from coronavirus infections is increasing rapidly, so steps are needed to slow the spread of the COVID-19 virus globally and nationally.

### Literature Review

In the digital age, the transformation of communication channels is a challenge for all industries, but especially for the communications and marketing industry. As commented, Marketing digitalization is a phase of change in the history of communication. Noted that changes in technology and consumer behavior have always been the main drivers of change in marketing strategies. In today's changing digital environment the speed, relevance and complexity of these elements become very important.

The Digital Marketing Institute refers to digital marketing as -The use of digital technology to create integrated, targeted and measurable communications that help to obtain and retain customers while building deeper relationships with customers.



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