

Case Study 03

Managing Talent in Changing Times*

Background

Net Pro soft IT Solutions is an Indian IT company based in Pune-Mumbai-Bangalore and Chennai. It has the turnover of 4000 crores and a strength of around 12,000 + employees. It is the 11th largest company in India and they consider people as an asset of the organisation. 70% of the workforce operate from India and 30% works force operates from outside India. Net Pro soft has development centres in many countries of the world, namely in the USA, Mexico, Brazil and Europe.

The major revenue is earned from America which accounts for 60%, Europe and Asia Pacific accounts for 20 % each. Net Pro Soft has well defined organizational structure which includes Horizontal, Vertical and Matrix.

Horizontal Structure which offers solutions in

- 1) ERP (Oracle, JAVA, SAP)
- 2) Digital (Business Models, Emerging Technologies, Cloud)
- 3) Infrastructure (Remote Virtual Tools, Datacentres)
- 4) Testing
- 5) CRM (B2B, B2C)

Vertical Structure includes:

1. Technology
2. Domain Knowledge

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PalArch's Journal of Archaeology
of Egypt / Egyptology

INDIAN RESTAURANT: MANAGING DIVERSITY IN CHALLENGING TIMES

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Dr. Sanmath Shetty , Indian Restaurant: Managing Diversity In Challenging Times, Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(8), 4458-4463. ISSN 1567-214x.

KeyWords: Labour Diversity, Conflict Management, Labour Shortage, Migrant Workers.

Abstract

The case deals with labour shortage due to constant conflicts between different groups. Mr Shetty has been taking care of the management of Ashwas Restaurant for the last 18 years. After the Covid-19 Pandemic, he had to let go of his staff. The restaurant industry suffered from a serious shortage of manpower; this situation led the industry to recruit workers from outside Maharashtra (Migrant Workers) similar to pre covid-19 situation.

As the workers came from different states and didn't have their families here, they would prefer to change their jobs frequently in search of better opportunities. This gave a hard time to the employers as they have to deal with the high attrition rate. Post Covid, there were constant clashes between workers belonging to different groups. As a result, groups would leave the job and go away. This created massive shortage of staff for Mr. Shetty. Instead of concentrating on customers, he would have to spend a lot of timing solving the issues between employees. The shortage of service staff was affecting the service time as well as the quality of service. Mr. Shetty was worried that if this trend continued, he would lose his customers to the competitors.

Background

Ashwas Restaurant was a Restaurant based in Pune, India. Mr. Suresh Shetty took over the management of Ashwas restaurant in the year 2002. The Owner of the Restaurant Mr. BalasahebDholke, handed over the management of Ashwas, as Mr. Shetty had vast experience in running restaurants. His previous experience was of managing Pooja restaurant in Latur, Maharashtra. He left Pooja Restaurant as the terms of the contract had come to an end.

IMPACT OF COVID-19 PANDEMIC ON EMPLOYMENT*

BY

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Abstract-

This study aims at investigating if there are differences in impact of Covid-19 on employment in various industries based on type of employment and designation of employees. To achieve this aim primary data is collected through salaried employees of organized industries. The questionnaire was developed after reviewing literature. The experts in the area were also approached to review the questionnaire. After small improvements in the questionnaire it was circulated through digital platforms such as WhatsApp, LinkedIn, and Facebook. The snowball sampling technique was used to select samples. Total 185 responses were considered for final analysis. The result showed that the impact of pandemic is significantly different for employees from different industries, having different designation and different type of employment. Limitation and future scope are discussed in the paper.

Keywords- Covid-19, Pandemic, Employment

Received 18 August 2021, Accepted 31 August 2021, Published 10 September 2021

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Introduction

On 24th March 2020 the central government of India had announced a nationwide lockdown to curb the spread of novel Corona virus –Covid-19. Initially this lockdown was for 21 days. However to control the outbreak of the virus the lock down was extended for about 60 days in multiple steps. Covid-19 outbreak has affected world adversely and it has posed many challenges before organizations in order to sustain. Many organizations have come up with innovative human resource strategies. However due to restrictions on mobility many businesses suffered a lot and thus they were forced to reduce their budgets. This has led to layoff of many workers and employees. As Government announced unlock; industries started functioning in new normal work environment with limited mobility. Employees and laborer started their work again. However in 2021 due to significant rise in Covid-19 positive cases again lockdown was imposed. And many people lost their employment again. This uncertainty in environment created confusion and fear among employees about their employment. During pandemic few industries such as tourism, hospitality were bleeding badly at the same time IT companies could manage the steady business. This difference in impact led the researcher to undertake this study to investigate if there is significant difference in impact of pandemic on employment of various industries and to answer the question- Does the impact differ as per designation and type of employment? The study is based on primary and secondary data. The data is analysed appropriately to achieve the aims of the study.

“Effect of Emotional Labour on the stress of newly recruited Marketing Professionals during the Covid-19 Pandemic.”

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Abstract:

Emotional labour is defined as a management of feeling to create a publicly facial and bodily display. In its ideal form, it is a form of emotional regulation wherein workers are expected to display certain emotions as part of their job, and to promote organizational goals. The intended effects of these emotional displays are on other, targeted people, who can be clients, customers, subordinates or co-workers. Emotional labour is a complex subject, it has an effect on the organizational performance that may impact on the overall well being of the employees.

The novel Corona virus has spread almost all over the world and the mantra to fight this deadly disease has been social distancing. Today organizations are operating in a highly competitive scenario; it is pertinent to note that they need to differentiate themselves from each other. They need to have a sales force, who are passionate about their work and strive to take their organization to greater heights. The impact of emotional labour on stress of newly recruited Marketing Professionals is measured in the scope of this study. This study is relevant in the marketing function, especially in the sales team, which seldom give any holistic importance to constructs of emotional labour.

Through this study, the researchers aim to-

- To study the various Emotional Labour drivers
- To find the effect of Emotional Labour on the stress of newly recruited Marketing Professionals.
- To examine significant coping strategies adopted by newly recruited Marketing Professionals.

Key Words:

Emotional Labour, Stress, Organizational success, Emotional Display, Coping Strategies.

‘A STUDY OF THE RELATIONSHIP BETWEEN EMOTIONAL LABOUR AND WORK-LIFE BALANCE’

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Abstract:

Past few years studies show that the importance of understanding emotions, managing emotions in the workplace and attaining higher emotional intelligence have gained a lot of attention not only on a personal or individual level but also at the organizational level. Emotions play a vital role and influence every other feeling and expression of the human body. Human emotions usually change rapidly and are strong in intensity that always responds to a particular situation or event.

Life without work is an illusion. Work is as inseparable as important in life. Work-life decides the lifestyle and standard of living of a person. Achieving a healthy work-life balance is not easy yet it is an extremely important requirement in human life.

Specific positive emotions of pleasure, satisfaction, enjoyment, happiness and a smile at the workplace have become a prime requirement for more than 40% of jobs, and especially for the service industry. This can be termed as emotional management, where employees at the workplace display specific artificial emotions as per the jobs demand, , regardless of their actual emotions.

The study focuses on understanding the concepts of Emotional Labour, work-life balance and study the relationship between Emotional Labour and work-life balance.

Keywords: Emotions, Emotional Labour, Influence, work-life, balance, employees, managing.

Introduction

Adjustment is the key to success. A healthy and balanced personal and professional life plays a vital role in increasing productivity and satisfaction in an individuals life. When adjustment is done at a psychological or emotional level by employees at the job, it can be termed as Emotional Labour. Emotions are hard to handle, but if an employee wins over his emotions and is able to showcase his/her need-based emotions to make the customers/management and others happy and satisfied, then he/she assures self-growth as well as organizational growth. The service industry, in particular, is more inclined to employ such personnel who are emotionally strong and can handle the pressure of Emotional Labour.

Work-life balance is a term that was originated first in UK, followed by US. Work-life balance is the essence of a happy and healthy mental and emotional life. In today's fast-paced life and technologically connected world, expectations from employees at work have risen to the highest and they are expected to stay connected to their work 24x7 round the clock. In such a situation, mentally they are never away from work though they might be physically at home. This, today has become a universal problem. When an individual is neither satisfied at work nor able to live a happy personal life, it leads to work-life imbalance. Professional growth of such slows down and if this continues for a longer period of time, it adversely affects the growth of the organization. Adaption to the work culture is the secret of achieving work-life balance.

Emotional Labour and work-life balance are interdependent. Positive emotional display of employees’



“CHANGING LEADERSHIP DYNAMICS IN ORGANIZATIONAL INNOVATIONS”

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Abstract:

This research paper is intended to establish the dynamics of leadership to bring about innovations in organizations. This research was conducted among manufacturing industries located in Pimpri-Chinchwad MIDC belt. It was a descriptive research attempt. The objective of the study was to understand the dynamics of leadership for organizational innovations. Study observed there are four dynamics of a leadership to bring innovations in the organization. These four dynamics are Domain knowledge for innovation, Socio-economic skills, Personality Traits and Business ethics. Each dynamic was further studied with their respective traits. The paper identifies various facets of competence in the leader that act as frontrunner to innovations in different arenas within an organisation. It was also found that respondents are expected to have product innovation, process and new technology innovations.

Key words: Innovations, Leadership, leadership traits, dynamics of leadership, competence, personality.

Introduction:

Currently it is stiff competition time in Industry where everyday a new technology emerges with its innovative dimensions. Sustainability can be achieved through gaining a competitive advantage in the uncertain, unstable and competitive market. Bringing innovations in to business practices would be the ultimate solution to overcome the problem. Today there are many reasons for the need of innovation in business like continuous change in the existing technology, stiff competition, changing need and preferences of customers, limited availability of resources, evolving business etc.

Therefore innovation would be the best solution for gaining competitive advantage and creating uniqueness in product and service delivery. Innovations will help the organization for standing out from the masses and improve productivity, efficiency and quality in business practices. Bringing

Risk Identification And Prioritization In 3000KL High Speed Diesel (HSD) Storage Tank; Site Fabrication And Erection Project Using Primavera Risk Analysis Software

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Abstract:

Risk management process contains identification, analysis and mitigation of risks to reduce future impacts on project. In this paper, sixty-nine risks associated with 3000 KL High Speed Diesel (HSD) storage tank site fabrication and erection project located at Pune, Maharashtra, India has been identified and classified in eight categories i.e. Political risks, Legal or Contractual risks, Execution or Operational or Construction risks, Management risks, Technical risks, Financial risks, Social risks and Environmental risks. With the help of Probability Impact technique and use of Primavera Risk Analysis Software, risks are classified in to high priority, medium priority and low priority risks. This analysis is useful for Project Managers for decision making and to build risk response plan to reduce impact of these risks on project schedule and cost.

Keywords: Risk Management, High Speed Diesel (HSD), Project Management Life Cycle, Risk Register, Risk Scoring, Probability- Impact Technique

1. Introduction:

Risk is uncertainty in the project which can affect project in positive manner or in negative manner. Project risks can be classified as Individual Project Risk and Entire Project Risk. Individual project risks involve uncertainties impacting specific activities associated with project. Entire project risks are the uncertainties can hamper complete project. To avoid future implications of risk on project, proper precautions needed.

According to PMBOK edition 6, risk management plan includes following steps.

- Risk Identification
- Qualitative Risk Analysis
- Quantitative Risk Analysis
- Plan Risk Response
- Analyze Results after Mitigation
- Apply Contingency Reserves

Risk identification is the first step in risk management plan in which identification and documentation of risks associated with project

is carried out. This documentation further used in analysis and mitigation process.

2. Review of Literature:

Ebrahim Jokar et al. (2021) worked on 'Assessing and Prioritizing Risks in Public-Private Partnership (PPP) Projects Using the Integration of Fuzzy Multi-Criteria Decision-Making Methods'. Public-Privet Partnership (PPP) projects mainly include infrastructural projects, which have many uncertainties' associated with it. These risks can cause delay in project timeline, increased in cost and loss of material. Hence it has been stated in this paper that to avoid this PPP method should be used. Risks are classified in categories such as economic and financing, constructional, operational, legal, political, government risks and other risks which have greatest impact on the project. In this paper, impact of these risks on cost, schedule and performance of the project has been identified. The results of quantitative risk analysis by FAHP method shows that the risk which impacts highest is economic and financing risk

AN ANALYTICAL STUDY ON PERCEPTIONS OF EMPLOYEES TOWARDS PERFORMANCE APPRAISAL SYSTEM

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Khawaja Mubeenur Rahman , An Analytical Study On Perceptions Of Employees Towards Performance Appraisal System , Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(9), 917-923. ISSN 1567-214x.

Keywords: Appraisal System, Employee Perceptions, Performance Appraisal, Performance Evaluation, Performance Measurement.

Abstract: Performance appraisal is a necessary and beneficial process, which provides annual feedback to staff members about job efficiency. Appraisal is an important tool in the manpower management, if it is performed correctly and logically, it can help the organizations as well as the employees in achieving their goals. This study sought to examine employees' opinion about the usefulness of performance appraisal system and its effect on employee motivation. This study was conducted in a Pune based organization to know about the perceptions of the employees towards the existing performance appraisal system of the organization. The data was collected through a structured questionnaire from 124 employees of the organization. The hypothesis was tested with Friedman Chi Square Test.

1. INTRODUCTION:

The capability of any organization depends on its ability to evaluate the performance of the employees and to examine their contribution in achieving the goals assigned to them by their managers. The evaluation of performance of employees is also an important tool and a necessary element of the company. Evaluations are used by managers as an inspirational tool to communicate performance expectations to employees and provide them with feedback. The evaluation process also identifies areas where an employee needs to improve. It can also provide opportunities for recognition, positive support, and performance enhancement of the employees. Job satisfaction of employee and decisions to stay with the company are associated with him or her meaningful feedback about performance especially from their direct supervisors.

EMERGING ECONOMIC PROBLEMS BEFORE INDIA**Dr. Rijwan M. Shaikh**

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Abstract- Indian economy has evolved very fast in last few decades; improving infrastructure has been the policy of the government to accelerate the economic growth. Eradication of poverty and further raising the standards of living of each of the individual of different social class could be made only possible with the offering of the employment to them. It's a reason why the focus is mainly on developing of infrastructure by the government. Indian economy has shown time and again its potential by contributing in world's economic growth. The per capita GDP based on purchasing power parity has raised more than 3 fold when compared with that of year 2000. Moreover, there is also increase of almost 10 percent of economic activities against that of year 2005. There is further divide in incomes of rich and poor and the citizens of urban and rural India. This divide is also evident among number of states within the country. Almost 8 crores of Indians seems falling in extremely poor category. Major chunk of this population resides in five states of India. Also, because of lots of economic issues arisen like Covid 19 pandemic, demonetization and change of tax regime to GST, economic growth was slowed down recently. Using India's huge population to accelerate economic growth can make India great again. Still there are villages in the country which are looking for constant electric supply to households, public works and even for the sake of farming. There are also newly emerged factors like internet connectivity and data consumption defining the economic growth of the country. Therefore, the present study focuses on how the social progress and building of infrastructural facilities could help India achieve economic growth against developed nations. The shortcomings in the sectors like health, skill development and providing of education platform are the main reasons of India's pulling back in economic development. The present research work also looks for identification of the opportunities and challenges for better prospects of India.

Keywords: Economic development, Social Development, Human Capital Development, Indian Economic State, Economic Problems, India.

I. INTRODUCTION

The economic progress of any country is defined with its social progress and building of infrastructural facilities. Physical infrastructural facilities will further define where GDP will head whereas social infrastructural facilities will define where Human Development Index would head. Social infrastructure would ensure the citizens are healthy, educated and skill enough. The economic development of many western nations is evident because of their self-sufficiency in the health and education sector. Human development is equally important of infrastructural development to achieve stable economic growth. A poor person can be made self-reliant by educating him and by no means of social upliftment program. Educated population means less or no poverty and economic growth is in reach. A country with good physical infrastructure can fructify the hidden talent and potential of its skilled and educated population.

1.1 Indian Economy Types

- Market economy
- Traditional economy
- Mixed economy

AWARENESS LEVEL ABOUT EMOTIONAL COMPETENCE AMONG MBA STUDENTS

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Abstract

This is a descriptive study to assess awareness level about Emotional Competence. A survey questionnaire was used to collect primary data from 400 MBA students from Pune. Responses were measured on a 5-point Likert scale for the two sections. The sample mean was compared against the hypothesized population mean of “2” and was tested for statistical significance at 95% confidence level. The mean was found to be well below the hypothesized population mean (Mean = 1.30 and 1.27; SD = 1.10 and 1.05). The results indicate that the awareness level about Emotional Competence among MBA students is significantly lower.

Keywords: Emotional Competence, Personal Competence, Social Competence.

1.0 Introduction

Emotional competence depicts the capacity of an individual to communicate their own emotions with complete freedom, and it is gotten from emotional intelligence, which is the capacity to distinguish emotions. Competence is the degree of expertise with which somebody interacts constructively with others. This individual emotional competence depends on an individual's acknowledgment of individual emotions and how emotions influence others, and it is additionally based on the capacity to keep up emotional control and adapt. The individual must be fit for understanding their own emotions before they assess the emotions of others.

Another individual aspect of emotional competence is social competence, which alludes to empathy towards others. It includes the abilities we should be effective in a work atmosphere and relationships. It is critical to utilize viable correspondence and to realize how to oversee conflicts. Through emotional competence, individuals can respond to their own emotions and those accomplished by others. An individual can react accurately when somebody encounters emotions like anger, fear, and pain. Perceiving one's own emotions, opens up the chance of reacting appropriately to the emotions that others experience. Without knowing one's own emotions, it is hard to help or feel empathy for another.

Given the importance of emotional competence, we decided to survey MBA students to assess their awareness level.

The research questions to be addressed are as follows:

RQ1: Is the awareness level of MBA students regarding Personal Competence significant?

RQ2: Is the awareness level of MBA students regarding Social Competence significant?

The term “significant” was operationalized at the mid-point of a 5-point Likert scale at the value of “2”.

Received: 13th March 2022

Revised: 19th April 2022

Accepted: 28th May 2022

THE LABOUR UNIONS' ROLE IN GOVERNANCE IN ENHANCING INVESTMENT EFFECTIVENESS**DR. SHITAL V. THAKARE AND DR. MANISHA BADGUJAR****ABSTRACT**

The focus of the study is on how labour unions can impact a company's capacity to make effective investment decisions, where effective investment is the degree to which deviations from optimum investment levels are minimised. Contrary to conventional opinion, the researcher claims that unions may really have incentives to oversee management similarly to other corporate governance participants. These incentives are a result of the fact that, like other corporate stakeholders, unions suffer from investment inefficiencies that may be caused by firm-level overinvestment and underinvestment decisions. According to this theory, the researcher finds that the unionisation of workers is really positively connected with increases in investment efficiency, and that these effects are often more noticeable in advantageous bargaining settings. Union benefits on increasing investment efficiency are greater, for example, in regions where Political Parties are more prominent and in states where laws prohibiting union activity have not been implemented. These results show that unions are more likely to analyse investment effectiveness through channels that are a part of collective bargaining processes. The research's conclusions are consistent with a number of empirical formulations, different investment efficiency indexes, and the endogeneity of union membership.

Keywords: Corporate governance, investment effectiveness, and labour unions

INTRODUCTION

In order to direct a company's investment expenditures in physical capital and R&D to more ideal levels, this study explores the governance function that labour unions can play. Deviations from these ideal levels are viewed as inefficient investment choices that could lead to corporations overinvesting in initiatives with negative net present value (NPV) or underinvesting in projects with positive NPV. In the neo-classical economy, it is widely accepted that business investment depends on marginal Q. Generally speaking, businesses invest until the marginal cost of capital equals the marginal gain. However, flaws brought on by knowledge asymmetry may lead businesses to stray from the best course of action for capital expenditure. Earlier research has looked into a number of variables that can reduce these agency issues and thereby increase investment effectiveness.

For instance, a strong corporate governance framework that includes managerial incentives and the best use of outside resources could reduce issues resulting from less-than-ideal investment choices. Corporate governance mechanisms at the firm level, such as board independence, institutional ownership, equity-linked compensation, and managerial ownership, may strengthen managerial incentives to make the best possible investment decisions. By analysing the monitoring of investment efficiency that is connected to yet another crucial corporate governance institution—labor unions—the researcher furthers this body of work. As representatives of workers, labour unions are significant stakeholders and are increasingly taking on insider roles. Employees are unlikely to be able to diversify their profits from the company, unlike shareholders and institutional owners who can lower the risk associated with a firm's poor performance by holding a diverse portfolio (Amihud & Lev, 1981). As a result, employee incentives to monitor the company's capital investment programme would be much more crucial than in the case of shareholders, increasing the dependence of employee wellbeing on the firm's worth.

The researcher believes that labour unions can influence management to make more effective investment decisions in a similar positive way. Prior research in this field has generally shown that firms with unions invest less in physical capital and R&D. According to Hirsch's (1991) framework for union rent-seeking, employers reduce their investment levels in response to rising wage premiums. Not all investment expenditure reductions, nevertheless, can be interpreted as indicative of union rent-seeking. A drop in such investments in unionised enterprises may indicate a monitoring effect of labour unions rather than a rent-seeking one if managers overinvest only to consume perquisites and grow the firm beyond the appropriate size (Jensen, 1986).

LITERATURE REVIEW

Numerous studies have looked into how labour unions might affect company strategy choices. In an effort to counteract union rent-seeking, unionised firms, for example, invest less in innovation-related R&D, according

Chapter 21

Predictive Analytics Model of an Engineering and Technology Campus Placement



Sachin Bhoite, Anuradha Kanade, Punam Nikam, and Deepali Sonawane

1 Introduction

According to the requirement of industry, colleges must update their curriculum and provide necessary technical and practical knowledge to the students. It will help in fulfilling the requirement of skilled and qualified students of the industries. DM and machine learning (ML) scholars have studied classification problems most recurrently [1]. In which the value of a dependent variable can be predicted based on the values of other independent variables [2]. This paper aims to determine the features impacting on prediction of placement and also students will get to know the placement status and get help in improving their weaker areas in advance.

Basically, this model will help to make training and placement officers (TPO) work easy and increment the total number of placements. Hence, it will directly lead to an increment in the rank of engineering and technology institutions. As our objective is to predict the placement of a student, in such a way that either he will get placement or not. It is a binary classification problem. To get good accuracy with minimum error, we have experimented with various classification ML algorithms with K-fold cross-validation techniques and trained and tested the data splitting techniques. The Value of K is tested for better results though most of the time it has

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Corporate Social Responsibility by Indian Companies

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Abstract : The CSR plays an important role in the society, business & government. They complement and support each other. Indian companies are performing their role in India. Let us see and understand the same in this article.

Index Terms : CSR, MNC, Indian MNC, Companies Act, Statutory CSR Provisions, India Companies.

I. INTRODUCTION

Corporate Social Responsibility (CSR) Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their own brands. Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their brands. For a company to be socially responsible, it first needs to be accountable to itself and its shareholders. Companies that adopt CSR programs have often grown their business to the point where they can give back to society. Thus, CSR is typically a strategy that's implemented by large corporations.

Companies view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical and CSR activities can be an important component of corporate public relations. At the same time, some company founders are also motivated to engage in CSR due to their convictions.

Examples of Corporate Social Responsibility are: Starbucks - has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2020 Global Social Impact Report they have achieved the milestones like reaching 100% of ethically sourced coffee, creating a global network of farmers and providing them with 100 million trees by 2025, pioneering green building throughout its stores, contributing millions of hours of community service etc. General Motors - for a fourth consecutive year in 2021 General Motors was placed on the Bloomberg General Equality Index and for sixth consecutive year on Diversity Inc.'s top 50 companies. GM has planned for a \$35 billion investment from 2020 to 2025 in electric vehicles and aims for 100% renewable electricity at U.S. sites by 2025.

Some examples of companies that strive to be leaders in CSR in the area of this article are discussed in this article.

II. REVIEW OF LITRATURE:

Sarita Moharana (2012) This paper discussed about the role of corporate social responsibility (CSR) is vital in this present business world. Different multinational companies have taken various efforts in the era of globalization for CSR. An attempt has been made in this paper to highlight some of valuable social initiatives taken by ESSAR at Paradeep as well as some of the valuable suggestions to highlight the CSR activities.

Padmakshi Rana (2008) This paper illustrates the exploration of CSR and sustainability literature with the development of the conceptual framework, followed by a brief overview of sustainability in the food industry, the adopted research design and a short summary on preliminary findings from two case-studies.

Hashimu, Bulus (2012) this study assessed the external stakeholders (customers and community members) of thirteen (13) Multinational Companies operating in Nigeria for over 15 years. The primary objective of this study is to critically assess the external social responsibility of Multinational Companies with the aim of understanding their ethical performance.

Nattavud Pimpa (2012) The aim of this paper is to identify contribution from MNCs from Australia in Thailand in the form of corporate social responsibility (CSR). The results of this study identify two key themes: (1) climate change and poverty, and (2) social development and poverty. This study confirms that social and institutional pressures and stakeholders' involvement influence decision making with respect to CSR on poverty alleviation.

Juliette Bennett (2002) This study explains the international business community will increasingly need to promote greater economic inclusion and social justice in its operations, or it will be blamed for contributing to the conditions that lead to violent conflict.

Kofi Annan, former UN Secretary General "We have to choose between a global market driven only by calculation of short-term profit, and one which has a human face. Between a world which condemns a quarter of the human race to starvation and squalor, and one which offers everyone at least a chance of prosperity, in a healthy environment. Between a selfish free-for-all in which we ignore the fate of the losers, and a future in which the strong and successful accept their responsibilities, showing vision and leadership"

III. PRESENT TRENDS IN GLOBAL BUSINESS:

The following are some of the present trends existing in the global business apart from the legal provisions 1. INCREASE IN COMPETITION The current trend of globalization has brought a realization among the firms that in order to compete effectively in a competitive environment, the need clearly defined business practices with a sound focus on the public interest in the markets. The increase in competition among the multinational companies to gain first mover advantage in various developing countries by establishing goodwill relations with both the state and the civil society is ample testimony to this transformation. 2. RESTRICTIONS FOR DOING BUSINESS: In most of the emerging markets, the state still holds the key to business success because of the existence of trade and business regulations restricting the freedom of multinational companies to incorporate their

FACTORS AFFECTING BRAND CONVERGENCE

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ABSTRACT

Brand convergence can be defined as reduction in the difference of consumer product selection within a specified population resulting into a growing similarity of preferences. For instance over a period of time there can be a reduction in the difference of product selection by rural and urban customers. Two sets of factors broadly influence brand convergence – brand related and customer related. Brand related factors are those factors that are related with the product itself. For example, brand experience is a brand related factor. Similarly price perception is a factor related to the product itself. Consumer related factors are related to the consumer and his personal environment. For example culture is a consumer related factor. Similarly demography is another consumer related factor. These two broad set of factors, brand related and consumer related, are not altogether independent and influence each other to some extent. Marketers should carefully take stock of all these factors to understand the process of brand convergence.

Keywords: Brand convergence, Brand image, Price perception, Brand experience

Introduction

Concepts related to brands have always been a great material for marketing research. Brand convergence is one such aspect that has been discussed, researched and experimented in the marketing arena. Brand convergence can be defined as reduction in the difference of consumer product selection within a specified population resulting into a growing similarity of preferences. After the article published by Levitt in 1983 on globalization and standardization, brand convergence has assumed importance among marketing researchers. Brand convergence becomes possible because the culture is not constant; rather it is assimilative in nature. Culture is dynamic and is learned over a period of time. Information dissemination through various technology platforms has led to convergence of thought and hence people have similar perception for various global brands. Global Marketing strategies and global consumer products are also drivers of cultural change. This change has also contributed to the brand convergence. Factors influencing brand convergence can be classified into 2 major groups – brand related factors and customer or consumer related factors. Brand related factors are those factors that are related with the product itself. For example, brand experience is a brand related factor. Similarly price perception is a factor related to the product itself. Consumer related factors are related to the consumer and his personal environment.

For example culture is a consumer related factor. Similarly demography is another consumer related factor. These 2 factors are not absolutely independent. To some extent they influence each other. For example – advertising and promotion may influence cultural perception. Similarly demographic features may influence the promotional campaign that is used for a particular brand. In this paper we discuss some of the important brand related factors that influence brand convergence.

Factors affecting brand convergence Brand Image

Keller defines brand image as "*perceptions about a brand as reflected by the brand associations held in consumer memory*" (Keller, 1993). Brand image refers to "the entire array of associations that are activated from memory when consumers think about the brand" (Blackwell, 2006). The values which make up a brand exist because they are perceived. They are also evaluated positively or negatively by customers and potential customers. These evaluations come together to form the brand's image. Brand image is perception not necessarily a fact. Buyers act on perceptions as if they were facts. Brand image is what we know of the brand in the past and ignores the future. It is short-term tactical view. Brand identity goes much further than image. Brand meaning can just be written in Brand identity book or brand guidelines, it evolves in the minds of customers. People may use,

AMUL: A CASE STUDY OF THE INDIAN UMBRELLA BRAND**D.J. Penkar and S.R. Pawar**Sinhgad Institute of Management, Pune
djpenkar@gmail.com, pawarsagar4488@gmail.com**ABSTRACT**

Amul is a popular brand not only in India but also at the international level. Promoted by the Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), Amul is a classic Indian umbrella brand holding a number of products like milk, butter, cheese, paneer, chocolates, ice-creams and many others in its portfolio. The GCMMF for over more than five decades now has promoted Amul as a brand that is associated with a wide range of milk products. This article unfolds the growth story of Amul's success as an umbrella brand. It reviews the growth strides of this champion brand since its inception and the marketing strategy including the popular advertisement campaign it has run for decades together that features the round-eyed and chubby cheek little girl.

Keywords: Amul, Umbrella branding, Marketing strategy

1. Introduction

An umbrella brand may be identified as a group of various products belonging to a single brand that is marketed under the parent brand. The different items or products or with various images are designed under the parent brand. The umbrella brand is also known as family brand. There are various benefits of utilizing umbrella brand like expanding attractiveness, offering situating to an item and decreasing the expense of formation of another brand. Umbrella brands are quite normal across segments like FMCG, customer gadgets and others. Umbrella brand may be only a solitary name for every one of the items presented by an organization or a bigger organization might have various umbrella brand names for marking whole classifications. If a company has only food items (like Amul which has predominantly milk related products on offer) as offerings then they may use one name across all its products. Then again a collection may have numerous item classes serving various requirements of clients then there may be different umbrella brands one for every classification. Umbrella brand is a particular brand name which is utilized across a two or more, related however unmistakable, items which might serve comparative or associated client needs. Umbrella brand items are, all things considered, like each other as far as capacity and components, need separated images and are named under a similar brand. The thought behind the act of umbrella branding reduces to the conviction that when a

client relates a specific norm of value with a brand, the individual accepts that a similar quality is not out of the ordinary from different items that are named under a similar brand. Subsequently a solitary brand could possibly profit from a few comparative items, simply based on its image value. It builds the brand dedication among clients. Umbrella branding, otherwise called Family Branding, is a term utilized for the marketing of brands presenting a few comparable items to make more deals volume. It is a well-known fact that in this age and time, the competition for any item is immensely cutthroat. With new items springing up sometimes, with less expensive costs and better elements, the brands are consistently at their toes to think of novel thoughts that assist them with acquiring the highest market shares in the overall industry. Umbrella branding does not seem to be as an effective strategy when a subordinated product is professed to be of variable quality or there is a poor perceptual fit across equally branded products (Friesner et al., 2019). Establishment of an organization to synchronize actions is vital for any umbrella branding effort. It is also recommended that the region is particularly important for umbrella branding in rural regions (Vuorinen & Vos, 2013).

This article unfolds the growth story of Amul's success as an umbrella brand. It reviews the growth strides of this champion brand since its inception and the marketing strategy including the popular advertisement campaign it has run for decades together that features the round-eyed and chubby cheek little girl.

MARKET FORECASTING: CONCEPT AND EVALUATION OF DIFFERENT METHODS OF MARKET FORECASTING

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ABSTRACT

Though important, the concept of market forecasting is often overlooked in practice. One reason for this attitude is the complexity associated with market forecasting. Hence this paper revisits the concept along with an evaluation of different methods of market forecasting. The concept involves projection of the market size based on various factors including past sales, opinion of the sales force, judgment of the experts, and others. In fact, these are the different methods of market forecasting. Each method has some advantages and disadvantages. It is possible to use more than one method to forecast the market. Choice of a particular method of market forecasting would depend on the type of the product, type of the market and other such factors. In any case, the marketing function should do market forecasting and try to be reasonably accurate with it. Marketers while choosing a particular method of forecasting should see the balance between the pros and cons of the method and make a rational choice.

Keywords: Market forecasting, Time Series Analysis, Trend Analysis, Expert opinion

Introduction

A marketing forecast is an examination that projects the future trends, attributes and numbers in an objective market. It gives expected numbers that an organization expects dependent on market research. Marketing forecasts assist with seeing the number of leads the organization will create inside a particular timeframe and how the leads will travel through the various phases of lead sustaining process before they are prepared to make a buy. It assists with understanding which marketing channels will create the most leads and how deals probably will perform. By seeing the number of imminent clients are in each phase of the revenue cycle and how they travel through each stage, one can gauge the number of new freedoms and clients one will produce in the future. Marketing forecasting enables marketers to investigate the drawn out effect of their endeavors. For instance, they might guess that assuming they play out a particular marketing action, they can expect a specific number of leads inside a specific measure of time and a particular measure of revenue that will result from those leads. Organizations need to create marketing plans to decide their essential headings. A marketing forecast is at the foundation of the marketing plan since it forecasts the results and revenue the business will achieve. A marketing forecast is in the end an educated theory concerning what could happen reliant upon a versatile

system. In any case, there are different procedures that can be used to accomplish the marketing forecast. In this paper we evaluate popular methods of market forecasting based on their advantages and disadvantages.

Literature Review

Armstrong (2001) has stated that simple methods are preferable to complex methods; they are easier to understand, less expensive, and seldom less accurate. To select a judgmental method, determine whether there are large changes, frequent forecasts, conflicts among decision makers, and policy considerations. To select a quantitative method, consider the level of knowledge about relationships, the amount of change involved, the type of data, the need for policy analysis, and the extent of domain knowledge. When selection is difficult, combine forecasts from different methods.

Armstrong and Green (2005) have written that they have reviewed the evidence-based literature related to the relative accuracy of alternative methods for forecasting demand. The findings yield conclusions that differ substantially from current practice. For problems where there are insufficient data, where one must rely on judgment. The key with judgment is to impose structure with methods such as surveys of intentions or expectations, judgmental bootstrapping, structured analogies, and simulated interaction.

Corporate Social Responsibility by Multinational Companies in India

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Abstract: The CSR plays an important role in the society, business & government. They complement and support each other. Multinational companies are working in India and they also have a role in India. Let us see and understand the same in this article.

Index Terms: CSR, MNC, Indian MNC, Companies Act, Statutory CSR Provisions, India Companies.

I. INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility (also known as corporate citizenship) companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment. CSR helps both improve various aspects of society as well as promote a positive brand image of companies. Corporate responsibility programs are also a great way to raise morale in the workplace. CSRs are often broken into four categories: environmental impacts, ethical responsibility, philanthropic endeavors, and financial responsibilities.

Companies view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical and CSR activities can be an important component of corporate public relations. At the same time, some company founders are also motivated to engage in CSR due to their convictions.

Examples of Corporate Social Responsibility are: Starbucks - has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2020 Global Social Impact Report they have achieved the milestones like reaching 100% of ethically sourced coffee, creating a global network of farmers and providing them with 100 million trees by 2025, pioneering green building throughout its stores, contributing millions of hours of community service etc. General Motors - for a fourth consecutive year in 2021 General Motors was placed on the Bloomberg General Equality Index and for sixth consecutive year on Diversity Inc.'s top 50 companies. GM has planned for a \$35 billion investment from 2020 to 2025 in electric vehicles and aims for 100% renewable electricity at U.S. sites by 2025. Some examples of companies that strive to be leaders in CSR in the area of this article are discussed in this article.

REVIEW OF LITRATURE:

Sarita Moharana (2012) This paper discussed about the role of corporate social responsibility (CSR) is vital in this present business world. Different multinational companies have taken various efforts in the era of globalization for CSR. An attempt has been made in this paper to highlight some of valuable social initiatives taken by ESSAR at Paradeep as well as some of the valuable suggestions to highlight the CSR activities. Padmakshi Rana (2008) This paper illustrates the exploration of CSR and sustainability literature with the development of the conceptual framework, followed by a brief overview of sustainability in the food industry, the adopted research design and a short summary on preliminary findings from two case-studies. Hashimu, Bulus (2012) this study assessed the external stakeholders (customers and community members) of thirteen (13) Multinational Companies operating in Nigeria for over 15 years. The primary objective of this study is to critically assess the external social responsibility of Multinational Companies with the aim of understanding their ethical performance. Nattavud Pimpa (2012) The aim of this paper is to identify contribution from MNCs from Australia in Thailand in the form of corporate social responsibility (CSR). The results of this study identify two key themes: (1) climate change and poverty, and (2) social development and poverty. This study confirms that social and institutional pressures and stakeholders' involvement influence decision making with respect to CSR on poverty alleviation. Juliette Bennett (2002) This study explains the international business community will increasingly need to promote greater economic inclusion and social justice in its operations, or it will be blamed for contributing to the conditions that lead to violent conflict. Kofi Annan, former UN Secretary General "We have to choose between a global market driven only by calculation of short-term profit, and one which has a human face. Between a world which condemns a quarter of the human race to starvation and squalor, and one which offers everyone at least a chance of prosperity, in a healthy environment. Between a selfish free-for-all in which we ignore the fate of the losers, and a future in which the strong and successful accept their responsibilities, showing vision and leadership"

Benefits of Corporate Social Responsibility: According to the United Nations Industrial Development Organization, Corporate Social Responsibility is defined as a business management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. Today, almost all companies are affected by Global events and competition. The increase in competition among the multinational companies to gain first mover advantage in various countries by establishing goodwill relations with both the state and the civil society. Being a socially responsible multinational company means not only fulfilling the legal

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Farming as a Service (FaaS) Through IoT Based Indo Green Agri Drone

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ABSTRACT

This paper describes the problems may be caused by poor management and organization within the scheme and poor technology usage in the agriculture. Latest technology developments have turned present-day unmanned systems into realistic alternatives to traditional water supply survey methods. Technological Solution: Flying robot suitable for monitoring water leakages to canal system of irrigation. We describe the technical requirements for each of these monitoring types and discuss the operational aspects. The selection of a specific sensor/platform combination depends critically on the target species and its behavior. The technical specifications of unmanned platforms and sensors also need to be selected based on the surrounding conditions of a particular project, such as the area of interest, the survey requirements and operational constraints.

Keywords: Sensors, Remote control, Motor, Electronic speed control, battery, Radio transmitter and receiver.

I. INTRODUCTION

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Design of Sensory Internet of Things (IoT) for Making Sustainable Agriculture Ecosystem: An Experimental Setup and Elaboration

[Chandrani Singh](#) , [Sunil Khilari](#) & [Anchal Koshta](#)

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Design of Sensory Internet of Things (IoT) for Making Sustainable Agriculture Ecosystem: An Experimental Setup and Elaboration

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Abstract

Sustainable agriculture aims to incorporate the conservation of the environment, and the growth of the economy. Many problems in the agricultural sector are currently associated with environmental inequalities and need to be addressed in a rigorous manner. Few of the experiments that need to be conducted and prototypes that need to be built with the aid and utilization of sensors, connected components through Internet, and Unmanned-Aerial-Vehicle (UAV) help streamline agronomists, agricultural engineers, and farmers, the operations, and using robust data analytics' gain effective insights into the fertility of crops for sustainable agriculture. The use cases presented in this study are a comparative analysis of monitoring a wide area of agricultural land using conventional ground-based vehicles to Unmanned-Aerial-Vehicle (UAV). This paper will present case scenarios and an innovative solution to apply drone technology for making the agriculture ecosystem more sustainable. Further researchers presented here an experimental setup of sensory Internet of Things (IoT) to showcase that the

Feature Blending Approach for Efficient Categorization of Histopathological Images for Cancer Detection

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Abstract

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Abstract:

Advancements in medical imaging has resulted in efficient diagnosis of lethal ailments like cancer by means of histopathological image data. Rich insights about the impact of the disease can be figured out with careful examination of the histopathological images captured using high end cameras. This paper has attempted to investigate the usefulness of pretrained convolutional neural network features (CNN) for automated classification of the histopathological image categories. MobileNetV2 is considered as the pretrained architecture for CNN based feature extraction. The experimentation process has resulted in designing lightweight blended feature vectors using handcrafted techniques which are of significantly smaller dimension compared to bulky CNN features and has disclosed higher classification efficacy compared to CNN features with reduced computational overhead.

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THE ANALYSIS OF IoT SYSTEM AND APPLICATIONS USED IN VARIOUS DOMAINS: A SYSTEMATIC REVIEW

Prof. Rahul Navale¹, Dr. Chandrani Singh², Dr. Sunil Khilari³
^{1,2,3} Sinhgad Institute of Management, Pune.

Abstract:

Everything that has a device devoted to it and can diffuse facts from one entity to another or to individuals with the benefit of internet is known as an IoT device. The IoT devices consist of radio receiver sensors, software, actuators, CPU devices and more. They are attached to a particular item that works over the internet, permitting the transference of facts between items or individuals mechanically without humanoid interfering. Classify IoT use belongings to the following eight application domains: smart constructions and housing, • smart health care, • smart atmosphere, • smart metropolitan, • smart liveliness, • smart carriage and flexibility, • smart industrial and trade, and • smart farming. This study explores the necessity and utilization of various IOT device from various domains of business. This study also review analysis about the importance and challenges of utilization of IOT systems

Keywords: Internet of Things (IoT), Industrial Internet of Things (IIoT), Regulators.

1. Introduction:

The Internet of Things denotes to the strong-growing network of interconnected items that are able to gather and conversation information in actual period by means of fixed devices. Regulators, carriages, illuminations, freezers and other applications can be connected to the Internet of Things. In the previous few centuries, IoT has become one of the most vital skills of the 21st era. Here and now that we can link day today in kitchenette applications, carriages, regulators, baby screens to the Internet through fixed policies, whole conversation among the individuals, progressions and belongings is probable. Using affordable calculation, the cloud, immense data, and analytics, and moveable skills, bodily belongings can segment and accumulate information with nominal humanoid involvement. In this connected globe, numerical structures can best, monitor and modify every interaction between connected things. The corporeal globe happens the numerical creation and they work together.

Industrial IoT (IIoT) is the use of network-connected devices and other nursing strategies to progress the production and eminence of an organization's products and product parts. IIoT devices are used primarily for insights on machine health, causes for defective parts, and general data collection.

While having data can lead to improvements throughout the process, the amount of data in addition to the time and resources it takes to process and analyse it is considerable. IIoT is still an emerging field with certain manufacturers hoping it gains greater adoption in the coming years (Aarts, E., Harwig, R., and Schuurmans, M, 2001). The delays are due in part to the longevity of non-network enabled manufacturing machines, and the cost of replacing them.

Chart.1: Usage of IoT Devices

IoT Domains	Percentage Usage of IoT devices year wise			Average
	2018	2019	2020	
Smart Cities	24	24.9	26	25
Industrial IoT	22.8	23.6	24	23.5
Connected Health	18.6	19.1	20	19.2
Connected Cars	5	5.4	7	5.8
Smart Utilities	11.6	13	14	12.9
Others	18	14	9	13.7

DEVELOPING AND CULTIVATING AN INNOVATIVE AGRICULTURE 4.0 FARMING SYSTEM

Dr. Sunil Khilari*

*Sinhgad Institute of Management, Pune

ABSTRACT:

Digital Transformation in Indian agriculture and agricultural applications should follow the roots of the plants. As technology developers look forward to 2022 and beyond, we get through a few ag-tech companies to gain an understanding of the trends that shape mobile app development to transform agriculture. We need to address key structural challenges, such as lack of infrastructure, technology and funding, and the acceptance of digital technologies as these services will be available on mobile phones, applications and the web. There is a basic need for a successful re-establishment of existing agricultural farming systems, combined with new technological advances. Developing new technologies to strengthen Indian agricultural research and production is greatest significant requirements for agricultural growth. In order to recover from economic crisis, natural disasters, Indian farmers are increasingly adopting smart farming technologies such as Farming-as-a-Service (FaaS), Food-as-a-Service (FaaS), Agriculture Drone-as-a-Service (DaaS), Equipment-as-a-Service (EaaS) and Software-as-a-Service (SaaS) models of the Sustainable Agricultural Center to address emerging issues. There is poor access to the agricultural software system available to all agricultural stakeholders and no separate software system has all the FaaS available in one place. In this paper the researcher focuses on the importance of developing new farming practices - such as Services. As a technical solution for all agricultural stakeholders such as farmers, beginners, Farmpreneurs, governments, agribusinesses, machinery suppliers, agronomists and IT dealers etc.

Keywords: Farming-as-a-Service (FaaS) , Food-as-a-Service (FaaS), Agriculture Drone-as-a-Service (DaaS), Equipment-as-a-Service (EaaS), Software-as-a-Service (SaaS)

1. INTRODUCTION

India is primarily regarded as a nation where agriculture and related programs are considered to be the core source of living for more than 80 percent of the population. The portion of agriculture in GDP (GDP) has reached about 20 percent by 2021 due to the stronghold of farming communities among the current diversity. The agricultural domain has been the only one contributing to the positive growth in recent times and the constant provision of basic services has helped to provide food security to Indians and citizens of the world. Agriculture is a livelihood, there is a basic need for the re-establishment of the best farming practices, combined with new technological advances in this sector to ensure sustainability and eliminate scarcity and hunger. Promoting new technologies to strengthen Indian agricultural research and production is greatest important requirements for a sustainable agricultural system. To ensure efficiency, productivity, quality, capacity and continuous supply of basic inputs, Indian farmers are increasingly adopting smart farming technologies using drones and robots. Subsequently with the launch of Farming-as-a-Service (FaaS), various models were developed to develop a sustainable eco-system to address emerging issues in the sector. Awareness, accessibility and access to infrastructure, strong and soft resources for most Indian farmers to date are rare and very serious and there is a great need to present and disseminate ideas, ideas, lessons and research on agricultural use. 4.0 focus on knowledge and technologies that enable farming methods. In this chapter the authors focus on

HOLISTIC ANALYSIS OF PROBLEM SPACES, ALGORITHMIC SOLUTIONS AND ITS CORRESPONDING ICT IMPLEMENTATION IN COMPUTATIONAL CHEMISTRY

Dr. Sunil Khilari*

*Sinhgad Institute of Management, Pune

ABSTRACT

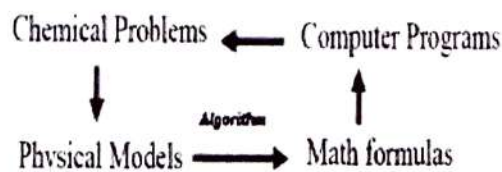
Digital Transformation and scientific computing will help to address some of the challenges in computational chemistry and process systems particularly computational tasks that scale exponentially with various computational problems from chemistry domain. To design Knowledge Management (KM) base therefore has a lot to offer to a chemistry lab. Our main purpose is to identify computational problems of high priority to progress in chemical knowledge management initiatives that should be undertaken with support provided in the development of open source ICT tools for the computational chemistry domain. This paper presents algorithms, software development and computational complexity analysis for problems arising in the Computational Chemistry domain.

This assembled information on problem spaces, algorithmic solution and corresponding ICT implementation will be valuable resource to those charged for sharing, reusing, creating and researching new theories, principles in computational chemistry. This paper also insight the mapping of solution, problem and implementation spaces with interrelated attributes which will help to the chemical and related scientific research and software development community.

Keywords: Information Communication Technology (ICT), Knowledge Management(KM), Computational Chemistry(CC), problem space.

I. COMPUTATIONS IN COMPUTATIONAL CHEMISTRY

Use of methodical approximation and computer programs to obtain results relative to chemical problems. Computational chemistry is simply the application of chemical, mathematical and computing skills to the solution of interesting chemical problems. It uses computers to generate information such as properties of molecules and/or simulated experimental results. Some common computer software used for computational chemistry includes MATLAB, Nlopt, TINKER, Gaussian etc.(8). Also computational chemistry is based on an approximations and assumptions. Computational Chemistry Calculate Energy, Structure, and Properties. Computations of this type are derived directly from theoretical principles, with no inclusion of experimental data. Mathematical approximations are usually a simple functional form for an approximate solution to a differential equation. A mathematical method that is sufficiently well developed that it can be automated for implementation on a computer.



'Automatic Gas Booking System using IoT'

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Shobha mishra

Sinhgad Institute of Management

Dr Ramesh D Jadhav

affiliation not provided to SSRN

Chandrani Singh

Sinhgad Institute of Management

Date Written: September 27, 2022

Abstract

Abstract –Liquefied Petroleum Gas (LPG) is the major cooking fuel in India and other countries. LPG cook stoves are comparatively portable, clean, and highly efficient and requires less maintenance. However, these LPG cook stoves are 60-65% efficient and pollution from the cook stoves which are beyond the regulation standard of World Health Organization. The project's need is to save time when booking gas. Your order may not be logged, or your phone may not connect when you contact your gas dealer. This is all a waste of human effort. If you don't notice that you're out of gas, you would order it in black for an additional fee. In this project, you will continuously monitor the gas level and receive an alert when the supply of gas is depleted. With this article, we'll look at a microcontroller-based system that uses a weight sensor and a load cell to calculate the weight of gas in a cylinder. This block is linked to the alarm block and provides an audible or visual signal when the LPG cylinder is empty. At a reasonable price, the sensor provides adequate sensitivity and a quick response time. When a gas blockage is detected, a message is sent to family member to use the cellular network known as GSM in the normal way. It also has the ability to calculate the weight of an LPG cylinder and display that value on an LCD. Gas under 10 kg per cylinder is automatically reserved by texting the supplier. In addition, if the cylinder weighs less than 0.5 kg, a notification will be sent to notify family members to refill the cylinder.

Keywords: Keywords –LPG,GSM,MQ6gas sensor,Weight sensor.

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Dr.Sunil Khilari

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Mr.Ravi Mourya Mr.Ravi Mourya

Sinhgad Institute of Management

Date Written: March 21, 2022

Abstract

Cryptocurrency which evolved a few years back, is built around facilitating electronic exchange of digital encrypted currency using a peer-to-peer network. Bitcoin being the most popular cryptocurrency, is paving the way and creating disruptions to the existing financial payment systems that have been there for over several decades. While such contemporary types would never replace the traditional, they could pave the way for the global markets to operate seamlessly by clearing away the global barriers specifically in the segment of the exchange rates. There has been considerable advancement in technology but the success of incorporating a given technology is solely governed by the market demands. Cryptocurrencies may in due course revolutionize trading practices with practically minimal to no trading fees in particular. This specific working paper will help investigate the metrics as growth in price and volume of trade for three popular coins namely Bitcoin (BTC), Ethereum (ETH), and Dogecoin (DOGE) and help establish insights for researchers and users to further their study.

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Farming-as-a-Service (FAAS) for a Sustainable Agricultural Ecosystem in India: Design of an Innovative Farm Management System 4.0

Chandrani Singh, Sunil Hanmant Khilari, Archana Nandanani Nair

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Abstract

Agriculture being the prime means of livelihood, there is a basic need of re-inventing the farming best practices, combined with tech-driven innovations in this segment to ensure sustainability and eliminate poverty and hunger. In this chapter, the authors focus on introducing relevant technology-enabled services that will ensure economic sustainability, enhance food security through data-driven decision making by various stakeholders like farmers, agri-business and agri-tech start-ups, farmpreneurs, government, agronomists, and IT suppliers. The analyzed information will be used as a vantage by farmers to select precision farming practices to aid productivity to empower personnel to provide timely assistance and industries to implement real-time monitoring using sensors and devices. The chapter will help formulate concepts, methods, practices, benefits, and introducing several case scenarios to effectively propagate the service mode of farming that will imbibe pay-as-you go model ensuring cost optimization and operational ease.

Chapter Preview

Top

1. Farming-As-A-Service: An Introduction

The forthcoming era necessitates, farming to be multi-functional and at the same time environmentally, profitably, and ethnically sustainable. The era is a proponent of ecosystem goods and services provisioning as well as ensure livelihoods to producers and the community at large. Farming needs to effectively and efficiently address local and global challenges. These challenges comprise of an absence of food security and also water and energy, change in climatic

HOLISTIC ANALYSIS OF PROBLEM SPACES, ALGORITHMIC SOLUTIONS AND ITS CORRESPONDING ICT IMPLEMENTATION IN COMPUTATIONAL CHEMISTRY

Dr. Sunil Khilari*

*Sinhgad Institute of Management, Pune

ABSTRACT

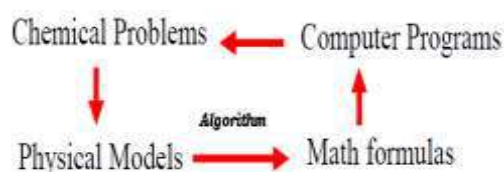
Digital Transformation and scientific computing will help to address some of the challenges in computational chemistry and process systems particularly computational tasks that scale exponentially with various computational problems from chemistry domain. To design Knowledge Management (KM) base therefore has a lot to offer to a chemistry lab. Our main purpose is to identify computational problems of high priority to progress in chemical knowledge management initiatives that should be undertaken with support provided in the development of open source ICT tools for the computational chemistry domain. This paper presents algorithms, software development and computational complexity analysis for problems arising in the Computational Chemistry domain.

This assembled information on problem spaces, algorithmic solution and corresponding ICT implementation will be valuable resource to those charged for sharing, reusing, creating and researching new theories, principles in computational chemistry. This paper also insight the mapping of solution, problem and implementation spaces with interrelated attributes which will help to the chemical and related scientific research and software development community.

Keywords: Information Communication Technology (ICT), Knowledge Management(KM), Computational Chemistry(CC), problem space.

I. COMPUTATIONS IN COMPUTATIONAL CHEMISTRY

Use of methodical approximation and computer programs to obtain results relative to chemical problems. Computational chemistry is simply the application of chemical, mathematical and computing skills to the solution of interesting chemical problems. It uses computers to generate information such as properties of molecules and/or simulated experimental results. Some common computer software used for computational chemistry includes MATLAB, Nlopt, TINKER, Gaussian etc.(8). Also computational chemistry is based on an approximations and assumptions. Computational Chemistry Calculate Energy, Structure, and Properties. Computations of this type are derived directly from theoretical principles, with no inclusion of experimental data. Mathematical approximations are usually a simple functional form for an approximate solution to a differential equation. A mathematical method that is sufficiently well developed that it can be automated for implementation on a computer.



Study of Malaysian Cloud Industry and Conjoint Analysis of Healthcare and Education Cloud Service Utilization

Chandrani Singh, Midhun Chakkaravarthy & Rik Das 

Chapter | [First Online: 01 January 2023](#)

Part of the [Lecture Notes in Computer Science](#) book series (TCOMPUTATSCIE, volume 13460)

Abstract

The paper initially addresses Malaysia's readiness concerning the adoption of cloud computing services and provides insights into the country's internet infrastructure and internet users, fixed and mobile broadband deployment, and usage of international bandwidth for improvising cloud services. In addition, the paper investigates the scenario around policy areas, including privacy and security laws, being the chief contributors for the adoption of cloud services across regions and borders. The objective behind conducting the research is to validate the current scenario in Malaysia for the cloud service adoption by healthcare and education segment and identifying the consumer service attribute preferences. By performing the conjoint analysis the research would help in identifying the determinants and prioritizing them based on user preferences with prior use of Multinomial Logit choice model (MNL) and Max Likelihood function. A statistical discussion is also presented concerning the current global market scenario and scenario in the Asia Pacific across the verticals.

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Product: Machine Learning, Data Science and Deep Learning with Python (Proceedings of AICTE Sponsored Faculty Development Programme 2021)

Author: Dr Chandrani Singh

Kindle ISBN: 978-93-90979-11-0

Machine learning is a growing technology which enables computers to learn automatically from past data. Machine learning uses various algorithms for building mathematical models and making predictions using historical data or information. Currently, it is being used for various tasks such as image recognition, speech recognition, email filtering, Facebook auto-tagging, recommender system, and many more.

Machine learning is a kind of artificial intelligence (AI) that provides computers the ability to understand and learn without any need for explicit programming. Machine learning comprises of algorithms to be trained using a given set of data, and utilize this training to predict the characteristics of any given data. The primary focus of Machine learning is on the development of computer programs that tend to change when exposed to any new data.

Machine Learning is a computer algorithm that is able to adjust its own internal parameters using sample data, in order to be able to estimate/predict something useful for similar data.



Non-Fungible Tokens (NFT's): The Future of Digital Collectibles

15 Pages • Posted: 25 Jul 2022

[Mr.Vimuram Kale Kale](#)

Sinhgad Institute of Management

[Chandrani Singh](#)

Sinhgad Institute of Management

[Dr.Sunil Khilari](#)

Sinhgad Institute of Management

Date Written: July 19, 2022

Abstract

Non-Fungible Tokens (NFT's) indicate the creation of a blockchain-based digital certificate of authenticity that is comparable to other virtual crypto assets and currencies. The use of blockchain technology and the exchange of digital currency have become increasingly widespread in recent years. Having said that, as has been shown in recent years, the NFT market is also booming. The very idea of NFT is derived from an Ethereum token standard that aims to separate and recognise each token with its distinct signature being tied with digital attributes. India has also seen increased interest in this digital sector, particularly from the future new-age investors and digital innovators, as a result of the spectacular return on its quickly expanding global market. However, due to the early stage of the NFT ecosystem's growth, India lacks a regulatory legislative framework to oversee such immature digital crypto assets. There are several legal complexities surrounding them, which has made it difficult to determine their legal legitimacy and sanctity. New artists could have a tendency to become lost in this chaotic growth in the absence of comprehensive descriptions. This paper aims to examine the idea of NFT in comparison to bitcoin and copyright, as well as its operational and technological elements. It attempts to examine the legal hazards that affect its operation as well as the potential and difficulties the Indian legal system has with regard to crypto-assets.

Keywords: NFT, Digital Collectibles, Legal Validity

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11 Pages • Posted: 9 Aug 2022

Dr.Sunil Khilari

Sinhgad Institute of Management

Chandrani Singh

Sinhgad Institute of Management

Mr.Bharat Mane

Sinhgad Institute of Management

Date Written: August 1, 2022

Abstract

An experiment of the available methods of data gathering, storing, processing, Analysis and visualization for real-time information must be carried out in order to achieve the most understandable, efficient, effective and accurate visualization of information. Customizing platforms and designing unique console are two crucial tasks to do in order to accurately and effectively visualize the data. In this paper, dashboard platforms and methods are explored. Researcher created a console and dynamic dashboard based on real-time data. On-time, on-budget and market driven data at the conclusion are used to evaluate the influence of the built dashboards as novel Data Visualization methods. Henceforth dashboard users will thus be suited for interact with the data, which is supported by a unique collection of tables, maps and reports created by the dashboard itself. This will enable everyone to try a number of data visualization techniques while demonstrating how dashboards may be a novel and significant method to deliver accurate and effective information to decision makers for enhancing business intelligence with the help of Power-BI tool.

Keywords: Power-BI, Data Mining, Data Visualization, Tableau, Dashboard

Suggested Citation:

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Prediction of IPL Match Performance Based on Batsman Category Using Machine Learning Algorithm

10 Pages • Posted: 5 Apr 2022 • Last revised: 8 Apr 2022

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Sinhgad Institute of Management

Date Written: March 21, 2022

Abstract

In the world of business, firms have started adopting technologies to develop and grow their businesses. To sustain in this competitive market there is a dire need for better performance and precision in prediction. To achieve this goal various businesses, require to accurately analyze and predict the patterns for data driven decisions. This research paper themes around sports as a business and takes into consideration cricket which is a very popular and well-known game that is played and watched in 104 countries. Predicting winner teams and performance of each individual team depends on many factors for example batsman's approach, bowler's skill and tactics, the pitch statistics, the weather conditions. and many more. The previous research studies show player's probability of winning against the opponent. Study will find out various attributes to predict a model for IPL match game changer. Score prediction has been in existence from many years based on certain parameters taken into consideration, but this research study will specifically focus on machine learning algorithms to predict a team's performance and score based on batsman category. The study will make use of

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Predictive analysis the study of different characteristics of Palmer penguins using R-programming

14 Pages • Posted: 9 Sep 2022

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Miss. Vaishali Miss. Vaishali

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Date Written: August 25, 2022

Abstract

In 50th Century the statistics of chinstrap penguins in Antarctica have down up to 77%. Environment transformation is melting ice was adverse impact on krill which the penguins, jumbos and seals complete eat. The environment extremity was become risky on Antarctica's chinstrap penguins. Transformers on a Greenpeace way to Antarctica set up that the penguins' facts were dropping with one colony falling up to 77% in approximately in 50th century. This was predominately surprising due to the chinstrap penguin has been measured a species of less concern through the 'International Union for Conservation of Nature'(IUCN) as per the CN.

Penguin associations in almost corridor of the Antarctic have dropped through more than 75 percent completed the once partial era, mostly as an outcome of environment transformation, experimenters around. Researchers exposed that associations of chinstrap penguins furthermore recognized such as ringed or faced penguins have fallen histrionically subsequently they were previous plotted approximately 50 centuries back. Each collection plotted on Elephant Island, a significant penguin niche northeast of the Antarctic Peninsula, endured a people fall, according to self-determining experimenters who combined a Greenpeace passage towards the province.

On the previous check cutting-edge 1971, there be situated, 122,550 dyads of penguins crossways completely associations on Elephant Island. On the other hand, the latest total discovered just,786 dyads a drip of nearly 60 percent. The dimension of the people transformation diverse since group to group arranged Elephant Island. The major disaster 77 percent was documented by a group recognized such as Chinstrap Camp. Environment transformation has directed to reduced ocean snow and heater abysses, which takes destined

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Association Rule Mining in retail: Exploring Market Basket Analysis with Apriori Algorithm

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***Abstract-**Data mining refers to extracting knowledge from large amount of data and which is used for identifying the relation between one item to another. The association rule mining identifies relationship between a large set of data items. Finding of these relationships can help the retailers to develop a sales strategy by considering the items frequently purchased together by customers. This work acts as a wide area for the researchers to develop a better data mining algorithm. This research discussed the market basket analysis (MBA) by using apriori algorithm.*

Keyword: Market basket analysis (MBA), Apriori Algorithm, Data Mining; Association Rule Mining

1. INTRODUCTION TO MARKET BASKET ANALYSIS

Market Basket Analysis (MBA) is one of the key methods used by vast retailers to uncover associations between items. It works by looking for groupings of items that occur together frequently in transactions. In another way, it allows retailers to identify relationships between the items that people buy. Association Rules are widely used to analyse retail basket or transaction data, and are intended to identify strong rules discovered in transaction data using measures of interest, based on the concept of strong rules. This research is a learning for identifying how the resulted concept, the processing of the rule, and the achieved



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