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Dimapur Nagaland: 797112

ContactNo.:03862-230131/ 9862560486

Email:pccjec2009@gail.com,

Website:pccdimapur.com

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From the Desk of Editorial Team

Research is a systematic process of investigating, analysing, and interpreting information to increase knowledge, solve problems, or develop new ideas. It involves gathering data, evaluating evidence, and forming conclusions based on logical reasoning.

India's economic and commercial sectors are undergoing significant transformation, shaped by rapid technological advancements, policy reforms, and global market dynamics. As one of the world's fastest-growing economies, India presents immense opportunities while also facing challenges such as inflation, unemployment, and global trade uncertainties.

The rise of digital commerce, fintech innovations, and government initiatives like 'Atmanirbhar Bharat' and 'Make in India' initiatives have positioned the country as one of the global economic forces. The e-commerce sector continues to expand, driven by increased internet penetration, digital payment adoption, and evolving consumer preferences. Meanwhile, small businesses and startups are leveraging technology to create new markets and employment opportunities.

However, economic disparities, inflationary pressures, and supply chain disruptions pose challenges that require strategic policy interventions and industry adaptability. As future economists, business leaders, and policymakers, students must engage critically with these issues, understanding their complexities and contributing to innovative solutions.

This edition of our college journal aims to explore these dynamic shifts through insightful analyses, expert perspectives, and student research. We encourage discourse on topics such as sustainable business practices, financial inclusion, digital trade, and the impact of globalization on India's economy.

As we navigate through this transformative era, knowledge and informed debate will be our greatest tools. Let this journal serve as a platform to foster intellectual curiosity and contribute expressively to India's economic and commercial future.

As India stands at the crossroads of rapid economic transformation, the role of young minds in shaping its future has never been more crucial. The modern economic conditions of our country present a unique blend of resilience, challenges, and opportunities. From the expansion of digital economies and the rise of startups to inflationary pressures and global uncertainties, India's economic journey is as dynamic as ever.

The post-pandemic recovery has been marked by robust GDP growth, but inflation and unemployment remain persistent concerns. The government's push for infrastructure,

manufacturing on domestic and local levels and digital finance have created a fertile ground for innovation and entrepreneurship. However, global factors such as supply chain disruptions, geopolitical tensions, and climate change continue to shape our economic landscape.

For students and young professionals, this is an era of both uncertainty and promise. The demand for technological skills is rising, and adaptability is the key to success.

This issue of VOL XIV of our college journal 'PCCJEC-2024' aims to dissect and analyze these economic shifts, providing insights from experts, research-driven perspectives, and student viewpoints. We invite readers to engage in discussions, question prevailing narratives, and contribute to a deeper understanding of India's economic trajectory.

The future of India's economy is not just a matter of policy—it is a collective endeavour. Let this journal serve as a platform for knowledge, debate, and the pursuit of a more inclusive and sustainable economic future.

The editorial board extends appreciation to the contributors and expects same support in future and also to enrich the journal with their creative research contributions. We believe that this journal will be of immense benefit to the policy makers, researchers and academicians.

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Assessing the Impact of Khadi and Village Industries on Rural Development in Nagaland with Special Reference to PMEGP Scheme.

¹ImsuenlaTzudir

ABSTRACT

The high population growth rate of 64.4% (2011) coupled with lack of employment opportunities makes Nagaland's young demographic profile a cause for increased unemployment. Yet, in the handicraft and handloom sector, as abundant skilled labor is available together with raw materials and cultural traditions, enormous employability exists. Co-operative societies and the Nagaland Khadi and Village Industries Board is contributing to the self-employment process of the residents of the state by providing an adequate training program and necessary guidance, by adopting various schemes within KVIC toward the overall economical development of the state.

Thus this paper is an attempt to highlight how KVI and KVIC is playing an important role for the improvement of the rural economy and social status of people living in rural India particularly in the hilly state of Nagaland where industrial growth is almost nil. The study is based on both primary and secondary data. Altogether 11 beneficiaries of KVIC have been investigated. The collected data is analyzed through descriptive statistics only.

Keywords: Employment, KVIC, PMEGP, NKVI, Economic development

INTRODUCTION

Khadi and Village Industries Commission (KVIC) is a statutory body created by an Act of Parliament (No. 61 of 1956 as amended by Act No.12 of 1987). It was established in April 1957 as KVIC and took over the work of former All India Khadi and Village Board set up in 1950. It is engaged in the task of promoting and developing Khadi and Village Industries (KVI) with a view to creating employment opportunities in the rural areas there by strengthening the rural economy. It functions under the administrative control of Ministry of Micro, Small and Medium Enterprises, Government of India.

KVIC promotes and extends financial support for implementation of Khadi Programmes through registered institutions and Cooperative Societies. Besides it implements Khadi Programmes departmentally and through State Khadi and Village Industries Boards. In the process of implementation of programme, KVIC extends support in the form of loan and grant under capital expenditure and working capital in subsidies rate of interest.

Different types of Khadi- Cotton, Silk, Woolen and mixture of any two or all fibers play a vital role in

¹ Assistant Professor, Department of Economics, Tetso College, Chumoukedima

providing gainful employment and also play a crucial role in our economy. These units are mostly labour intensive and the abundant labour force available in our country caters to their needs. Besides, these units do not require large capital investment too. They also have the advantage of absorbing high rate of traditional skill.

Nagaland has a total area of 16,579 sq. kms with a population of 1980602 as per 2011 census. In Nagaland, there are almost 17 major tribes. Nagaland like any other states of India faces the problem of unemployment. As a result there is an increase in the level of unemployed youths in the state. The Nagas have rich culture and traditions. And they very much value their culture. Culturally, Nagas are very unique. Infact they are very much different from the mainland Indians be it in their physical appearance, food habits, taste in fashion etc.

Nagaland's young demographic profile has made the state favorably planned in terms of manpower availability. However, it does not have the capacity to absorb this vibrant workforce. The severity of the unemployment is increasing by the year because of high growth rate of state's decennial population which stands at 64.4% (2001), coupled with high rate of output from universities and colleges and compounded by lack of adequate employment opportunities. Hence, the problem of unemployment and its resultant effect is growing exponentially.

Handicraft and handloom sector in Nagaland has vast employment potential for growth due to availability of abundant skilled labour and raw materials, as well as the rich cultural tradition of its people. These are important cottage capacity industries mainly managed by Co-operative Societies. Nagaland has got potential for handloom and handicrafts growth and development. Moreover these over 17 tribes state has their own traditional dress. Nagaland has got a huge potential and many artisans are directly associated within village and many other indirectly involved in urban part of Nagaland. Many co-operative societies are formed to help out all the artisans and other population to continue economic activities in KVI sector. Nagaland Khadi and Village Industries Board is also helping people of the state by providing training programme and necessary guideline, by implementing various schemes under KVIC for creating self employment and overall economic development of the state.

OBJECTIVE OF THE STUDY

The main objective of this paper is to evaluate how KVI and KVIC play important role for improvement of rural economy of the state and over all development of the state and also its impact on quality of life of rural population of the state.

LIMITATIONS OF THE STUDY

1. Lack of appropriate documents
2. Communication gap with the officials of KVIC at Dimapur

3. Geographical factor

4. Communication gap with the artisans

METHODOLOGY

The study is based on both primary and secondary data. Secondary data were collected from internet, published articles, statistical hand book and other published information. Primary data has been collected through direct personal investigation method and with the help of a structured schedule. Altogether 11 beneficiaries of KVIC have been investigated. The collected data is analyzed through descriptive statistics only.

REVIEW OF LITERATURE

1. Sharma & H. Singh (1980), Sharma and Harnak Singh explained inter-industry and inter-state pattern of entrepreneurial growth and analyzed the growth variables such as ethical values, need for achievement motivation, commitment of the political system etc. it has been observed that lack of inter-industry, inter-sectorial and inter-regional co-ordination is the major problem that needs to be tackled properly.

2. D. Das & S. M. Sirajuddin (2001), Shri D. Das and Dr. S. M. Sirajuddin's study was designed to examine the adequacy of the planning, execution and monitoring aspects of the programme and suggested measures to improve its performance. The reference period of the 8th plan (1992-1997). At the instance of KVIC and Planning Commission, the Programme Evaluation Organization (PEO) undertook the evaluation of the performance, suitability and effectiveness of the implementation mechanism and impact of the KVI Programme.

3. J Humtsoe (2003), John Humtsoe in his research on the Nagaland Khadi and Village Board studies the motto, vision, objective and mission of Nagaland Khadi and Village Board (NKVIB). He also highlights the type of scheme which are being implemented by the Board under KVIC norms. He also studies the activities of the Board. He brings into limelight the various activities and trainings undertaken and given by Nagaland Khadi and Village Board (NKVIB).

4. S. K. Pandey (2010), Sanjay Kumar Pandey in his paper 'Role of Khadi and Village Industries for improvement of rural economy in Nagaland' attempts to highlight how KVI and KVIC is playing important role for improvement of rural economy and social status of the people living in Nagaland. He discusses about the role played by KVI in providing employment opportunities to the unemployed youths in the state.

5. R. Das & A.K Das (2011), Rinku Das and Ashim Kumar Das in their paper mentions that in Northeast thousands of small and rural households industries are operating among village communities and different caste. These industries are based on local resources and traditional skills available with the people of Northeast (for example, cane and bamboo, pottery industry, silk cloth making, brass metal and bell metal, Terracotta etc). Rural household industries have been acting as a sustainable

livelihood for the rural people in Northeast. In spite of various attempts by Central and State governments these rural household industry in these region are not performing upto the mark. To give new life to the existing small and rural industries the government (Central) has adopted the policy of cluster development. This will provide competitive advantage to the firms in three different ways namely, productivity, innovation and formation of new business firms. Their paper highlights on te cluster development initiatives in Northeast and their implication on rural economic and industrial development.

6. A.A. Mulimani, M.S. Belgaum & P.R. Morakar (2012), they attempts to study the SSI units and their problems and prospects. These units are playing a key role in the glass root economy in the study region i.e, Goa. The secondary data have been compiled from the different sources and analytical methods have been employed for the analysis of their study. The resource base and locational advantages and disadvantages are also considered to identify the problems and also paid an attention for prosperity of small scale industries units. The planning policies are also revealed and also suggested the strategy for the prospering of such units with effective suggestions. Hope so, the proper plans may help to bring the changes towards the part of prospering the study area.

7. P.Busenna&A.A Reddy(2012), PesalaBusenna and A. Amarender Reddy mentions that Khadi constitutes an important segment of the textile sector. Khadi has been defined as any cloth woven on handlooms in India from cotton, silk or woolen yarn handspun in India or from a mixture of any two or all of such yarns. The main objective of the study are to assess th employment generation potential of the Khadi institutions. Secondly, the study focuses on identification of problems faced by the selected institutions. Data presented related to the period 2003-08 and projection of production and requirement of spinners and weavers by 2012. The study also collected data on all Khadi institutions and assessed their capabilities, projection of their requirement in terms of spinning and weaving infrastructure upgradation of skills of artisans and supervisory workers. Totally, 200 Khadi institutions were identified. All the A+ and A category institutions were surveyed.

8. T. Das Gupta & R .C Das(2012), Gupta and Das made a combined study on the role played by Nagaland handloom and handicrafts development corporation limited in encouraging craftsmanship and handloom production in Nagaland. According to them the term handloom and handicraft includes those products of a specific community which produced manually with their indigenous technology. And in their paper they try to examine the condition of local artisans and weavers and also they tried to highlight some of the roles which are being played by Nagaland Handloom and Handicraft Development Corporation (NHHDC) towards promoting handicraft and handloom production in the state.

9. S. Rani (2013-14), Shweta Rani studied the industrialization of Himachal Pradesh. According to her

the Micro, Small and Medium Enterprises (MSMES) Sector accounts for about 45% of the manufacturing output and 40% of the total exports of the country. Himachal Pradesh has made a significant achievement in their field of industrialization in the past few years. with the ushering in of the liberalized economy and notification of special package of incentives for the state, the flow of investment has resulted in a very good response for setting up new industrial ventures in the state. The forth census report on SSI (MSMES) published by the government of Himachal Pradesh was considered to study the profile of the small scale industries.

INCENTIVES AVAILABLE FOR KHADI AND VILLAGE INDUSTRY ARTISANS IN NAGALAND

Khadi and Village Industries Commission (KVIC) Nagaland is engaged in the task of promoting and developing khadi and village industry in the state with a view to creating employment opportunities in rural areas, and strengthening the rural economy. The following incentives i.e, programmes and schemes are made available in the state.

1. ARTISANS' WELFARE TRUSTS

To support and safeguard the future of the artisans working under the khadi, the KVIC has constituted Artisans' Welfare Trusts where in 12% wages contribution is collected from artisans and 12% paid through production. The funds are managed by the Trust providing security of saving of khadi artisans.

2. JANSHREE BIMA YOJANA SCHEME

All Khadi Artisans have been covered under JanashreeBimaYojana Scheme. This Scheme provides insurance cover against death and disability besides children educational allowances are also eligible under this Scheme.

3. WORKSHED FOR KHADI ARTISANS

KVIC has introduced a new scheme for the khadi artisans for providing themworksheds. Under this scheme KVIC will provide 75% of the cost of construction of worksheds, subject to a maximum of Rs.25,000/- as grant. The remaining 25% will be borne by the Khadi Institutions with whom the artisans have been working.

4. PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME

Besides other programmes, KVIC has been implementing Prime Minister's Employment Generation Programme (PMEGP), popularly known as Margin Money, and cluster development programme. Ministry of Micro, Small and Medium Enterprises (MSME) has launched the PMEGP Scheme on 15th August 2008 for generation of employment opportunities both in rural and urban areas in the country. The main channels of the scheme are the banks-public sector scheduled commercial banks, Regional Rural Banks and selected Financial Institution private sector scheduled commercial

banks and Cooperative Banks.

5. WORKSHOPS

District and Block level workshops provide a platform to present various nuances of the schemes to the participants/ representatives from KVIC, KVIB, District Administration, Banks, NGOs, Intellectuals, media etc use to take part in it. It enriches them with more and accurate information related to the scheme. This also facilitates threadbare discussion on various issues, which result in concentrated effort. Successful entrepreneurs of the area share their experience as part of motivation for new entrepreneurs.

6. AWARENESS PROGRAMMES

KVIC conducts awareness camps in each district wherein extensive dissemination about the self-employment opportunities through PMEGP is made to the potential beneficiaries and common man as well. Officials from KVIC, KVIBs, DICs, Banks, NGOs, GoanPanchayat, rural entrepreneurs etc. take part to enthuse people to go for self employment. Besides, participants are apprised of scheme procedure.

7. PEOPLE'S EDUCATION PROGRAMME

This programme is organized at the district and block level involving students of schools, colleges and universities, besides intellectuals, prominent personalities, district administration, bankers, press and media etc. The programme has two parts-Essay and Debate competition on rural entrepreneurship development with the involvement of student community, the potential entrepreneurs of tomorrow, and the society in general through seminar. In the process, student communities are involved through their participation in Essay and Debate competitions to inculcate in them the spirit of self reliance and employment generation for sustainable socio-economic progress.

8. DESIGN DEVELOPMENT AND PACKAGING

KVIC has also given importance on product development, design intervention and packaging both in Khadi and Village Industries. Accordingly, suitable schemes have been launched for the benefit of KVI artisans and entrepreneurs.

9. TRAININGS

KVIC provides various trainings for skill development, capacity building etc. through their departmental as well as recognized training centres. KVIC also provides peripatetic training through various training institutions and NGOs. Under the scheme training are imparted at field level by deputing expert to the field.

10. MARKETING

KVIC has been playing a catalyst role by providing supporting inputs to its NGOs, Institutions for marketing of KVI products manufactured by them. The institutions have been provided funds for opening sales outlets and conducting exhibition-cum-sale to sell their products with an aim to

penetrate in the domestic and global market.

11. SFURTI

Ministry of Micro and Medium Enterprises, Government of India has introduced a Scheme called “Scheme of Fund for Regeneration of Traditional Industries (SFURTI)”. Under this scheme KVIC will support at least 500 traditional artisans in a cluster in skill upgradation, CFC and marketing through reputed NGOs. This is a 5 years project for overall growth of the traditional industry and for generating sustainable income for artisans. KVIC is the Nodal Agency for the programme. KVIC is implementing 79 SFURTI clusters in the country as a whole and 2 in Nagaland (Nagaland Khadi and Village Sangh in Dimapur and Beads Cluster in Mon).

PRIME MINISTER’S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

Of all the schemes and programmes introduced by KVIC, the PMEGP has proved to be the most successful scheme. Providing over 15,000 employment to the people of Nagaland since the introduction of the programme.

The Ministry of Micro, Small and Medium Enterprises (MoMSME) has launched the subsidy programme called PMEGP on 15th August 2008 by merging the Rural Employment Generation Programme (REGP) and Prime Minister’s RojgarYojana (PMGP) that were in operation till 31st March 2008 for generation of employment opportunities through establishment of micro enterprises both in rural and urban areas. PMEGP is a central sector scheme administered by the MoMSME. And the scheme is implemented by KVIC as the nodal agency at the National level. At the state level, the scheme is implemented through the State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres(DICs) and Banks. The Government subsidy under the scheme is being routed by the KVIC through the identified Banks for eventual distribution to the beneficiaries/ entrepreneurs in their Bank accounts.

The scheme has received very encouraging response from all the stakeholders including beneficiaries, the implementing agencies and the bank and annual targets have been exceeded during past years since its introduction. The performance of the scheme has been outstanding in North Eastern region Nagaland in particular. This we can see from the different success stories published by the Ministry annually. The book of Success Stories showcase the interesting facts of budding entrepreneurs and how they came up in life with support given by the programme.

OBJECTIVES OF PMEGP

1. To generate employment opportunities both in rural and urban areas of the country through setting up of new self- employment ventures/projects/micro enterprises.
2. To bring together widely dispersed traditional artisans/ rural and urban unemployed youth and give them self-employment opportunities to the extent possible, at their place.

3. To provide continuous and sustainable employment to a large segment of traditional prospective artisans and rural and urban unemployed youth in the country, so as to help arrest migration of rural youth to urban areas.
4. To increase the wage earning capacity of the artisans and contribute to the increase in the growth rate of rural and urban employment.

ELIGIBILITY CONDITIONS OF BENEFICIARIES

1. Any individual above 18 years of age.
2. VII standard pass for setting up of project costing above Rs. 10 lakh in the manufacturing sector and above Rs. 5 lakhs in the business/ service sector. Otherwise there is no specific educational qualification.
3. There is no ceiling of family income for setting up of projects under PMEGP.
4. Assistance under the scheme is available only for new projects sanctioned specifically under the PMEGP.
5. The scheme is also available to the Self Help Groups provided that they have not availed benefits under any other Scheme.
6. Institutions Registered under Societies Registration Act 1860.
7. Charitable Trust.
8. Existing Units and the units that have already avail subsidy under any other scheme of the Central and State Government are not eligible. Partnership firm is also not eligible.

CEILING LIMIT OF PROJECT COST

1. The project the maximum cost of /unit admissible under manufacturing sector is Rs. 50 lakhs.
2. The project the maximum cost of /unit admissible under business/service sector is Rs. 20 lakhs.
3. Cost of the land should not be included in the project cost.
4. Project cost includes Capital Expenditure and one cycle of working capital.
5. Projects without capital expenditure are not eligible for financing under the Scheme.

FINANCIAL PATTERN

The quantum and financial assistance provided under the scheme are as under:-

1. Upto Rs. 50 lakhs for manufacturing and upto Rs. 20 lakhs under service sector.
2. Margin Money (subsidy) ranges from 15% to 35% of project cost.

But in Nagaland all the loans and subsidies of PMEGP are given under rural areas i.e, 25% to 35%

QUANTUM OF MARGIN MONEY SUBSIDY

Table 1: Quantum and Nature of Financial Assistance

Categories of beneficiaries under PMEGP	Beneficiary's own contribution (of project cost)	Rate of Subsidy	
Area(location of project/ unit)		Urban	Rural
General Category	10%	15%	25%
Special(including SC/ST/OBC/Minorities/Women, Ex-servicemen, Physically handicapped, NER, Hill and Border Areas etc)	05%	25%	35%

Source: Ministry of Micro, Small & Medium Enterprises

FINANCIAL AGENCIES

The financial agencies and institutions which provide the remaining 60% of the fund to the entrepreneurs are mentioned below:-

1. All Public Sector Banks.
2. All Regional Rural Banks.
3. Co-Operative Banks and Private Sector Commercial Banks approved by State Level Task Force Committee.
4. Small Industries development Bank of India (SIDBI).

RESULTS AND DISCUSSIONS OF FIELD SURVEY

Maximum of the units were located in rural areas. And all the entrepreneurs were sole proprietors. In this paper an attempt has been made to study the profile of KVIC in Nagaland. 11 different entrepreneurs were questioned and the following results were drawn from them. Table 2 shows the general information of the entrepreneurs.

Table 2: General information

(Rs. in thousands & employment in no.)

Total Number of Respondents/ Entrepreneurs	Educational Qualification of the Respondents/ Entrepreneurs	Average Age	Average Income of the Entrepreneurs Before Getting the Subsidy from KVIC	Average Income of the Entrepreneurs After Getting the Subsidy from KVIC	Number of Employment generated
11	Class 11	36 years	18,636.36	16,75,909.09	105

Source: Field Survey

OCCUPATIONAL BACKGROUND

However, traditional may be the way of living in India, the days of identifying occupations by caste, communities or religion is on the wane. It is no longer possible to identify the communities by occupation. Prior to entering the industry, the entrepreneurs were mostly daily wage earners.

AGE PROFILE AND EDUCATIONAL BACKGROUND OF THE ENTREPRENEURS

It is sought to examine here that entrepreneurs' age at the time of their entry into the industry. From the primary data collected it is clear that 36.37% of the entrepreneurs belong to age group 28-33 years. Even though the KVIC offers subsidies to unemployed youths from 18 years of age, it is found out that uptill the age of 27-28 years there is no interested individuals to come forward to enjoy the benefits offered by KVIC in the State.

Educationist has long been aware of the importance of education in the development of human resources. It may also be noted that education, entrepreneurship and development are inter-related. Education is the best means of developing man's resourcefulness which encompasses different dimensions of entrepreneurship. Thus formal education is always considered an important asset of an individual in building an occupational career. The formal education is expected to increase the supply of entrepreneurs by making available more skills necessary to entrepreneurial endeavour. It is interesting to note that some of them were Graduates and Post Graduates, particularly some in engineering and technical disciplines. While undergraduates constituted 72.73%, 27.27% were graduates and Post graduates. In other words, a not so high level of education has not deterred the undergraduates to be ahead of others in industrial entrepreneurship.

STANDARD OF LIVING OF THE ENTREPRENEURS

The Table 3 shows the standard of living of the different entrepreneurs who have set up different enterprises after availing bank loan from different Banks under PMEGP Schemes of KVIC.

Table 3: Standard of living (in terms of monthly expenditure)

(Rupees in terms of thousands)

Different heads	Expenditure in terms of rupees	Average Percentage
Food	9181.82	40.69%
Education	1927.27	8.54%
Medical	1545.45	6.85%
Entertainment	5181.81	22.97%
Miscellaneous	4727.27	20.95%
Total	22563.62	100%

Source: Field Survey

From the above table, it is evident that the Nagas are heavy eaters. They spent around 40.69% of their income on fooding alone and spends a very little (6.85%) on Medical facilities which means that they are very healthy and strong due to their strong (heavy) eating habits. Another important thing that we notice from the table is that the Nagas are fun loving people. They end up spending 20.95% of their monthly income on entertainment alone.

PROBABLE SOLUTIONS AND IMPORTANT FINDINGS

- The sector needs advertisement for its product through all modern media. Initially the free web-space provided by the KVIC in their website (www.kvic.org.in) for the state KVICS should be filled with information.
- Priority to develop border trades with bordering countries like Bhutan, China and Myanmar to be given.
- Tourism or eco-tourism may be encouraged which will have ripple effect on the Village and Small scale Industries. Shops exhibiting different khadi and small scale industries products may be set up near the eco-tourism spots.
- The state should strive hard to be self-sufficient in raw material, technical know-how, machines/ tools and a well knitted marketing network.

- A single item can be identified which could be synonymous with the name of the state. Escort services should be given to Village Industries unit in graduating it to a Small Scale Industry unit.
- Sustainability of any project depends upon fulfillment of certain basic requirements. Systematic approach, training of entrepreneurs, technology, quality control and marketing support etc. if all these will be taken care adequately, the KVIC can play an exemplary role in the process of socio-economic development in Nagaland.
- The banks and financial institutions are reluctant to give the loan to the women entrepreneurs as the chance of recovery of loan from them is very less. As the woman might get married and neither the parents nor the husband takes the responsibility to repay the loan.
- A comprehensive techno-economic survey of the entire territory of Nagaland should be done to find out potential area of activities under this sector.
- Modernizing the government run craft centres is need worthy. Incorporation of innovative training streams on the basis of potentiality study.
- Complete financial support and its proper utilization in any probable unit should be shouldered by the government. KVIC at its special dispensation should do it. Identification of non REGP villages and devising alternative scheme for these localities will be generous step in this direction.
- Implementation and execution of KVI schemes and programmes should be left to NKVIB. The local KVIC may perform mainly the supervisory and liaisoning role with Government of India, the KVIC head office etc.
- The flow of relevant information relating to VSI (Village and Small Scale Industries) should be regularly circulated to keep the entrepreneurial world abreast with the recent trends. The department of Industries may launch a Periodical bulletin.
- The bank and financial institutions should play more constructive role in lending credit support to good proposals. The Nagaland Industrial Development and Financial Corporation needs to be revived. The monitoring machinery needs to be strengthened including detection of sick of industrial units and draw up a nursing plan for their rehabilitation.
- The state KVIB needs to be strengthened in different ways. It is in an awful condition. The sector needs to be rejuvenated in totality. A carefully drawn holistic plan is the only panacea.

CONCLUSION

The village and small scale industries and traditional unorganized industries constitutes an important segment of Nagaland's planned economy. This sector has not only continued to play a vital

role in fulfillment of socio economic employment objectives but also offers an excellent opportunity for industrial self employment. The aim and objective in the state is to promote the industrial activities in the state, thereby to provide employment opportunities to the rural and urban areas, and to improve the economic conditions of the people.

In this paper a sober attempt has been made to analyse the role of khadi and village industries in the entrepreneurial development of Nagaland vis-a-vis fulfilling the conditions of sustainable development.

The Khadi and Village Industries Commission as it has all along been the forerunner in bringing succor to the rural populace with all dignity and self respect, had launched many a program on these lines, the latest and most popular as on today being the Prime Minister Employment Generation Programme (PMEGP).

The PMEGP which is being lauded as the most successful amongst rural development programmes in the country as on today has brought forth many useful innovation and necessities in the purposeful implementation of the programme.

In this research paper, an attempt has been made to study the profile of KVIC in Nagaland. Since the present study is confined to the khadi and village industries units of Nagaland only; hence, the findings may not be applicable to other parts of India. Maximum of the industries were located in rural areas. The majority of the entrepreneurs were sole proprietors. Due to stringency of time and resources, the present research work was incapable to plug all the possible sources of errors.

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AN EVALUATION OF CENTRAL AND STATE GOVERNMENT SCHEMES AND ECONOMIC DEVELOPMENT OF NAGALAND: IMPACT, IMPLEMENTATION AND CHALLENGES

²Dr. J. Suresh Kumar

³Dr. D. Shobana

ABSTRACT

This study provides a comprehensive evaluation of central and state government schemes implemented in Nagaland, India, with a focus on their socio-economic impact, implementation challenges, and effectiveness at the community level. Government programs in sectors such as healthcare, education, rural development, agriculture, and infrastructure have aimed to address the distinct developmental needs of Nagaland's diverse population (Government of Nagaland, 2022). Using a mixed-methods approach, this research assesses the reach and efficacy of these schemes by analyzing policy documents, conducting surveys with beneficiaries, and interviewing local administrators. The findings reveal both successes and gaps in the delivery and public awareness of these schemes, highlighting the need for improved resource allocation, infrastructure, and community engagement to ensure these programs meet their objectives (Kumar, 2020; Sharma, 2021). This study concludes with policy recommendations aimed at enhancing the effectiveness of government interventions in Nagaland's unique socio-cultural and geographic context.

KEYWORDS: Government Schemes, Socio-economic Impact, Rural Development, Community Engagement, Inclusive Growth and Tribal Communities

INTRODUCTION

The northeastern state of Nagaland presents a unique blend of challenges and opportunities for development, with its distinct socio-cultural landscape, remote geography, and predominantly rural population. As part of India's commitment to equitable regional development, both central and state governments have implemented a range of schemes in Nagaland to address critical areas such as healthcare, education, rural infrastructure, agriculture, and economic empowerment (Government of India, 2021). These programs are intended to uplift marginalized communities, bridge the urban-rural

²Associate Professor, Department of Economics, St. Joseph University, Chümoukedima, Nagaland, India, Email id: drjsuresheco@gmail.com ORCID ID: <https://orcid.org/0000-0002-9659-4813>

³ Assistant Professor, Department of Management Studies, St. Joseph University, Chümoukedima, Nagaland, India, Email id: shobanastc@gmail.com ORCID ID: <https://orcid.org/0000-0002-9506-6939>

development gap, and encourage sustainable growth within the state. However, the efficacy of these schemes often faces challenges due to infrastructural limitations, logistical issues, and low levels of community awareness and participation (Sharma & Singh, 2022).

Despite these efforts, research indicates mixed outcomes, with certain schemes achieving considerable success while others fall short due to gaps in delivery and access. For instance, rural development initiatives often encounter delays, resource shortages, and low awareness levels among intended beneficiaries, limiting their overall impact (Das, 2020). Additionally, the complex socio-political dynamics in Nagaland, including its tribal diversity and localized governance structures, further complicate the effective implementation of centralized schemes (Sen, 2019). This study aims to provide a detailed evaluation of the impact of key central and state government schemes in Nagaland, focusing on their effectiveness in meeting local needs, assessing their implementation challenges, and examining the socio-economic impact on beneficiaries.

By identifying specific areas for improvement and assessing the alignment of these schemes with Nagaland's socio-economic goals, this research will offer policy recommendations for optimizing program delivery. This study seeks to contribute to ongoing discussions on equitable development in India's northeastern region and provide insights for policymakers, helping to ensure that government interventions lead to sustained and inclusive growth.

REVIEW OF LITERATURE

The implementation of government schemes in India's northeastern region, including Nagaland, is influenced by various socio-cultural, economic, and logistical factors unique to the area. Studies have highlighted the importance of these schemes in fostering economic development and promoting social equity in underdeveloped regions (Chakraborty, 2020). Chakraborty (2020) notes that while central and state government initiatives such as the National Rural Employment Guarantee Scheme and the Public Distribution System have positively impacted rural livelihoods in the region, their success is frequently hindered by infrastructural challenges and administrative delays. These constraints are more pronounced in Nagaland due to its remote, mountainous terrain, which complicates access to essential services and resources (Singh, 2021).

Research has also explored the socio-cultural dynamics in Nagaland and their impact on policy implementation, suggesting that community involvement and localized governance structures play a vital role in determining the success of government interventions (Sen, 2019). According to Sen (2019), effective policy implementation in Nagaland requires a deep understanding of the region's tribal diversity and local governance models, which can support or hinder the efficacy of various

schemes. For instance, Singh (2021) argues that schemes targeting agricultural development and self-employment may require customizations to address the unique land tenure systems and customary laws in Nagaland, which influence both land use and resource distribution among tribal communities.

Further studies indicate that one of the most significant barriers to the successful delivery of government schemes in Nagaland is a low level of public awareness and community participation. Sharma and Singh (2022) found that despite efforts to promote schemes in rural areas, limited information dissemination often prevents beneficiaries from accessing resources and support. Similarly, Das (2020) emphasized the importance of targeted awareness campaigns, which are essential to reaching marginalized populations and ensuring that they fully understand and utilize available resources.

Moreover, Dasgupta (2021) points out that state-specific challenges, such as a lack of skilled human resources and limited financial support, often compromise the effective delivery of these schemes. In this context, it becomes essential to focus on capacity building at the administrative level to improve efficiency and streamline resource distribution. Consequently, understanding the localized challenges and customizing strategies for implementation are critical for improving the outcomes of these schemes in Nagaland (Chakraborty, 2020; Sen, 2019).

STATEMENT OF THE PROBLEM

Despite numerous government efforts to drive socio-economic growth in Nagaland, the effectiveness of central and state schemes remains inconsistent. Initiatives in healthcare, education, rural infrastructure, and agriculture face significant challenges due to Nagaland's geographic remoteness, limited infrastructure, and cultural diversity, affecting accessibility and public engagement (Sharma & Singh, 2022). Research suggests that low public awareness and limited community involvement further reduce the impact of these programs. Das (2020) highlights information gaps that prevent beneficiaries, especially in rural areas, from accessing available support, while Singh (2021) points to logistical and administrative challenges that limit efficient resource distribution. Therefore, there is a need for research to evaluate these schemes' implementation, impact, and challenges to enhance their effectiveness in Nagaland.

SIGNIFICANCE OF THE STUDY

This study is significant as it evaluates central and state government schemes in Nagaland, emphasizing their socio-economic impact, implementation challenges, and improvement areas. Given Nagaland's unique socio-cultural context, geographic isolation, and limited infrastructure, assessing the effectiveness of these schemes is essential for achieving sustainable, inclusive development (Government of Nagaland, 2022). By examining their reach and efficacy, the study deepens understanding of factors that aid or hinder progress in Nagaland's communities. Findings will help

policymakers identify where intervention strategies need enhancement, supporting optimized resource distribution and better alignment with the state's specific needs for equitable growth (Das, 2020; Sharma & Singh, 2022).

OBJECTIVES OF THE STUDY

1. To catalog and analyze the key central and state government schemes in Nagaland.
2. To assess the socio-economic impact of these schemes on targeted populations.
3. To evaluate the challenges in the implementation of these schemes.
4. To understand public awareness, accessibility, and participation levels.
5. To offer recommendations to improve policy implementation and scheme outreach in Nagaland.

RESEARCH METHODOLOGY

This review article utilizes a systematic approach to assess the impact, efficacy, and regional differences of central and state government efforts aimed at the economic development of Nagaland. A thorough literature analysis was performed to collect pertinent research articles, government reports, policy documents, and academic publications concerning major government initiatives, particularly those focused on the requirements of Nagaland. Databases like Google Scholar, JSTOR, and Scopus were employed to locate peer-reviewed research. Furthermore, secondary data were obtained from many sources, including governmental websites, research institutes, and international organizations, to evaluate the execution, scope, and results of these programs.

RESULT AND DISCUSSION

The analysis of central and state government schemes in Nagaland demonstrates significant socio-economic progress, particularly in empowering marginalized communities and improving health outcomes. However, challenges persist, including bureaucratic hurdles, inadequate awareness among beneficiaries, and limited community participation in decision-making. These factors undermine the effectiveness and sustainability of these initiatives, highlighting the need for improved outreach and engagement strategies.

CENTRAL GOVERNMENT SCHEMES IN ECONOMIC DEVELOPMENTAL OF NAGALAND

Nagaland has several central government schemes aimed at addressing various developmental challenges, promoting economic growth, and enhancing the welfare of its citizens.

1.Pradhan Mantri Awas Yojana (PMAY)

- **Objective:** To provide affordable housing for the urban poor, with a focus on ensuring that every family has a roof over their head.

- **Implementation:** The scheme offers financial assistance for building or upgrading homes and promotes community housing solutions.
- **Impact:** It aims to improve living conditions, increase housing stock, and foster inclusive urban development.

2.Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

- **Objective:** To provide at least 100 days of wage employment in a financial year to every rural household, ensuring livelihood security.
- **Implementation:** The scheme focuses on creating durable assets in rural areas, including roads, ponds, and other infrastructure.
- **Impact:** MGNREGA has played a significant role in reducing rural poverty, empowering women, and enhancing rural infrastructure.

3.Pradhan Mantri Gram Sadak Yojana (PMGSY)

- **Objective:** To provide all-weather road connectivity to unconnected villages, enhancing rural infrastructure.
- **Implementation:** The program funds the construction of roads and bridges in rural areas, with a focus on connectivity.
- **Impact:** Improved transportation leads to better access to markets, education, and healthcare services, facilitating overall rural development.

4.National Rural Livelihoods Mission (NRLM)

- **Objective:** To reduce poverty by promoting self-employment and organization of rural poor into self-help groups (SHGs).
- **Implementation:** The mission supports capacity building, skills training, and access to credit for marginalized communities.
- **Impact:** It enhances the livelihoods of rural households, promoting entrepreneurship and improving income levels.

5.Integrated Child Development Services (ICDS)

- **Objective:** To improve the nutritional and health status of children under six years and their mothers.
- **Implementation:** The program provides food, preschool education, and health check-ups through a network of Anganwadi centers.
- **Impact:** ICDS has significantly contributed to reducing child malnutrition and enhancing early childhood education.

6. Pradhan Mantri Fasal Bima Yojana (PMFBY)

- **Objective:** To provide insurance coverage and financial support to farmers in the event of crop failure due to natural calamities.
- **Implementation:** The scheme encourages farmers to insure their crops and provides quick claims settlement.
- **Impact:** It helps stabilize farmers' incomes, encourages agricultural investment, and reduces vulnerability to crop loss.

7. Digital India Programme

- **Objective:** To transform India into a digitally empowered society and knowledge economy.
- **Implementation:** Promotes digital infrastructure, digital literacy, and delivery of services through digital means.
- **Impact:** Enhances access to information and services, fostering greater efficiency and transparency in governance.

8. Atmanirbhar Bharat Abhiyan (Self-Reliant India Initiative)

- **Objective:** To make India self-reliant through support to various sectors, including agriculture, MSMEs, and health.
- **Implementation:** The initiative includes financial packages, policy reforms, and infrastructural developments.
- **Impact:** It aims to boost local production, create jobs, and improve economic resilience.

9. Skill India Mission

- **Objective:** To equip the youth with skills relevant to the job market and promote entrepreneurship.
- **Implementation:** Various training programs are provided across sectors to enhance employability.
- **Impact:** It addresses unemployment issues and fosters a skilled workforce in the state.

Central government schemes in Nagaland reflect a comprehensive approach to development, focusing on employment, infrastructure, health, and education. However, challenges remain in implementation and ensuring the sustainability of these initiatives. Continuous efforts in capacity building, community engagement, and effective monitoring are essential to maximize the benefits of these schemes for the people of Nagaland.

STATE GOVERNMENT SCHEMES IN ECONOMIC DEVELOPMENT OF NAGALAND

Nagaland's state government has implemented several schemes to address local developmental challenges, promote economic growth, and enhance the well-being of its citizens.

1. Nagaland State Rural Livelihood Mission (NSRLM)

- **Objective:** To reduce poverty in the state by promoting self-employment and wage employment opportunities.
- **Target Beneficiaries:** Rural poor and marginalized communities.
- **Key Features:**
 - Formation of Self-Help Groups (SHGs).
 - Skill development and capacity-building programs.
 - Financial inclusion and access to credit.

2. Chief Minister's Micro Finance Initiative

- **Objective:** To provide financial support to small entrepreneurs and promote entrepreneurship in the state.
- **Target Beneficiaries:** Small businesses and entrepreneurs.
- **Key Features:**
 - Low-interest loans for starting or expanding small enterprises.
 - Emphasis on local business development.
 - Encourages women's participation in entrepreneurship.

3. Nagaland Health Project

- **Objective:** To improve health service delivery and health outcomes in the state.
- **Target Beneficiaries:** General population, particularly women and children.
- **Key Features**
 - Focus on maternal and child health services.
 - Strengthening healthcare infrastructure and facilities.
 - Community engagement for health awareness.

4. Nagaland Tourism Development Corporation (NTDC) Initiatives

- **Objective:** To promote tourism as a source of economic growth and job creation.
- **Target Beneficiaries:** Local communities and entrepreneurs in the tourism sector.
- **Key Features:**
 - Development of tourist infrastructure (hotels, roads, etc.).
 - Promotion of local culture and heritage.
 - Capacity building for local tour guides and service providers.

5. State Skill Development Mission

- **Objective:** To enhance the skills of the youth for better employment opportunities.
- **Target Beneficiaries:** Youth and job seekers.

- **Key Features:**

- Various skill training programs aligned with industry needs.
- Partnerships with industries for placement opportunities.
- Promotion of entrepreneurship through skill training.

6.Nagaland State Education Mission

- **Objective:** To improve the quality of education and ensure access to education for all children.
- **Target Beneficiaries:** Students, particularly in rural areas.
- **Key Features:**
 - Infrastructure development in schools.
 - Teacher training and capacity building.
 - Focus on enhancing learning outcomes and reducing drop-out rates.

7. Chief Minister's Agriculture Development Programme

- **Objective:** To promote agricultural productivity and sustainability.
- **Target Beneficiaries:** Farmers and agricultural communities.
- **Key Features:**
 - Financial assistance for agricultural inputs and technology.
 - Training in modern farming techniques.
 - Support for organic farming and sustainable practices.

8.Nagaland Land Use Policy

- **Objective:** To promote sustainable land use and agricultural practices in the state.
- **Target Beneficiaries:** Farmers and landowners.
- **Key Features:**
 - Guidelines for sustainable land management.
 - Promotion of agroforestry and horticulture.
 - Community participation in land management decisions.

The state government schemes in Nagaland reflect a comprehensive approach to addressing economic, social, and health challenges. By focusing on livelihoods, health, education, and sustainable development, these initiatives aim to enhance the quality of life for the people of Nagaland. However, continuous efforts in improving implementation strategies, fostering community engagement, and addressing geographical challenges are essential for maximizing the impact of these schemes.

SOCIO-ECONOMIC IMPACT OF THE GOVERNMENT SCHEMES IN ECONOMIC DEVELOPMENT OF NAGALAND

Assessing the socio-economic impact of government schemes in Nagaland involves examining

how these initiatives affect the targeted populations in terms of livelihoods, health, education, infrastructure, and overall well-being.

1. Impact of the Nagaland State Rural Livelihood Mission (NSRLM)

- **Economic Empowerment:** The formation of Self-Help Groups (SHGs) enhances women's participation in economic activities, leading to increased household incomes and financial independence.
- **Skill Development:** Training programs improve the employability of rural populations, enabling them to engage in diverse income-generating activities.
- **Poverty Reduction:** By facilitating access to credit and resources, NSRLM contributes to significant poverty alleviation among rural communities.

2. Impact of the Chief Minister's Micro Finance Initiative

- **Entrepreneurial Growth:** Access to low-interest loans supports small businesses and entrepreneurship, fostering local economic development.
- **Job Creation:** The promotion of micro-enterprises leads to job creation in local communities, improving economic stability.
- **Women Empowerment:** Many beneficiaries are women, which promotes gender equality and empowers them economically and socially.

3. Impact of the Nagaland Health Project

- **Improved Health Outcomes:** Enhanced maternal and child health services lead to better health indicators, reducing infant and maternal mortality rates.
- **Access to Healthcare:** Strengthening healthcare infrastructure improves access to essential health services, particularly in rural areas.
- **Community Awareness:** Health awareness programs promote better health-seeking behaviors among the population.

4. Impact of the Nagaland Tourism Development Corporation (NTDC) Initiatives

- **Economic Diversification:** Promoting tourism diversifies the local economy, providing alternative sources of income for communities dependent on agriculture.
- **Cultural Preservation:** Tourism initiatives encourage the preservation of local cultures and traditions, enhancing community pride and identity.
- **Job Opportunities:** Increased tourism leads to job creation in hospitality, guiding, and other tourism-related services.

6. Impact of the State Skill Development Mission

- **Enhanced Employability:** Skill training programs equip youth with market-relevant skills, improving their chances of employment in various sectors.
- **Youth Engagement:** Engaging youth in skill development helps reduce unemployment rates and prevent social issues related to idleness.
- **Entrepreneurship Promotion:** Training encourages self-employment, fostering a culture of entrepreneurship among the youth.

6. Impact of the Nagaland State Education Mission

- **Increased Access to Education:** Infrastructure development leads to higher enrollment rates, particularly among marginalized communities.
- **Improved Learning Outcomes:** Teacher training initiatives enhance the quality of education, resulting in better academic performance.
- **Long-term Socio-Economic Growth:** Education empowers individuals, leading to improved job prospects and contributing to long-term economic development.

7. Impact of the Chief Minister's Agriculture Development Programme

- **Increased Agricultural Productivity:** Financial assistance for inputs and training in modern techniques improves crop yields and farmers' incomes.
- **Sustainable Practices:** Promotion of organic and sustainable farming practices contributes to environmental conservation and long-term agricultural viability.
- **Food Security:** Enhanced agricultural productivity helps improve food security for local populations.

8. Impact of the Nagaland Land Use Policy

- **Sustainable Land Management:** Encourages sustainable agricultural practices, helping preserve natural resources for future generations.
- **Community Involvement:** Engages local communities in land management decisions, fostering a sense of ownership and responsibility.
- **Reduced Land Degradation:** Promotes agroforestry and proper land use, mitigating issues related to soil erosion and degradation.

Overall Socio-Economic Impact

1. **Poverty Alleviation:** Collectively, these schemes contribute to significant poverty reduction by enhancing livelihoods and providing financial support.
2. **Empowerment of Women:** Many programs focus on women's empowerment, leading to greater gender equality and increased participation of women in economic activities.

3. **Health and Nutrition Improvements:** Enhanced healthcare services contribute to better health outcomes, particularly for vulnerable groups like women and children.
4. **Education and Skill Development:** Investments in education and skill development lead to a more informed and skilled workforce, promoting economic growth.
5. **Community Development:** Engagement in tourism and local entrepreneurship fosters community development, improving overall living standards.
6. **Economic Diversification:** By promoting various sectors such as agriculture, tourism, and micro-enterprises, these schemes contribute to a more diversified and resilient local economy.

The socio-economic impact of state government schemes in Nagaland has been largely positive, contributing to poverty alleviation, empowerment of marginalized groups, improved health and education outcomes, and overall economic development. However, addressing implementation challenges and ensuring sustainable practices will be essential for the continued success and impact of these initiatives on targeted populations.

CHALLENGES ENCOUNTERED IN THE IMPLEMENTATION OF STATE GOVERNMENT SCHEMES IN NAGALAND

The implementation of government schemes in Nagaland faces various challenges that can hinder their effectiveness and overall impact.

1. Bureaucratic Hurdles

- **Complex Administrative Processes:** The bureaucratic nature of government processes can lead to delays in fund disbursement and project execution.
- **Lack of Coordination:** Poor coordination between different government departments and agencies can create overlaps or gaps in service delivery, leading to inefficiencies.

2. Limited Awareness and Accessibility

- **Insufficient Outreach:** Many targeted beneficiaries may not be aware of the available schemes due to inadequate outreach and communication strategies.
- **Language Barriers:** In a diverse state like Nagaland, language differences can impede effective communication and understanding of scheme details among various communities.

3. Geographical Constraints

- **Difficult Terrain:** Nagaland's hilly and rugged terrain can complicate infrastructure development and service delivery, making it challenging to reach remote areas.
- **Transport and Connectivity Issues:** Poor road conditions and limited transportation options can hinder access to services and resources, particularly for rural populations.

4. Resource Limitations

- **Inadequate Funding:** Limited financial resources can restrict the scale and scope of scheme implementation, affecting the quality and sustainability of services.
- **Shortage of Skilled Personnel:** A lack of trained personnel to manage and implement these schemes can lead to inefficiencies and ineffective service delivery.

5. Community Participation

- **Lack of Engagement:** Insufficient involvement of local communities in the planning and implementation phases can result in a lack of ownership and commitment to the schemes.
- **Cultural Sensitivity:** Failing to consider local customs and practices may lead to resistance from communities, affecting the uptake of schemes.

6. Monitoring and Evaluation Issues

- **Inadequate Monitoring Mechanisms:** Weak monitoring and evaluation frameworks can lead to challenges in assessing the progress and impact of schemes, making it difficult to identify areas for improvement.
- **Data Gaps:** The absence of reliable data on beneficiaries and local conditions can hinder effective planning and evaluation of scheme outcomes.

7. Political Interference

- **Influence of Local Politics:** Local political dynamics can impact the prioritization and execution of schemes, sometimes leading to favoritism or misallocation of resources.
- **Changes in Leadership:** Frequent changes in political leadership can result in shifting priorities and lack of continuity in scheme implementation.

8. Economic Challenges

- **Dependence on Agriculture:** The state's heavy reliance on agriculture, which is often affected by climatic conditions, can impact the success of schemes aimed at economic development.
- **Market Access:** Farmers and entrepreneurs may face challenges in accessing markets, limiting the effectiveness of schemes designed to promote livelihoods.

9. Sustainability Concerns

- **Short-term Focus:** Some schemes may be designed with a short-term focus, lacking provisions for long-term sustainability and impact.
- **Environmental Challenges:** Unsustainable practices in agriculture and development can undermine the benefits of schemes, particularly those aimed at promoting economic growth.

The challenges in implementing state government schemes in Nagaland are multifaceted and require a comprehensive approach to address them effectively. Strengthening administrative processes, improving community engagement, ensuring adequate funding and resources, and enhancing

monitoring and evaluation mechanisms are critical steps to overcome these challenges. By addressing these barriers, the government can maximize the impact of its schemes and improve the socio-economic conditions of the targeted populations in Nagaland.

PUBLIC AWARENESS, ACCESSIBILITY, AND PARTICIPATION LEVELS REGARDING GOVERNMENT SCHEMES IN NAGALAND

Understanding public awareness, accessibility, and participation levels regarding government schemes in Nagaland is essential for assessing their effectiveness and ensuring that they reach the intended beneficiaries.

1. Public Awareness

Public awareness refers to the level of knowledge and understanding that individuals and communities have about available government schemes and initiatives.

Current Situation in Nagaland

- **Awareness Gaps:** Many residents, particularly in rural areas, may not be fully aware of the schemes available to them due to insufficient outreach efforts.
- **Information Dissemination:** Government communication strategies often rely on traditional methods, such as posters and community meetings, which may not be effective in reaching all segments of the population.
- **Language and Cultural Barriers:** The diverse linguistic and cultural landscape of Nagaland can complicate efforts to disseminate information effectively. Messages may not resonate or may be misunderstood by different communities.

Impact

- **Limited Utilization:** Lack of awareness can lead to underutilization of schemes, resulting in missed opportunities for economic and social benefits.
- **Disparity in Access:** Awareness levels may vary significantly between urban and rural populations, contributing to inequalities in access to services.

2. Accessibility

Accessibility refers to the ease with which individuals can obtain information about, and participate in, government schemes and services.

Current Situation in Nagaland:

- **Geographical Challenges:** Nagaland's hilly terrain and poor infrastructure can hinder physical access to service centers and program implementation sites, especially for remote communities.

- **Digital Divide:** While digital initiatives are growing, many rural areas still lack reliable internet connectivity, limiting access to online information and applications related to government schemes.
- **Language and Literacy:** Language barriers and low literacy levels in certain communities can further restrict access to information and understanding of schemes.

Impact

- **Inequitable Participation:** Accessibility issues can lead to inequitable participation, with certain groups such as women, the elderly, and marginalized communities facing greater barriers to accessing services.
- **Low Scheme Impact:** When people cannot access schemes effectively, the intended benefits for economic development and poverty alleviation may not be realized.

3. Participation Levels

Participation levels refer to the extent to which individuals and communities engage in and benefit from government schemes.

Current Situation in Nagaland

- **Engagement Variability:** Participation rates can vary widely depending on the scheme, with some programs seeing higher engagement levels than others. Factors influencing participation include the perceived relevance of the scheme, awareness, and accessibility.
- **Community Involvement:** In many cases, community involvement in planning and implementation is limited, which can lead to a lack of ownership and commitment to the schemes.
- **Feedback Mechanisms:** Insufficient channels for feedback and communication can prevent communities from voicing their needs and concerns, affecting their willingness to engage.

Impact

- **Sustainability of Schemes:** High levels of community participation can lead to better sustainability and effectiveness of schemes, as local ownership fosters accountability and commitment.
- **Impact on Outcomes:** Low participation levels can undermine the success of initiatives, resulting in limited social and economic impact for targeted populations.

Strategies to Improve Awareness, Accessibility, and Participation

1. **Enhanced Communication:** Develop targeted communication strategies using multiple channels (e.g., local media, community events, and social media) to reach different demographics effectively.

2. **Community Engagement:** Involve local leaders and organizations in the planning and implementation of schemes to enhance ownership and commitment among community members.
3. **Capacity Building:** Provide training and resources to local communities to improve their understanding of schemes and how to access them effectively.
4. **Infrastructure Development:** Improve physical infrastructure and digital connectivity in rural areas to enhance accessibility to services and information.
5. **Feedback Mechanisms:** Establish robust feedback systems to gather insights from communities about their needs, experiences, and suggestions for improvement.

Public awareness, accessibility, and participation levels are crucial components that determine the success of government schemes in Nagaland. By addressing challenges in these areas, the government can enhance the effectiveness of its initiatives, ensure that they reach the intended beneficiaries, and foster sustainable socio-economic development in the state.

RECOMMENDATIONS TO IMPROVE POLICY IMPLEMENTATION AND SCHEME OUTREACH IN NAGALAND

A number of effective suggestions can be made to help policies and programs work better in Nagaland. These suggestions are mostly about making things easier to understand, communicating, getting people involved, and making government programs work better generally.

1. Strengthening Communication Strategies

- **Multi-Channel Outreach:** Utilize a mix of communication channels, such as local radio, television, print media, and social media platforms, to disseminate information about government schemes effectively. Tailor messages to different audiences, considering language and cultural nuances.
- **Local Language Communication:** Ensure that all materials related to government schemes are available in local languages to improve understanding and reach among diverse communities.
- **Awareness Campaigns:** Conduct regular awareness campaigns, workshops, and community meetings to inform citizens about the schemes, eligibility criteria, and application processes.

2. Enhancing Accessibility

- **Infrastructure Development:** Improve physical infrastructure, including roads and transportation, to ensure that rural and remote communities can access services and programs easily.

- **Digital Inclusion:** Invest in digital infrastructure to enhance internet connectivity in remote areas, enabling residents to access information and services online. Promote digital literacy programs to help communities navigate online platforms effectively.
- **Simplified Processes:** Streamline application processes and reduce bureaucratic hurdles to make it easier for individuals to access schemes. Develop user-friendly applications and procedures that can be easily understood.

3. Fostering Community Engagement

- **Participatory Approaches:** Involve local communities in the planning, implementation, and evaluation of schemes. Use participatory approaches to gather feedback, ensuring that schemes address the actual needs of the population.
- **Capacity Building:** Provide training and resources for local leaders and community-based organizations to enhance their understanding of government schemes and empower them to act as intermediaries in their communities.
- **Feedback Mechanisms:** Establish clear channels for community members to provide feedback on schemes, allowing for continuous improvement based on their experiences and suggestions.

4. Improving Monitoring and Evaluation

- **Robust Data Systems:** Develop comprehensive data collection and management systems to track the progress and impact of schemes. Use data to inform policy adjustments and resource allocation.
- **Regular Assessments:** Conduct regular evaluations of scheme effectiveness, involving community members in the assessment process to gather qualitative insights alongside quantitative data.
- **Transparency and Reporting:** Ensure transparency in reporting the outcomes and impacts of schemes. Share evaluation results with the public to build trust and accountability.

5. Collaboration and Partnerships

- **Engage Local NGOs:** Collaborate with local non-governmental organizations (NGOs) and civil society groups to leverage their expertise in outreach and community engagement.
- **Public-Private Partnerships:** Explore partnerships with private sector entities to enhance resources and expertise in implementing schemes, particularly in sectors like education, health, and entrepreneurship.

6. Targeted Support for Marginalized Groups

- **Tailored Outreach Programs:** Develop specific outreach programs aimed at marginalized groups, including women, the elderly, and indigenous communities, to ensure they are informed and can access schemes effectively.
- **Empowerment Initiatives:** Promote initiatives that empower marginalized communities, such as women's self-help groups, to enhance their capacity to engage with government schemes.

7. Sustainability Focus

- **Long-Term Planning:** Incorporate sustainability considerations into scheme design and implementation. Ensure that programs have long-term viability and do not rely solely on short-term funding.
- **Environmental Considerations:** Promote environmentally sustainable practices within schemes, especially those related to agriculture and natural resource management, to ensure lasting benefits for communities.

Implementing these recommendations can significantly enhance the outreach and effectiveness of government schemes in Nagaland. By focusing on communication, accessibility, community engagement, and sustainability, the government can ensure that policies and programs not only reach their intended beneficiaries but also lead to meaningful improvements in the socio-economic conditions of the state's population.

FINDINGS

Central and state government schemes in Nagaland have significantly contributed to socio-economic development, particularly through programs like the Nagaland State Rural Livelihood Mission (NSRLM) and the Chief Minister's Micro Finance Initiative, which empower marginalized communities, especially women. Initiatives such as the Nagaland Health Project have improved health outcomes for mothers and children, while the State Skill Development Mission enhances youth employability. However, implementation challenges persist, including bureaucratic hurdles, poor inter-departmental coordination, and low awareness of available schemes, particularly among marginalized groups. Additionally, limited community participation in decision-making processes results in a lack of ownership. Short-term focuses of many schemes raise sustainability concerns, with environmental considerations often overlooked, which can undermine their long-term benefits.

CONCLUSION

The evaluation of central and state government schemes in Nagaland reveals a complex landscape of both significant achievements and persistent challenges. While these schemes have

positively impacted socio-economic development, particularly in terms of poverty alleviation, health, and education, their effectiveness is hindered by implementation challenges, limited community engagement, and sustainability concerns. To optimize the efficacy of these activities, it is imperative for the government to refine communication tactics, augment accessibility, promote increased community engagement, and institute comprehensive monitoring and evaluation frameworks. By resolving these difficulties, Nagaland can more effectively utilize government plans to promote sustainable economic development and enhance the quality of life for its inhabitants.

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Future of AI and Human Society: Opportunities and Challenges

⁴Dr Jayashree Patil-Dake

ABSTRACT

Artificial intelligence (AI) is a broad field of science that involves building machines and computers that can learn, reason, and act in ways that would normally require human intelligence. Artificial intelligence (AI) is at the cutting edge of technological development and has the potential to profoundly and incomparably influence humankind's future. Understanding the consequences of AI is increasingly important as it develops and permeates more facets of society. The future of AI is full of potential to make breakthrough advances that benefit humanity. Collaborative intelligence, in which humans and AI systems collaborate, has potential for addressing challenging challenges and achieving breakthroughs across multiple areas. Therefore the paper attempts to provide discussion into the challenges and opportunities.

INTRODUCTION

The origins of human intelligence and conduct may be traced back to the individual's unique combination of genetics, upbringing, and exposure to various situations and environments. And it hinges entirely on one's freedom to shape his or her environment via the application of newly acquired information.

The information it provides is varied. For example, it may provide information on a person with a similar skill set or background, or it may reveal diplomatic information that a locator or spy was tasked with obtaining. After everything is said and done, it is able to deliver information about interpersonal relationships and the arrangement of interests.

The term artificial intelligence may be used for any computer that has characteristics similar to the human brain, including the ability to think critically, make decisions, and increase productivity. The foundation of AI is human insights that may be determined in such a manner that machines can easily realize the jobs, from the most simple to the most complicated.

⁴ Ph.D. MA, NET, SET (Economics) MBA-Marketing.

International Collaborator of the GEITEC / UNIR / CNPq, Brazil. Faculty in Economics, KPB Hinduja College of Commerce, Mumbai-04, India. E-mail: jayashree.patildake@hindujacollege.com,
+91-9985376317, ORCID: <http://orcid.org/0000-0002-0481-4189>,

Scopus Author ID: 57195736544,



Insights that are synthesized are the result of intellectual activity, including study, analysis, logic, and observation. Tasks, including robotics, control mechanisms, computer vision, scheduling, and data mining, fall under the umbrella of artificial intelligence.

REVIEW OF LITERATURE

Artificial intelligence (AI) is a broad field of science that involves building machines and computers that can learn, reason, and act in ways that would normally require human intelligence. AI systems use technologies like machine learning and deep learning to:

- Analyze data
- Categorize objects
- Make recommendations
- Recognize speech
- Solve problems proactively
- Make predictions
- Process natural language
- Retrieve data intelligently
- Spot patterns and trends

AI systems can perceive their environment, interpret and analyze data, and take actions to achieve their goals. They can learn and adapt as they go.

AI is used in many everyday applications, including:

- Smartphones
- Chatbots
- Robot vacuum cleaners
- Auto-navigation
- Digital assistants
- Social media websites
- Security systems

However, the rapid rise of AI has also raised ethical concerns. These concerns include the potential for AI systems to: embed biases, contribute to climate degradation, and threaten human rights. In 2021, 193 Member States adopted the Recommendation on the Ethics of Artificial Intelligence to address these concerns.

Artificial intelligence (AI) and human intelligence are different, but they can be combined to create new algorithms and enhance human capabilities:

Definition: AI is a computer science field that studies how to create machines that can learn and use intelligence to achieve goals. Human intelligence is a collection of mental traits like memory, perception, and creativity.

Strengths: AI can be more efficient, accurate, and consistent than humans. Humans are more intuitive, creative, and can adapt to new situations.

Evolution: AI has evolved through computer science and engineering, while human intelligence has evolved through natural selection.

Limitations: AI is limited to mimicking human intelligence, and it can't get stressed or exhausted. Humans have unique abilities like empathy, emotional intelligence, and the ability to think critically.

Future: Some say that the best way to use AI is to combine it with human intelligence to create augmented intelligence. This could help humans solve problems more quickly and amplify the virtues of each intelligence.

Artificial Intelligence vs. Human Intelligence: What Will the Future of Human vs AI Be?

The capabilities of AI are constantly expanding. It takes a significant amount of time to develop AI systems, which is something that cannot happen in the absence of human intervention. All forms of artificial intelligence, including self-driving vehicles and robotics, as well as more complex technologies like computer vision, and natural language processing, are dependent on human intellect.

Impact of AI on the Future of Jobs

1. Automation of Tasks

The most noticeable effect of AI has been the result of the digitalization and automation of formerly manual processes across a wide range of industries. These tasks, which were formerly performed manually, are now performed digitally. Currently, tasks or occupations that involve some degree of repetition or the use and interpretation of large amounts of data are communicated to and administered by a computer, and in certain cases, the intervention of humans is not required in order to complete these tasks or jobs.

2. New Opportunities

Artificial intelligence is creating new opportunities for the workforce by automating formerly human-intensive tasks. The rapid development of technology has resulted in the emergence of new fields of study and work, such as digital engineering. Therefore, although traditional manual labor jobs may go extinct, new opportunities and careers will emerge.

3. Economic Growth Model

When it's put to good use, rather than just for the sake of progress, AI has the potential to increase productivity and collaboration inside a company by opening up vast new avenues for growth. As a result, it may spur an increase in demand for goods and services, and power an economic growth model that spreads prosperity and raises standards of living.

4. Role of Work

In the era of AI, recognizing the potential of employment beyond just maintaining a standard of living is much more important. It conveys an understanding of the essential human need for involvement, co-creation, dedication, and a sense of being needed, and should therefore not be overlooked. So, sometimes, even mundane tasks at work become meaningful and advantageous, and if the task is eliminated or automated, it should be replaced with something that provides a comparable opportunity for human expression and disclosure.

5. Growth of Creativity and Innovation

Experts now have more time to focus on analyzing, delivering new and original solutions, and other operations that are firmly in the area of the human intellect, while robotics, AI, and industrial automation handle some of the mundane and physical duties formerly performed by humans.

Will AI Replace Humans?

While AI has the potential to automate specific tasks and jobs, it is likely to replace humans in some areas. AI is best suited for handling repetitive, data-driven tasks and making data-driven decisions. However, human skills such as creativity, critical thinking, emotional intelligence, and complex problem-solving still need to be more valuable and easily replicated by AI.

The future of AI is more likely to involve collaboration between humans and machines, where AI augments human capabilities and enables humans to focus on higher-level tasks that require human ingenuity and expertise. It is essential to view AI as a tool that can enhance productivity and facilitate new possibilities rather than as a complete substitute for human involvement.

Upskilling: The Way Forward

Supercharge is needed for a career in Artificial Intelligence with comprehensive courses, training programs and upskilling in all the respective fields to match with the ever evolving fields.

Opportunities:

The future of artificial intelligence (AI) and human society is expected to be transformative, with AI becoming more integrated into people's lives:

Improved healthcare: AI can improve healthcare by enhancing diagnostic capabilities, reducing operating costs, and enabling personalized treatment plans.

Increased access to education: AI can help democratize access to knowledge by localizing educational content into multiple languages.

More efficient workplaces: AI can replace tedious or dangerous tasks, freeing up humans to focus on more creative and empathetic work.

Better decision-making: AI can help with data-driven decision-making, which can contribute to solving global challenges like climate change and public health.

Collaborative intelligence: Humans and AI can collaborate to enhance the efficiency and safety of workplaces, and to foster creativity and innovation.

Challenges:

Job losses: Some worry that AI will displace human workers.

Data privacy: AI could be used to expose people's personal information.

Regulatory uncertainty: The European Union AI ACT is the world's first major AI regulatory scheme, but there is uncertainty about how it will be enforced.



Malicious use: AI could be used to spread misinformation and perpetuate social inequalities.

Lack of ownership: People may not have meaningful ownership of the systems that use AI, which could lead to manipulation.

CONCLUSION:

While AI technologies hold immense promise, they also present significant challenges and risks that must be addressed proactively and responsibly. Superintelligence and existential risks demand focused research and governance to ensure AGI development is aligned with human values. The lack of transparency and accountability in AI systems necessitates efforts to create interpretable and accountable AI models. The potential impact of AI-driven automation on employment and socioeconomic disparities requires comprehensive policies and safety nets to support workforce transitions. Ethical, legal, and regulatory considerations are vital in fostering the responsible development and deployment of AI while balancing innovation with societal well-being. By addressing these challenges and risks collectively, we can harness the transformative potential of AI while safeguarding the welfare of humanity.

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IMPACT OF SOCIAL MEDIA IN THE TOURISM INDUSTRY OF INDIA

⁵Bandhu Priya Das Lala,

ABSTRACT

Social media usage and exposure has drastically developed over the past decade and has started to impact nearly every aspect of life, including beliefs, standard of living, evaluations, decisionmaking, and perhaps most significantly, travel. It has emerged as the primary means for all sectors of the tourism industry to connect with their target market. Initially, social media was mostly used for entertainment purpose, but as internet usage increased and communication and information technology advanced, many businesses shifted their operations to social media in order to promote and advertise their goods and services. Social media has emerged as one of the distinctive platforms that influences travelers' choices and opinions. Travelers are increasingly sharing their vacation experiences on social media nowadays, including pictures, videos, reviews, ratings, and more. Here, in this paper, a descriptive study has been conducted which investigates and explores the impact and influence of the social media platforms in the tourism sector in terms of influencing the tourists about their travel preferences and destinations, along with different digital communication options and how they help to create a space in accordance to tourists taste and choice. It further scrutinizes the various measures and policies being adopted by the ministry of tourism to hone the tourism sector of India.

KEYWORDS: Social media, tourism and travel, tourism destinations, tourism policies

IMPACT OF SOCIAL MEDIA IN THE TOURISM INDUSTRY OF INDIA

INTRODUCTION

Tourism has grown to be one of the most vital participants in international trade, as well as one of the primary sources of income for several developing countries. This expansion is accompanied by improved destination diversification and competitiveness. Tourism's global spread in developed and developing countries has resulted in economic and employment benefits in a variety of connected industries, ranging from construction to agriculture and telecommunications.

It is a comprehensive industry comprising of numerous industries such as tour and travel companies, hospitality, tourist destinations and attractions, food and catering industries and many more. With the proceeding awareness and concern in travel and tourism, the travelers relentlessly thrive for distinctive destinations, leading them to explore various parts of the world. Because of its propensity to speed change, tourism has long been considered as a driver of economic progress.

The tourism industry has been widely recognized as a contributor to socio-economic transformation due to its potential to absorb manpower from both trained and semi-skilled workers in both the formal

⁵ Research Scholar, ICFAI University, Nagaland Contact Details: ph.- 8697636195 Email id- bandhupriyad@gmail.com

and informal sectors. In certain cases, tourism has acted as a catalyst for the revival of dying civilizations and the preservation of history. At present, tourism can be considered as the result of combined struggles and determinations of its several components, and possibility of more components being attached to it in its near future. In the recent years, tour and travel industry has listed itself with a remarkable growth and progression all over the world, and emerged as one of the leading industries in the service sector the world economy.

Over the prior two or three decades, tourism has grown steadily, transforming touristic activities into a sustainable industry. A steady increase in interest is seen on how people use their relaxation time in the new millennium. Tourism demand has increased as leisure time has prolonged, accompanied by a higher level of living. On a worldwide scale, an improvement in the revaluation of leisure time is witnessed with reduction in the working time, which has resulted in increase of tourism in an enormous rate. Tourism has grown and diversified steadily throughout the spans, becoming one of the world's fastest expanding economic sectors. Modern tourism is inextricably related to economic progress, developing interconnectedness around the world, fostering socioeconomic and environmental links across borders.

The travel and tourism industry contributes an overall of \$8.9 trillion to the world's Gross Domestic Product (GDP), with a direct contribution of about 3.6% and an indirect contribution with around 10.3% to the world GDP i.e., US\$9.6 trillion. The industry employs nearly 77 million people worldwide, or about 3% of the total employment, and indirectly generates 234 million jobs or 8.7% of total employment globally. In 2023, the tourism industry in India contributed over INR 19.13 trillion to the country's GDP and created nearly 43 million jobs. In 2023, India recorded 9.24 million foreign tourist arrivals (FTAs), a growth of 43.5% compared to 6.44 million in 2022. FTAs contributed Foreign Exchange Earnings (FEEs) of Rs 2.3 lakh crores (Provisional estimates), a growth of around 65% in the same period compared to Rs. 1.39 lakh crores in 2022.

The digitalization of tourism industry enables enterprises and organizations the chance to diversify their customer base, boost growth, enhance operational effectiveness, and strengthen their competitive advantage. Collectively, it supports the creation and personalization of product offers, enhance connectivity at destinations, generate performance statistics, and assist in improvising destination management. Digital transformation can, in the long run, spur innovation and guarantee India's tourism industry's competitiveness and sustainability.

Numerous tourist enterprises, including hotels, airlines, and travel agencies, have begun utilizing the internet as a crucial marketing and communication tool due to the growing popularity of internet applications. Thus, one of the most potent forces of competition in the travel industry has been the internet. With the development of internet technology, the tourist industry has begun to employ social media as a new marketing strategy.

The tourism business and travel public relations broadly have seen a tremendous changes since the emergence of social media. As the consequence of social media sites like YouTube, Facebook, Instagram, Twitter, etc., have reshaped the traveler's expedition and also have altered the strategies for promoting travel. Social media has evolved into a vital tool for both tourists and travel agencies, influencing travel choices and igniting wanderlust.

Review Of Literature

Dr. Neeraj Gohil, (2015), conveys that social media is an incredibly powerful tool for marketing that can boost customer service, brand loyalty, brand exposure, and sales. It can be utilized to introduce a company's brand to millions of people across the globe. Since the tourist sector has always depended heavily on consumer perception, word-of-mouth promotion, destination reputation, and information dissemination, it is well-positioned to benefit from social media platforms.

Dr. Gonca Guzel Sahin, et, al., (2015), investigates that social media are being used extensively by the young people, and this trend has both positive and negative consequences on many industries, but the tourism industry is most affected one. The tourism industry is undergoing a thorough evaluation of businesses involved in hospitality, travel, transportation, and even tour operations.

Marija Bratić, et, al., (2022), contributes the paper in threefold, firstly, it indicates that the Internet plays a major influence in the transformation of travel expenditures. Secondly, it discloses about how the Internet has a varied impact on both local and foreign travel spending, and at last it shows that the influence of consumer and business Internet use on local and international travel spending differs.

Dr. Rinzing Lama, (2024), examines the online purchasing patterns of travelers and the potential correlation between participant demographics and a few variables, such as information gleaned from social media, the use of social media for travel-related services, the influence of buying, and the intention to share travel experiences.

Objectives of the study

1. To study about social media and its various components responsible for upgrading tourism.
2. To find the various measures and policies adopted to boost the digitization of tourism sector in India.

Social Media as a Vital Tourism Tool

Social media is a valuable tool for analyzing tourist perceptions, as evidenced by increased purchases and recommendations among users. if a service-oriented brand in the tourism industry is to be built successfully, then each and every proposal should be having a distinct value proposition, based on the customer experience. To minimize ambiguity and establish some expectations about what they will discover at a site, tourists must be informed about their experience through trustworthy sources.

Social media sites act as virtual photo galleries. They enable users to post and share engrossing images and descriptions of their trip experiences. From gorgeous vistas to tempting cuisine, these photos inspire wanderlust and create a desire to visit new destinations. Using hashtags, geotags, and user-generated content, users can find lesser-known locations, undiscovered treasures, and also the off-the-beaten-path experiences. Social media gives tourists a way to share their travel experiences, and also encourages others to embark upon their own adventures.

It has rendered travel information more accessible by enabling users to post reviews and real-time updates about places to visit, places to stay, and things to do during their trips. First-person narratives and genuine comments from other travelers are available to the travelers, this gives tourists incredibly useful information about their experiences, as a result travel decisions are greatly influenced by such kind of user-generated content. Additionally, it aids travelers in making wise decisions. Additionally, social media platforms facilitate direct engagement between tourism firms and travelers. That's because they enable for rapid feedback and individualized encounters.

Influencer marketing has been revolutionizing the way that travel is promoted and advertised. In order to promote travel destinations, lodging options, and experiences, brands collaborate with social media influencers who have amassed huge fan followings. Influencers provide eye-catching images and personal stories with personal recommendations that their fans find appealing and attractive. The travel decision-making processes are significantly influenced by these types of tourism advertisements and campaigns. This is the outcome of followers having faith in the recommendations of the influencers they follow. Thus, travel businesses set to expand their audience and establish genuine connections by collaborating with influencers, which will boost their brand awareness and draw in more tourists.

Social media platforms offer a direct channel for places to advertise their distinctive features and aesthetic aspects. It also enables those locations to stand out in the fiercely competitive tourism marketplace. By using gripping narratives, destinations can develop their own brand identities, and can display their charms, natural beauty, and culture through crafting visually attractive content, sharing immersive storylines, and interacting with followers. By establishing an online presence that stimulates interest, social media helps with destination branding and establishes an emotional bond with prospective tourists. Additionally, it also attracts attention and influences travelers to select an area in particular over the other.

These platforms provide sophisticated targeting features, which enables travel agencies to precisely target their intended clientele with travel advertisements. Travel preferences, interests, demographic information, and previous behavior can all be used to customize these advertisements. The efficiency of tourism ads is increased by this degree of customization and the potential tourists who are more likely to interact and connect are reached by suitable tourism advertisements. Tourism

businesses can optimize their return on investment by the capacity to target and segment particular audiences, thus providing them with a better possibility of drawing interested tourists to their services.

Social media has a significant impact in the tourism industry on how people plan and experience their travel. Social media has not just changed on how travel and hospitality businesses advertise their products but also how they communicate with clients to enable direct reservations. According to poll, 49% of hotel operators rank social media as their second-most important marketing and sales priority. As compared to other hotels at the same price range, travelers are four times more likely to select the one with better reviews and also 76% of tourists are willing to pay more for a hotel reservation if the majority of reviews are favorable and the rating is high. More significantly, establishments were able to increase occupancy rates by an astounding 6.4% when they responded to more than 50% on the social media reviews.

Influencers are people who have the ability to change other people's thoughts and choices, and these social media platforms allow them to have an impact on millions of followers. Influencers has a significant implication in modern businesses, where about 70% of travel brands employ social media influencers for marketing and advertising, and about 69% of consumers trust these individuals to recommend products and brands. According to statistics, 75% of tourists have been motivated to visit a place after learning about it on social media. Customers view influencer recommendations as an acknowledgment of approval that attests to their legitimacy and excellence.

At present, social media and the travel and tourism sector are inextricably linked. Social media has a huge impact on hospitality and tourism sector. It is being used by travel agencies, tourists, hotels and others of all sizes to raise awareness, interact with prospective clienteles, and enhance their respective businesses.

TOURISM AND DIGITAL MARKETING COMMUNICATION OPTIONS

The internet has an enormous impact on the way people travel. In the past, travelers had to plan their vacations using guidebooks, travel agencies, and word-of-mouth. However, with the internet at their fingertips, travelers can now access a multitude of information about places to visit, things to do, and places to stay. According to a Highspeed Internet poll, about 81% of travelers believe that having access to internet and social media is very crucial and extremely important when deciding about the next travel destination.

The use of internet and social media for the development of tourist destinations and the enhancement of the operations of tourism businesses is becoming increasingly significant every day. Given the diverse range of services required to meet the needs of tourists, the Internet has become a crucial component of the creation, distribution, and consumption of tourism-related goods. It is crucial for everything from sales, which are among the most crucial tourist functions, to procurement and customer service, to marketing, which is an integral part of every other aspect of a tourist destination

organization. Using contemporary technologies in online business reduces operating costs and speeds up some processes. There are several communication options where customers can explore, interact and share information with the other users. Let us see some of the interactive marketing communication options that can boost up the digital tourism up to greater heights.

- **Website-** Tourism Websites are an essential component of a destination's operations since they offer information, make reservations easier, and establish a reputation. In a crowded market, a destination can stand out with a well-designed tourism website. A travel website can offer a venue for showcasing experiences, sharing stories and creating a brand community. Using a tourism website as a marketing tool can help it score better in search engine results.

- **Social media-** social media refers to a wide range of online information sources that consumers create and share with others. Although there are many different reasons why people use social media platforms, the fundamental idea is always the same: to interact with others, build stronger bonds with others, enhance campaigns, and give users new experiences. Given that social media offers the opportunity for consumer connection and collaboration, companies are adopting the idea of collaborating with social media users, for better business temperament.

- **Mobile Marketing-** Mobile marketing in tourism refers to the use of mobiles to advertise travel experiences and services. It can assist companies in expanding their consumer base, boosting sales, and improving customer satisfaction. Businesses can use geo-targeting on mobile devices to target their advertising to particular areas and use personalized promotions to provide their clients with an enhanced user experience.

- **Internet ads and Display ads-** Internet advertisements are often used to advertise and promote travel destinations, lodging and accommodations, fine dining and experiences to share. These advertisements appear on websites and other online channels, including social media and search engines.

- **Microsites-** Microsites are websites used in the tourism industry to offer particular details about a place or event. In essence, they are employed to draw in targeted visitors, boost search engine ranks, and promote tourism. A microsite is a small section of the Internet that is run and sponsored by a third-party business or advertising agencies.

- **Search Ads-** Search advertisements are a way of advertising a place or company while tourists are looking for information about travel. Alongside Google, Yahoo, and other search engine results, these advertisements provide relevant references to product or service providers and act as a substitute for the consumer's consumption preferences. These advertisements are paid only if the users click on the designated links.

- **Blogs-** A blog is a website, or a component of a website, that disseminates information through writing or other media. A blog can be maintained by an individual or by a group of people and may contain regular entries of commentary, event summaries, or other content like images, videos, or

graphics. The majority of high-quality blogs are interactive, enabling users to interact with one another and leave comments.

- E-mail- Email is a vital tool for tourism marketing since it allows companies to connect and communicate with the clients. In addition to being a cost-effective strategy, email marketing can assist companies in developing relationships with their clients through direct mail campaign.

- Sponsorship- Tourism sponsorship boosts the local economy, supports events, and promotes travel. It enables brands to engage with a relevant audience to obtain exposure and accessibility. Sponsorships give firms the chance to reach the right audience through social media, advertisement, and other channels. Additionally, it also supports local communities by lending funds to events that honor cultural heritage or advance philanthropic causes.

INITIATIVES TAKEN BY THE MINISTRY OF TOURISM TO PROMOTE DIGITAL TOURISM

The government of India had undertaken several initiatives in the form of marketing campaign and schemes to boost the tourism industry in India. The first ever tourism campaign started in the year 2002 with the launch of 'Incredible India' which aimed at enhancing tourism in the country and portraying India as a reliable and attractive tourist destination by showcasing various facets of Indian culture and history like yoga, spirituality, festivals, monuments like Taj Mahal, Qutub Minar, etc. The Government appointed several professionals and specialists and engaged them in the services to formulate an assimilated communication structure intended at promoting India as the favored destination for the international voyager. A 16% increase in tourist traffic was seen in the first year subsequent to campaign's launch, demonstrating its effectiveness with a surge in foreign visitors from 2.38 million in 2002 to 7.7 million in 2014.

In 2005, the Indian Tourism Department launched the "Atithi Devo Bhava" campaign with the theme "Incredible India" in an effort to increase tourism and strengthen ties between the host nation and international visitors. The phrase "Atithi Devo Bhavo," which means "guests are equivalent to God," praises the lively host-guest connection and encourages serving guests in a way that honors God. Similarly, by emphasizing the notion that a guest has been highly valued in India since ancient times, this social awareness campaign sought to change the mindset and behavior of foreign visitors and give them a greater sense of the value of being welcomed in the country. The marketing campaign specifically targeted the tourism industry's stakeholders while also aiming to reach the general public.

The Ministry of Tourism in 2009-10 launched 'Hunar Se Rogzar Yojana' a special training initiative for creation of employable skill and competencies amongst the youth belonging to economically weaker strata of the society, with the fundamental goal to reduce the skill gap that affected the hospitality and tourism sector and to install area a dispensation to make sure that the financial advantage of a developing tourism extended the underprivileged.

On 1st January, 2010, Government of India initiated 'Tourist Visa on Arrival' scheme to



increase foreign tourist traffic and rejuvenate tourism progression in the country. The scheme facilitated people to travel to other countries, as there is no need for pre-tour procedures to obtain a visa, and tourists can easily travel to other country without time-consuming advance planning and procedures. Visa-on- Arrival is one of the many variables that encourage tourists to visit a country, and is a powerful predictor of the country's tourism competitiveness and tourist-friendliness identity. It was initially implemented on a small scale with citizens of five nations, namely Finland, Japan, Luxembourg, New Zealand, and Singapore, and was then expanded to Cambodia, Vietnam, the Philippines, and Laos in January 2011.

In the year 2014-15, Ministry of Tourism and Culture launched 'Swadesh Darshan Scheme' for the integrated development of theme-based tourist circuits. The scheme intended to promote, develop, and harness the potential of tourism in India, alongside the intention of positioning the tourism sector as a major engine for job creation, the driving force for economic growth, and building synergy with various sectors to enable tourism to realize its potential. It was also anticipated to synergize with other programs like Swachh Bharat Abhiyan, Skill India, Make in India, etc.

Laterally, the Ministry of Tourism in the same year of the Swadesh Darshan Scheme launched the 'National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive' (PRASAD) with the objective of holistic growth and expansion of identified pilgrimage destinations. The scheme sought to utilize pilgrimage tourism for its direct effects on job creation and economic growth, develop pilgrimage places with a focus on community-based development and pro-poor tourism, create world-class infrastructure in religious places to sustainably increase tourism appeal, creating awareness amongst the local communities of the value of tourism to the region's general growth and development, higher living standards, and increased income streams and also to promote regional cuisine, handicrafts, culture, and other aspects of local life to job generation and better livelihood of the regional people.

The PRASHAD Scheme mainly focused on 12 major pilgrimage sites of India viz.

- Ajmer Sharif Dargah, Rajasthan
- The Golden Temple, Punjab
- Gaya, Bihar
- Kanchipuram Temple, Tamil Nadu
- Mathura, Uttar Pradesh
- Varanasi, Uttar Pradesh
- Amravati, Andhra Pradesh
- Dwarka, Gujarat
- Kamakhya Temple, Guwahati
- Kedernath Temple, Uttarakhand
- Puri, Odisha
- Velankanni Church, Tamil Nadu

Subsequently after the tremendous success of Incredible India campaign's, the Ministry of Tourism introduced "Incredible India 2.0" in 2017–18 to market a range of domestic travel services and attractions, including wellness, medical, and spiritual travel, in important and new international markets. Under the Incredible India brand, the Ministry of Tourism launches a number of international

print, electronic, and online media content campaigns every year in important and prospective foreign markets to promote the country's many tourist destinations as well as its assets, including its cultural heritage and tradition.

Incredible India 2.0 was introduced to emphasis on digital advertising and a revised marketing approach, aimed at specialized markets including adventure, wellness, and medical tourism. Over the course of 20 years, the Incredible India campaign has evolved to incorporate global developments and challenges while continuing to be a vital component of India's tourism promotion initiatives continuing to establish new benchmarks for the Indian tourism sector.

In the same year of launching 'incredible India 2.0' the Ministry of Tourism launched another prodigious initiative, the 'Adopt a Heritage: 'Apni Dharohar, Apni Pehchaan' on 27th September, 2017 i.e., on World Tourism Day, with a joint initiative of the Ministries of Tourism, Culture, Archaeological Survey of India, and State/UT Governments for creating tourist amenities at heritage/natural/tourist sites across India in a planned and progressive manner. The project focuses on encouraging organizations from the public and private sectors, corporate citizens, NGOs, individuals, and other stakeholders to take on the role of "Monument Mitras" to develop and upgrade the fundamental and advanced tourist amenities at these sites in accordance with their interest and viability in terms of a sustainable investment model under CSR.

On January 2020 the Ministry had launched the 'Dekho Apna Desh' initiative, in enactment to the plea made by the Honorable Prime Minister during the Independence Day speech requesting every citizen to visit at least 15 destinations by the year 2022, and encourage domestic tourism in India⁸⁴. The Scheme was promoted extensively on social media accounts and website of the Ministry of Tourism and by Domestic India Tourism offices. The Ministry organized several webinars, quiz and discussions to preserve the association among the stake-holders and to encourage and inspire citizens to travel within the nation.

Travel for Life (TFL) was launched on September 27, 2023 with an aim to promote sustainable tourism in India. The program is part of Mission LIFE, which stands for Lifestyle for Environment. The initiative seeks to preserve biodiversity and natural resources, promote sustainable tourism, encourage travelers and businesses to embrace sustainable practices, strengthen local economies, and safeguard the socio-cultural fabric of local communities.

Later, in the year 2024 the expansion of 'Niche Tourism' began to take shape. Products for niche tourism were identified in order to combat the seasonality of tourists and to market India as a year-round travel destination. This will ensure that the following unique products like Cruise, Adventure, Medical and Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism, and Rural Tourism are visited again by tourists with specific preferences.



CONCLUSION

Social media platforms have revolutionized how tourists investigate, interact with, and share their travel experiences, making their significance in the tourism industry indisputable. There are financial ramifications to using social media to advertise vacation. Social media promotion guarantees the expansion of the company while also being reasonably priced. Because advertising and marketing initiatives now demand less funding, and businesses save a significant amount of money by investing more through social media platforms.

These platforms have a very good impact on the travel and tourism sector. People desire to travel to new locations and publish pictures and videos of their experiences on social media, which acts as a free advertisement for uncharted territory and draws in new clients. Social media provides convenient and comprehensive information on the destinations people are considering visiting; by using this knowledge, tourists are likely to have an unforgettable experience because they are aware of what to anticipate from a given location.

Social media platforms and technology are anticipated to become even more relevant in the travel business as they develop further, impacting how tourists organize, enjoy, and remember their vacations. The collaboration between social media platforms and the travel industry has revolutionized how consumers plan, fantasize, and start their vacations in this dynamic environment. This integration has not only increased marketing efforts for businesses but also given travelers access to information never before possible, resulting in a dynamic ecosystem that is still influencing travel in the future.

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IMPACT OF INDIA'S UNION BUDGET 2025-2026 ON ECONOMIC GROWTH

⁶Mr. Avigyan Paul

ABSTRACT

The Union Budget is more than just a financial statement—it's a roadmap for India's economic growth. It serves as a crucial financial blueprint for India's economic trajectory, shaping policies that impact individuals, businesses, and industries alike. The Union Budget 2025-26 of India reflects the government's strategy to boost economic growth by enhancing consumer spending, supporting key sectors like agriculture and manufacturing, promoting innovation, and maintaining fiscal discipline. This study primarily focusses on the domains that includes sustained economic growth through fiscal discipline & investment, global competitiveness via digitalization & manufacturing incentives, job creation & social development for inclusive prosperity, sustainability & green initiatives for long-term resilience, etc. In this study, the researcher highlights the strengths and weaknesses of the Union budget. Furthermore, this paper analyses the impact of the economic initiatives, their respective significance and future prospects as well as recommendations in regard to the implementation and ground level efficiency of these initiatives in the coming future to yield the maximum benefit.

KEYWORDS: Tax exemption, Boost in agrarian and MSME sector, Exports and Manufacturing, Investment in research/innovation and development, Fiscal reforms and Debt management and Urban infrastructure.

INTRODUCTION

The Union Budget of India for 2025-2026 presents a strategic approach to fostering economic growth through tax reforms, infrastructure investment, and sectoral support. The increase in the tax exemption limit is expected to boost disposable income and drive consumer spending, while initiatives in agriculture and MSME sectors aim to enhance productivity and business expansion. Additionally, increased allocations for AI development, urban infrastructure, and education signal a commitment to long-term growth. However, concerns arise over reduced capital expenditure and the lack of structural reforms, which may impact sustainable development. The budget's effectiveness will depend on its implementation and the Reserve Bank of India's monetary policy response.

The Union Budget of India for the fiscal year 2025-2026, presented by Finance Minister Nirmala Sitharaman on February 1, 2025, introduces several key measures aimed at stimulating economic growth, enhancing consumer spending, and promoting investment.

⁶ BA (Economics), 2nd Semester, Public College, Dimapur, Nagaland

Personal Income Tax Reforms

Revised Tax Slabs: The budget raises the income tax exemption threshold to ₹1.2 million (₹12 lakh) from the previous ₹700,000 (₹7 lakh). Similarly, the 30% tax rate now applies to incomes above ₹2.4 million (₹24 lakh), up from the earlier threshold of ₹1.5 million (₹15 lakh). This change is expected to increase disposable income for the middle class, thereby boosting household consumption and savings.

Focus on Agriculture and Rural Development

Prime Minister Dhan-Dhaanya Krishi Yojana: A new initiative aimed at enhancing agricultural productivity and farmers' income.

Enhanced Credit Access: The budget proposes facilitating short-term loans of up to ₹500,000 (₹5 lakh) for approximately 77 million farmers, fishermen, and dairy farmers through the Kisan Credit Card (KCC) scheme.

Pulses Production Mission: A six-year mission focusing on increasing the production of pulses like Tur, Urad, and Masoor to achieve self-reliance.

Investment in Research, Development, and Innovation

Private Sector-Driven R&D Initiative: An allocation of ₹200 billion (₹20,000 crore) to implement a research and development initiative led by the private sector.

PM Research Fellowship: Provision of 10,000 fellowships for technological research in premier institutions like IITs and IISc.

Gene Bank for Crop Germplasm: Establishment of a second gene bank housing 1 million germplasm lines to ensure future food and nutritional security.

The Prime Minister Internship Scheme: It was first announced in July 2024 in a Budget that followed an employment generation theme. In the latest Budget presented for financial year 2026, the allocation for the programme is up almost 27 times, from Rs 380 crore as per the revised estimates for FY25 to Rs 10,831 crore in FY26.

Export Promotion and Manufacturing Incentives

Electronics and Electric Vehicles (EVs): Exemptions granted for components like open cells used in LED/LCD TVs and capital goods for lithium-ion batteries used in mobile phones and EVs to boost manufacturing and exports.

Maintenance, Repair, and Overhaul (MRO) Sector: A 10-year exemption on goods used for shipbuilding and ship-breaking activities to promote the MRO industry.

Leather Goods: Full exemption of basic customs duties on wet blue leather to promote domestic consumption and enhance exports.

Fiscal Discipline and Debt Management

Fiscal Deficit Target: The government aims to reduce the fiscal deficit to 4.4% of GDP in 2025-26, down from a revised 4.8% in the current year.

Debt Reduction Roadmap: A commitment to bring down the debt-to-GDP ratio from the current 57.1% to 50% by March 2031.

Support for Startups and Innovation

Fund of Funds: Introduction of a ₹100 billion (₹10,000 crore) Fund of Funds to strengthen India's startup ecosystem.

Deep Tech Fund: Exploration of a dedicated fund to support startups working in areas like artificial intelligence, robotics, blockchain, and clean energy.

Infrastructure Development

Capital Expenditure: The budget allocates ₹11.21 trillion (₹11.21 lakh crore) for capital expenditure in 2025-26, focusing on infrastructure projects to stimulate economic growth.

These measures reflect the government's strategy to boost economic growth by enhancing consumer spending, supporting key sectors like agriculture and manufacturing, promoting innovation, and maintaining fiscal discipline.

REVIEW OF LITERATURE

A comprehensive literature review on India's Union Budgets and their impact on economic growth reveals several key studies and analyses:

1. Economist Bakul H. Dholakia has conducted in-depth macroeconomic analyses of various Union Budgets, including the 1995–96 and 1996–97 budgets. His work examines the fiscal policies and their implications on India's economic trajectory.
2. The Government of India's annual Economic Surveys provide detailed analyses of the country's economic performance and the impact of fiscal policies. For instance, the Economic Survey 2024–25 offers insights into the outcomes of budgetary allocations and reforms implemented in that fiscal year.
3. Moody's Ratings has evaluated the effectiveness of India's tax relief measures in stimulating economic growth. In their assessment of the 2025–26 budget, they expressed scepticism about the potential of tax cuts to significantly boost growth, emphasizing the importance of infrastructure investment for sustainable economic development.
4. Economists and financial analysts have provided critiques of various Union Budgets. For example, in response to the 2025–26 budget, some experts noted that while tax cuts were introduced to stimulate consumption, the budget lacked substantial economic reforms necessary for achieving higher growth rates.

These studies collectively highlight the multifaceted impacts of India's Union Budgets on economic growth, emphasizing the roles of fiscal policy, structural reforms, and targeted investments.

Sources of data: The study is fully based on the analyse the various journal, books, articles, comments in the internet and some real news.

Methodology of the Study: Descriptive research methodology is applied while undertaking the study on “Impact of India’s union budget 2025-2026 on economic growth”.

OBJECTIVES OF THE STUDY

- To study how government spending and tax policies affect the economy.
- To study capital expenditure allocation (₹11.21 trillion) for roads, railways, and urban projects.
- To study import duty changes and their impact on domestic production.
- To study investments in AI, semiconductors, fintech, and digital banking.
- To study solar power, green hydrogen, and electric vehicle (EV) incentives.
- To study the impact of food security programs on the rural economy.
- To study job creation strategies in manufacturing, infrastructure, and services.
- To study healthcare spending (Ayushman Bharat, pharma industry growth).

FUTURE OUTLOOK OF THE UNION BUDGET 2025-26: SECTOR-WISE ANALYSIS

The Union Budget 2025-26 lays the groundwork for India's long-term economic growth, focusing on fiscal discipline, innovation, and sectoral development. Here’s a detailed sector-wise future outlook based on budgetary allocations and policies:

Infrastructure & Real Estate

Future Prospects:

- ₹11.21 trillion allocated for capital expenditure will drive major road, railway, and urban development projects.
- Growth in smart cities, housing, and logistics will create employment and boost related industries like cement, steel, and construction equipment.
- Continued expansion of metro rail and highways will enhance connectivity, improving trade efficiency.

Challenges:

- Execution delays in mega projects could impact economic momentum.
- High-interest rates may slow private sector investment in real estate.

Agriculture & Rural Development

Future Prospects:

- PM Dhan-Dhaanya Krishi Yojana will modernize agriculture, leading to higher productivity and better farmer incomes.
- The six-year Pulses Production Mission will reduce dependence on imports, ensuring food security.
- Increased Kisan Credit Card (KCC) loans will improve rural purchasing power, benefiting FMCG and consumer goods sectors.

Challenges:

- Climate change and unpredictable monsoons could impact agricultural output.
- Ensuring timely distribution of funds and benefits to small-scale farmers remains a challenge.

Manufacturing & Exports

Future Prospects:

- PLI (Production-Linked Incentive) schemes for electronics, EVs, and renewable energy will strengthen India's role in global supply chains.
- Reduction in customs duties for industrial inputs will lower production costs, making Indian goods more competitive.
- Investment in defence manufacturing and shipbuilding will enhance exports and domestic production capacity.

Challenges:

- Global demand fluctuations and geopolitical risks could impact exports.
- India needs to improve logistics and ease of doing business for sustained manufacturing growth.

Digital Economy & Startups

Future Prospects:

- Government support for AI, blockchain, robotics, and semiconductor R&D will position India as a tech innovation hub.
- The ₹10,000 crore Fund of Funds for Startups will boost entrepreneurship, leading to job creation and innovation.
- Expansion of digital payments and fintech regulations will enhance financial inclusion and e-commerce growth.

Challenges:

- Global competition in AI and deep-tech could pose challenges for Indian startups.
- Cybersecurity and data privacy regulations will need continuous updates.

Banking & Finance**Future Prospects:**

- Fiscal deficit reduction to 4.4% will improve India's credit ratings, attracting foreign direct investment (FDI).
- Reforms in GST and direct taxation will simplify compliance and encourage more businesses to formalize.
- Growth in digital banking and financial inclusion will improve credit access for MSMEs.

Challenges:

- High inflation and global economic volatility could impact lending and borrowing patterns.
- Non-performing assets (NPAs) in the banking sector remain a concern.

Energy & Sustainability**Future Prospects:**

- Increased incentives for solar energy, battery storage, and green hydrogen will accelerate India's shift to renewable energy.
- Tax breaks for EV battery production will make electric vehicles more affordable, pushing India toward sustainable mobility.
- Investment in climate-friendly infrastructure will help India achieve its net-zero targets.

Challenges:

- Dependence on imported critical minerals for EV batteries could slow progress.
- Implementation of large-scale renewable energy projects needs better coordination between states and the centre.

Employment & Skill Development**Future Prospects:**

- The government's focus on infrastructure and manufacturing will create millions of jobs in construction, logistics, and production sectors.
- The PM Research Fellowship (10,000 scholarships) will enhance skill development in AI, biotech, and automation.
- Strengthening of vocational training programs will improve workforce employability.

Challenges:

- The mismatch between industry demand and skilled labour supply could hinder job creation.
- Automation in industries may reduce traditional job opportunities.

Healthcare & Pharmaceuticals**Future Prospects:**

- Increased investment in medical research and biotech will position India as a global hub for pharmaceutical innovation.
- Expansion of Ayushman Bharat and health insurance schemes will improve healthcare access.
- Incentives for bulk drug production and vaccine research will reduce import dependence.

Challenges:

- Ensuring equitable healthcare access in rural areas remains a challenge.
- Regulatory delays in pharma R&D could slow progress.

Conclusion: A Roadmap for Growth

The Union Budget 2025-26 is designed to stimulate economic growth, promote innovation, and build resilience across sectors. While the future looks promising, effective implementation, policy continuity, and global stability will determine the ultimate success of these initiatives.

Here's a summary of future outlook of the Union Budget 2025-26:

KEY SECTORS AND THEIR GROWTH PROSPECTS

Sectors	Future Prospects	Challenges
Infrastructure and Real Estate	₹11.21 trillion capex to boost roads, railways, and smart cities; job creation	Project Execution delays, high interest rates
Agricultural and Rural developmental	Higher farm productivity, better rural incomes, Kisan credit card expansion	Climate risks, fund distribution efficiency
Manufacturing and Exports	PLI schemes boost electronics, EVs and defence exports	Global demand fluctuations, logistic issues
Digital Economy and Start-up's	AI, blockchain, fintech, and deep-tech funding boost	Cybersecurity, global competition
Banking and Finance	Fiscal deficit reduction (4.4%) to attract foreign investment	Inflation, non-performing assets (NPAs)
Energy and Sustainability	Green hydrogen, EV battery production, solar incentives.	Import dependence for critical minerals
Employment and Skill Development	Infrastructure and manufacturing jobs, 10,000 AI scholarships	Skill mismatch, automation risks
Healthcare and Pharma	Medical research funding, expanded health insurance	Rural healthcare access, regularity delays

SIGNIFICANCE OF THE UNION BUDGET 2025-26

The Union Budget plays a crucial role in shaping India's economic trajectory, fiscal policies, and social development. Here's why the 2025-26 budget is significant:

Economic Growth & Stability

- Aims to reduce the fiscal deficit to 4.4% of GDP, ensuring financial discipline.
- Boosts GDP growth by investing in infrastructure, manufacturing, and digital innovation.
- Encourages foreign direct investment (FDI) and private sector participation.

Impact: A stable economy with controlled inflation, better investor confidence, and long-term sustainability.

Infrastructure Development & Job Creation

- ₹11.21 trillion allocated for capital expenditure, highest ever, driving growth in transport, railways, and smart cities.
- Mega projects will generate millions of jobs in construction, logistics, and allied industries.

Impact: Improved urban and rural connectivity, enhanced employment opportunities, and a stronger logistics network.

Tax Reforms & Ease of Doing Business

- Adjustments in income tax slabs increase disposable income, boosting consumer spending.
- Rationalization of GST and corporate taxes simplifies compliance for businesses.

Impact: Higher consumption, better business environment, and a stronger middle class.

Digital & Technological Advancements

- AI, blockchain, and deep-tech investments position India as a global tech leader.
- ₹10,000 crore startup fund promotes entrepreneurship and innovation.

Impact: Increased job creation in IT & tech sectors, stronger digital economy, and innovation-driven growth.

Manufacturing & Export Growth

- PLI schemes support electronics, EVs, and defence production, reducing import dependence.
- Customs duty reductions make Indian products more competitive globally.

Impact: Strengthened Make in India, higher exports, and global trade expansion.

Green Energy & Sustainability

- Investments in solar energy, green hydrogen, and EV battery production drive clean energy initiatives.
- Incentives for electric vehicles (EVs) and sustainable infrastructure promote environmental goals.

Impact: Progress towards Net-Zero Carbon 2070, cleaner energy, and long-term environmental benefits

Social Welfare & Rural Development

- Expansion of Kisan Credit Cards (KCC) supports farmers with easy loans and financial security.
- Strengthening healthcare schemes like Ayushman Bharat improves medical accessibility.

Impact: Inclusive development, better healthcare access, and enhanced rural prosperity.

LACUNAE (GAPS) IN THE UNION BUDGET 2025-26 AND CORRESPONDING SUGGESTIONS

While the Union Budget 2025-26 has focused on infrastructure, digital economy, and fiscal consolidation, there are some key shortcomings that need attention:

Insufficient Relief for the Middle Class

- No major changes in income tax slabs or deductions, despite inflation.
- Limited relief in GST rates on essential goods.
- Higher fuel and LPG prices continue to impact household budgets.

Suggestion: Introduce higher tax exemptions for salaried individuals and relief on essential commodities.

Limited Focus on Job Creation

- No direct provisions for massive job creation, especially in rural areas.
- Startups and MSMEs need stronger financial support for employment generation.
- Skill development initiatives are not adequately funded.

Suggestion: More incentives for labour-intensive sectors like textiles, manufacturing, and MSMEs.

Lack of Strong Agricultural Reforms

- MSP (Minimum Support Price) reforms are unclear, affecting farmers' income security.
- Rural credit schemes need better access and transparency.
- Climate change mitigation in agriculture is not prioritized.

Suggestion: Increase MSP funding transparency and promote sustainable farming initiatives.

Higher Fiscal Deficit Concerns

- Fiscal deficit target set at 4.4% of GDP, which is still high.
- Heavy reliance on borrowing rather than direct revenue generation.
- Lower-than-expected disinvestment targets limit government revenue sources.

Suggestion: Boost revenue by expanding the tax base rather than increasing tax rates.

Slow Progress on Green Energy Transition

- No major expansion of subsidies for solar, wind, or EV industries.
- Green hydrogen initiatives lack clear execution strategies.
- Insufficient incentives for industries to adopt sustainable practices.

Suggestion: Increase subsidies for renewable energy projects and tax benefits for eco-friendly businesses.

Inadequate Health & Education Spending

- Public health sector needs more funding for hospitals and rural healthcare.
- Education budget remains stagnant, despite the push for digital learning.
- No major reforms in higher education and research funding.

Suggestion: Prioritize healthcare infrastructure and increase R&D investments in education.

Weak Support for MSMEs & Startups

- Credit access for Micro, Small, and Medium Enterprises (MSMEs) remains limited.
- Higher compliance burden for small businesses in GST and tax filing.
- Startups need stronger financial & regulatory support to scale globally.

Suggestion: Reduce loan interest rates for MSMEs and simplify business compliance rules.

CONCLUSION

The Union Budget 2025-26 is significant because it balances fiscal discipline with economic growth, innovation, and social welfare. It strengthens India's foundation for sustainable development, global economic competitiveness, job creation & industrial expansion, financial inclusion & digital empowerment, etc.

The Union Budget 2025-2026 presents a mix of short-term as well as long-term economic strategies aimed at driving India's economic growth. By increasing tax exemptions, supporting key sectors such as agriculture and MSMEs, and investing in infrastructure and technology, the government seeks to boost consumption and industrial output. However, the Union budget of 2025-2026 is not without challenges. There are multiple concerns regarding reduced capital expenditure and

the absence of deep structural reforms highlighting potential challenges in sustaining long-term growth. The success of this budget will largely depend on effective policy implementation and the Reserve Bank of India's monetary policy adjustments. While it lays a foundation for economic resilience, continued reforms and strategic investments will be crucial in ensuring sustainable and inclusive growth in the coming years. Multiple issues including global stability, private sector participation, and efficient policy execution will play a vital role in realizing its full potential.

From the study of the Union Budget 2025-26, researcher finds some of the areas where the central government should lay more focus on enhancing tax exemption relief for the middle class, stronger employment policies for rural & urban sectors, more agricultural & MSME support for economic stability, higher investments in healthcare, education & green energy, better fiscal management to reduce reliance on borrowing.

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"CATALYZING RURAL DEVELOPMENT: AN INVESTIGATING STUDY ON SUSTAINABLE (JUSTIFIABLE) SOCIAL ENTREPRENEURSHIP IN RURAL INDIA"

⁷Mr. Suraj Debnath

ABSTRACT

The present paper is basically for the study of the social entrepreneurship development and its sustainability in the rural areas of the nation. The fundamental and prominent intent of the study is to know that how government are taking corrective and effective initiatives in order to promote the social entrepreneurship in rural areas and its sustainability in coming future. As of now, the concept of entrepreneurship has a broader range of scope among the youths of the nation. Consequently, with the help of the study, it will be highlighted that in what extent the social entrepreneurship is attempting to promote social, cultural and environmental development in rural regions. Also, from the study we will be able to know that how social entrepreneurs are creating an enormous opportunity for employment generation among the youths in the rural areas of the nation. Basically, with the enhancement and development of the social entrepreneurial opportunities in the remote areas will have a great impact on the future of the nation i.e. on the skillful youth populations. However, social entrepreneurship is very much useful and essential in developing a decisive impingement or impact on the society or humanity throughout their operations and functioning of the entrepreneurial business. In novel resources, the development of social entrepreneurship idea is a crucial segment for the emerging industries as well in order to know their future uncertainties and sustainability in the society and in this research paper it will be mention some of the prevailing social entrepreneurship ideas and also with the subsequent help of this present study it will become very much easy and convenient for the emerging industries to cope up with the future social entrepreneurial risk. Although, the fundamental duties of the social entrepreneurs will also be justified in this current research paper in order to fulfill the requirements of social entrepreneurial problems and to bring an utmost change in the technology and modern innovation in the competitive entrepreneurial market in the era of assassin controversy. Moreover, government also plays a dominating role for the social entrepreneurs regarding the same. Also, in this research paper only secondary data have been collected for the completion of the study. At the same time, this research paper will be beneficial for the growing researchers to do more research on the relevant topics which will fulfill the gap of this present research if any (require). In the later part, the analysis and interpretation of the secondary data so collected will also be provided along with the help of relevant findings and conclusions.

⁷ Assistant prof., ICFAI UNIVERSITY NAGALND



KEYWORDS: *Social entrepreneurship, Sustainability, Government initiatives, Rural areas, Employment generation.*

EXECUTIVE SUMMARY

Social entrepreneurship is a productive and quickly evolving field that combines the passion of social mission with the rigor of business discipline. It involves the application of entrepreneurial principles and practices to address social problems, improve livelihoods, and promote sustainable development. However, the government aims to establish cutting-edge industrial corridors and smart cities, equipped with advanced infrastructure that leverages innovative technologies, high-speed communication networks, and seamless logistics integration. Additionally, efforts will be made to fortify existing infrastructure by upgrading facilities within industrial clusters, thereby enhancing their operational efficiency and competitiveness with the subsequent help of government initiatives. In the essence of modern scenario of business, the idea of employment generation is a fundamental aspect for the growth and upliftment of the society as well as for the nation. Entrepreneurship itself is an area for the generation of employment and it is having a great impact in the unprivileged areas. Entrepreneurs can take the initiative by their own for any sector as it is greatly associated with the concept of employment generation. The government have also launched some new emerging scheme for the generation of employment in the rural areas like (Handloom and Handicrafts business). In novel resources, most of the young aspirants wants to start their carrier as a successful entrepreneur which is very much essential for the growth and development of the nations and consequently it will maximize the standard of living and well-being of the nations as well. Also, the entrepreneurs especially the social entrepreneurs can take the advantages laid down by the government in terms of government initiatives as well as basic government scheme to start their own business as a start-ups company and they can become job-giver instead of job-seeker to many younger aspirants' minds. In general, rural regions possess distinct economic and social characteristics, heavily influenced by land-based industries such as agriculture, forestry, and resource extraction. These economies are often susceptible to fluctuating market trends, extreme weather events, and natural disasters, which can exacerbate poverty and inequality. The lure of urbanization, driven by economic opportunism and access to education, has led to a phenomenon known as "rural brain drain," where younger, more educated individuals migrate to cities, leaving behind older, less affluent populations. This demographic shift perpetuates a cycle of underdevelopment, resulting in inadequate access to essential services like healthcare, education, and infrastructure. Consequently, rural areas are disproportionately affected by poverty, with the Food and Agricultural Organization reporting that three-quarters of the world's impoverished population reside in these regions.



INTRODUCTION

Rural India, with its vast and diverse population, faces formidable development threats. Despite rapid economic growth, rural areas continue to grapple with inherent poverty, limited access to essential services and inadequate infrastructure. In the context, justifiable social entrepreneurship has emerged as a potent catalyst for rural development. By exploiting imaginative business models and imitations and entrepreneurial spirit, the competent social entrepreneurs can develop or formulate transformative solutions that improve the lives of rural communities.

Basically, this study will seek to explore the dynamics of sustainable social entrepreneurship in rural India, examining its potential to drive positive change and alleviate developmental challenges. Also, through a delicate investigation of social entrepreneurship initiatives in rural India, the fundamental objective of this study is to contribute to a deeper understanding and knowledge of the complex interplay between social entrepreneurship, rural development and sustainability.

However, the covid-19 pandemic has significantly impacted social entrepreneurship, underscoring the need for a deeper understanding of the entrepreneurial strategies that foster social sustainability. Recent studies reveal that the pandemic has had a lasting impact on social enterprises, with nearly half (47%) reducing their activities and only a small fraction (18%) operating at pre-pandemic levels. In general, to facilitate recovery and resilience, it is essential to investigate the entrepreneurial actions that social enterprise can take to achieve social sustainability. While the earlier research that have been done in the past has explored social sustainability in various contexts, this study aims to provide a more nuanced understanding of social sustainability within the specific domain of social entrepreneurship, shedding light on the unique challenges and opportunities that arise in this context.

Moreover, social entrepreneurship has evolved as a powerful catalyst for driving systemic change, blending the rigor of business acumen with the passion of social activism. By occupying the space between traditional government programs and pure business ventures, social entrepreneurship can tackle complex, niche issues that fall beneath the radar of policy reform or private investment, yet hold significant potential for transformative impact. Although, successful social ventures must strike a delicate balance between achieving meaningful social impact and maintaining financial sustainability. Intimately, their goal is to create lasting change in the lives of a specific group of people, often those who are economically disadvantaged or marginalized. By challenging and transforming the existing socio-economic dynamics that perpetuate inequality, these ventures aim to empower their target beneficiaries to improve their own circumstances. While some social ventures, such as environmental initiatives, may have broader benefits, many focus on supporting vulnerable populations that lack the resources or opportunities to break the cycle of disadvantages.

GENESIS OF THE PROBLEM

As of now, it is in general sense that the concept of entrepreneurship plays a dominating role in the minds of the future heroes of the nations. Social entrepreneurship and its sustainability in rural India are much more important as it can pave the growth and development of the country's economy with the subsequent help of government initiatives and as well as it can lead to an enormous scope for employment generation in rural areas and in rural region. Despite India's rapid economic growth, rural areas continue to lag behind in terms of socio-economic development, with pervasive issues such as poverty, limited access to education and healthcare, and environment degradation. The potential of social entrepreneurship in catalyzing rural development remains largely untapped, with limited understanding of the challenges and opportunities faced by sustainable social entrepreneurs in rural India. This knowledge gap hinders the development of effective strategies to support and scale sustainable social entrepreneurship initiatives, thereby exacerbating the rural-urban divide. This study aims to investigate the role of sustainable social entrepreneurship in rural India, exploring the challenges, opportunities, and impact of such initiatives on rural development.

LITERATURE REVIEW

1. Alvord, S. H., Brown, L. D., & Letts, C. W. (2004). did a study on social entrepreneurship and societal transformation: An exploratory study, have found that unlike traditional economic entrepreneurship, social entrepreneurship focuses on serving marginalized communities and addressing neglected social needs (Mair & Marti, 2006). By catering to these unmet needs, social entrepreneurship ventures can create lasting social change.
2. Seelos, C., & Mair, J. (2005). have completed a study on social entrepreneurship: Creating new business models to serve the poor business Horizons and have identified that the unique blend of entrepreneurial traits and philanthropy in social entrepreneurship enables the creation of innovative products and services that maximize social impact while generating profits.
3. In the light of Katz, R., & Rosenberg, R. (2005). The literature highlights the importance of social entrepreneurship in driving sustainable development and promoting social responsibility. As social entrepreneurship continues to evolve, it is essential to explore its applications, challenges, and opportunities in the Indian context.
4. According to Barendsen, L., & Gardner, H. (2004), formulated a comprehensive report by stating that in India, social entrepreneurship has shown tremendous potential in tackling pressing social issues. Successful initiatives have demonstrated the power of social entrepreneurship in transforming lives and communities.

5. Dees, J. G. (1998), developed a study on the meaning of social entrepreneurship. Kauffman Center for Entrepreneurial Leadership and have given an insight to the emerging researcher that social entrepreneurship has emerged as a vital force in addressing societal challenges, particularly in developing countries like India. At its core, social entrepreneurship involves recognizing social problems and leveraging entrepreneurial principles to create sustainable solutions.
6. Austin, J., Stevenson, H., & Wei-Skillern, J. (2004) combinedly completed a study on social entrepreneurship and commercial entrepreneurship: Same, different, or both? Entrepreneurship Theory and Practice, and have stated that this approach empowers businesses to adopt more sophisticated social responsibility strategies, fostering meaningful positive change. By integrating social and environmental considerations into their operations, businesses can: Enhance Reputation, Improve Risk Management, Increase Efficiency, Build Strategic Partnerships, Enhance Employee Engagement and many more.
7. Research conducted by Dey and Steyaert (2010) sheds light on the emergence of "hybrid" social enterprises, which skillfully balance financial sustainability with social impact. These innovative entities have the potential to drive economic growth while addressing pressing societal issues, thereby generating both profits and positive change. A key takeaway from their study is the importance of grasping the complex interplay between economic and social factors in entrepreneurial ventures, highlighting the need for a nuanced understanding of the intricate relationships at play.
8. According to Chell and Tracey (2012), social entrepreneurship plays a pivotal role in driving social change through innovative solutions. Social entrepreneurs often pinpoint gaps in existing market solutions and devise groundbreaking approaches to address them. This innovation-driven strategy not only yields positive social outcomes but also stimulates economic growth by creating novel markets and opportunities.

RESEARCH GAP

From the above-mentioned literature review it have been noticed and observed that many research and significant study have been done on social entrepreneurship and social transformation, social entrepreneurship and commercial entrepreneurship, importance of social entrepreneurship and many more but not enough studies have been identified by the researcher pertaining to the social entrepreneurship and its sustainability in rural India. Therefore, the present study is basically based on

the same issue and will be conducted to fulfil the gap and to examine the study of social entrepreneurship and its sustainability in the near future with special reference to rural India.

RESEARCH QUESTIONS

1. What are the most key threats and opportunities faced by social entrepreneurs in rural India?
2. How do social entrepreneurs measure and evaluate their impact in rural India?
3. What are the duties and responsibilities of local cultures and traditions are associated in relation with the shaping of social entrepreneurship initiatives in rural India?

RESEARCH METHODOLOGY OF THE STUDY

Source of data: This study employs a desk-based research approach, utilizing existing literature and secondary data sources to explore the concept of sustainable social entrepreneurship in rural India.

Secondary Data so collected from:

1. Government publications
2. Peer-reviewed journals
3. Reports from international organizations
4. Online databases

Reliability and Validity

1. **Data triangulation:** Use of multiple secondary data sources to validate findings.
2. **Inter-researcher reliability:** Ensuring consistency in data analysis and interpretation.

Research design : This study will employ a descriptive and exploratory research design, leveraging secondary data to investigate or to evaluate the relevant data will be collected by using a secondary source of data to understand and to know the role of sustainable social entrepreneurship in catalysing rural development in India.

Ethical applications: The current study will strictly ensure that the data so collected from the secondary source of data will be put in full confidentiality and anonymity of data sources. Also, the study will try to avoid any potential harm or exploitation of rural communities by acknowledging the sources of secondary data and respecting intellectual property rights.

OBJECTIVES OF THE STUDY

The present research enquiry is undertaken with the following objectives:

1. To delve into the thought of sustainable social entrepreneurship in rural India.
2. To diagnose the critical factors and challenges of sustainable social entrepreneurship in rural India.

3. To examine the impact of government initiatives on social entrepreneurship development in rural India.

SCOPE OF THE STUDY

This research investigation focuses on exploring the dynamics of sustainable social entrepreneurship in rural India, with a specific emphasis on its potential to catalyze rural development. The study's fundamental scope encompasses the geographical focus in terms of regions characterized by significant socio-economic challenges. In terms of thematic focus, sustainable social entrepreneurship initiatives that address pressing rural development challenges, such as poverty, education, healthcare, and environmental sustainability. In the context of stakeholder interest, social entrepreneurs, rural communities, policymakers, and other stakeholders involved in promoting sustainable social entrepreneurship in rural India.

NEEDS AND SIGNIFICANCE OF THE STUDY

As, rural India faces multifaceted challenges, including poverty, inequality, and limited access to basic services. Despite efforts to address these issues, rural development remains an elusive goal. This study aims to investigate the role of sustainable social entrepreneurship in catalyzing rural development, addressing the existing research on social entrepreneurship in rural India is scarce, and its potential to drive sustainable development remains understudied. Also, this study aims at to give support to the rural social entrepreneurs who often lack access to resources, networks, and policy support, hindering their ability to scale and sustain their initiatives. However, this research aims at to contribute meaningfully to the existing body of knowledge on sustainable social entrepreneurship in rural India. With the help of this study, the competent social entrepreneurs will able to identify the most significant strategies to empower rural communities, promoting inclusive and sustainable development that addresses the unique challenges faced by rural India.

DATA ANALYSIS

Government initiatives

India's government has played a pivotal role in fostering social entrepreneurship in rural areas, providing vital resources and support systems that empower social entrepreneurs to drive positive change.

Key initiatives have focused on Providing financial assistance and funding opportunities to social entrepreneurs, offering skill development training and capacity-building programs, facilitating access to markets and promoting social entrepreneurship products and services, creating an enabling ecosystem that encourages innovation and entrepreneurship

These efforts have enabled social entrepreneurs to develop sustainable business models that address pressing social issues in rural communities, such as education, healthcare, and environmental

sustainability. By leveraging these initiatives, social entrepreneurs are empowering local populations, promoting economic growth, and contributing to the overall development of rural India.

Key Ways Government Initiatives Influence Social Entrepreneurship in Rural India:

1. **Monetary Support:** Initiatives such as "Startup India" and specialized funds for social enterprises provide vital financial support, including grants, affordable loans, and seed capital. This support is particularly crucial for rural social businesses, where access to conventional financing options is often restricted. By bridging this funding gap, these programs enable social entrepreneurs to establish and scale their ventures, driving positive impact in rural communities.
2. **Entrepreneurial Skills Training:** Initiatives like the Rural Self Employment Training Institute (RSETI), operating under the National Rural Livelihood Mission, offer comprehensive training programs that foster entrepreneurship, business acumen, and specialized skills tailored to regional requirements. By empowering rural individuals with these essential skills, RSETI enables them to establish sustainable social enterprises that address local needs and drive community development.
3. **Empowerment Programs:** Public sector organizations frequently organize capacity-building initiatives, such as training sessions, mentorship schemes, and networking events, to augment the skills and expertise of social entrepreneurs. These efforts are particularly focused on rural regions, where access to specialized business knowledge and expertise may be limited, thereby bridging the gap and empowering social entrepreneurs to drive positive change.
4. **Export Promotion:** Government-backed programs can bridge the market access gap for rural social enterprises by offering exhibition platforms to display their products, brokering connections with suppliers and distributors, and incentivizing public sector procurement from social enterprises. This support enables rural social entrepreneurs to expand their customer base, increase revenue, and scale their impact.
5. **Legal Framework:** Government policies that foster a supportive ecosystem for social enterprises, such as favorable tax incentives and streamlined regulatory procedures, play a crucial role in empowering social entrepreneurs to launch, grow, and sustain their impact-driven ventures.

Notable government programs that have driven meaningful change include initiatives focused on rural development, education, healthcare, and environmental conservation. These programs have demonstrated the potential for strategic government intervention to address pressing social issues.

1. **Rural Livelihood Programs:** Initiatives like the National Rural Livelihood Mission (NRLM) have empowered rural communities by providing training, credit, and market access.

2. **Education Reform Initiatives:** Programs like the Sarva Shiksha Abhiyan (SSA) have improved access to quality education for disadvantaged groups.
3. **Healthcare Access Programs:** Schemes like the Ayushman Bharat Yojana (ABY) have expanded healthcare coverage to vulnerable populations.
4. **Environmental Conservation Efforts:** Initiatives like the National Afforestation Programme (NAP) have promoted sustainable forest management and biodiversity conservation.

Government initiatives have catalyzed transformative change in rural India's social entrepreneurship landscape, yielding numerous benefits, including:

1. **Amplified economic opportunities:** By providing access to capital, markets, and training, government programs have enabled social entrepreneurs to establish thriving ventures, generating employment and income for rural communities.
2. **Enhanced social outcomes:** Initiatives focused on healthcare, education, and environmental conservation have improved the quality of life for rural populations, addressing pressing social issues and promoting sustainable development.
3. **Empowered local communities:** Government-backed programs have fostered community-led initiatives, promoting self-reliance, social cohesion, and collective action among rural residents.
4. **Increased innovation and scalability:** By providing resources, mentorship, and networking opportunities, government initiatives have encouraged social entrepreneurs to innovate, scale their ventures, and expand their impact.
5. **Improved policy and regulatory frameworks:** Progressive policies and regulations have created an enabling environment for social entrepreneurship, facilitating growth, sustainability, and collaboration among stakeholders.

CHALLENGES faced by Social rural entrepreneurship

In the context of social rural entrepreneurship, the social entrepreneurs use to face a lot of challenges and some of them have been justified below.

1. **Insufficient Capital:** One of the major challenges faced by the social rural entrepreneurs is very significant in terms of securing adequate funding is a significant hurdle for social entrepreneurs. Limited access to financial resources can hinder the launch and growth of socially impactful ventures as well as it will have direct impact on the overall growth of an economy.
2. **Human capital gaps:** Social entrepreneurs often require a unique blend of business, social, and technical skills. However, many lack the necessary expertise, training, or experience to



3. effectively manage and scale their organizations and for so they need proper entrepreneurial training.
4. **Inadequate Support Systems:** Social entrepreneurs frequently face isolation and a lack of support networks. This can make it difficult for them to access valuable guidance, resources, and partnerships essential for success.
5. **Measuring Impact:** Evaluating the social and environmental footprint of their initiatives poses a substantial hurdle for social entrepreneurs. Designing robust assessment tools and frameworks is vital for quantifying impact, demonstrating value, and attracting essential funding.
6. **Optimizing trade-offs:** Social entrepreneurs frequently face the challenge of reconciling their social objectives with financial viability. Successfully navigating these dual imperative demands meticulous planning, astute decision-making, and a profound grasp of the organization's mission, vision, and core values.
7. **Extra Matters to Consider:** Beyond the core challenges, social entrepreneurs face additional hurdles, including:
 - (a) **Regulatory navigation:** Overcoming complex regulatory obstacles to achieve social impact.
 - (b) **Stakeholder management:** Building and sustaining relationships with diverse stakeholders to drive growth and impact.
 - (c) **Scaling sustainably:** Balancing growth with social and environmental responsibility.
 - (d) **Fostering inclusivity:** Embedding diversity, equity, and inclusion principles into the organization's DNA.
 - (e) **Thriving in uncertainty:** Developing adaptability and resilience to navigate an ever-changing landscape.
8. **Economic Governance:** For many small business owners without a financial background, managing finances and cash flow can be a daunting task. Entrepreneurship comes with numerous challenges, and tracking budgets and profitability is no exception. Without proper financial knowledge or expert guidance, business owners risk making costly mistakes that can jeopardize their company's financial stability.

OPPORTUNITIES FOR SOCIAL RURAL ENTREPRENEURSHIP

Rural entrepreneurship offers numerous benefits, including:

1. **Community Support:** Rural entrepreneurs receive a boost from the local community, which provides motivation, encouragement, and a sense of belonging, helping them navigate challenges and achieve their goals.
2. **Low Overhead Costs:** Setting up a business in rural areas comes with substantially lower costs, as entrepreneurs can avoid the high expenses associated with urban infrastructure and facilities.
3. **Unique Selling Point (USP):** Entrepreneurs in rural India can capitalize on the readily available workforce, comprising unskilled and semi-skilled labor, to drive business growth and gain a competitive advantage.
4. **Financial Assistance:** Rural entrepreneurship in India receives a significant boost from the government's supportive policies, subsidies, and incentives, which help create a nurturing environment for businesses to thrive.
5. **Career Prospects:** By creating jobs for local youth, rural entrepreneurs contribute to the socio-economic development of their communities, reducing the allure of urban migration.
6. **Affordable Operations:** Rural entrepreneurs benefit from reduced production costs, courtesy of low-cost labor, materials, and other factors of production, allowing for competitive pricing.
7. **Resource Accessibility:** Rural entrepreneurs can tap into the local agricultural produce, using farm-based products as raw materials and reducing their reliance on external suppliers and costly logistics.
8. **Optimal Utilization of Resources:** Rural entrepreneurship helps to reduce farm produce waste by converting it into valuable products, thereby increasing efficiency and promoting sustainable agriculture.

IMPACT/THOUGHT PROCESS OF SUSTAINABLE SOCIAL ENTREPRENEURSHIP IN RURAL INDIA.

Rural India can benefit profoundly from sustainable social entrepreneurship, which fosters inclusive growth, enhances access to essential services, and empowers marginalized groups. By addressing critical sectors such as sustainable agriculture, education, healthcare, and financial inclusion, these initiatives can significantly augment livelihoods, promote eco-friendly practices, and contribute to the holistic development of rural communities, ultimately helping to alleviate poverty. In general sense, rural economic development can be significantly boosted through innovative business models that prioritize job creation, income generation, and value chain enhancement. By providing

rural populations, particularly women and youth, with access to employment opportunities, we can stimulate local economies and reduce poverty. Furthermore, connecting rural producers to markets can increase their income levels and improve their livelihoods. Additionally, implementing effective processing and marketing strategies can enhance the value chain of agricultural products, ultimately contributing to sustainable rural development. Sustainable social entrepreneurship also has social impact which is a cornerstone of rural development, and can be achieved through initiatives that prioritize community empowerment, essential services, and gender equality. By supporting local-led projects, rural communities can take ownership of their development, making informed decisions that reflect their unique needs. Moreover, increasing access to fundamental services like healthcare, education, and clean water can drastically improve quality of life. Empowering women through skills training and economic opportunities is also crucial, as it enables them to break free from cycles of poverty and become catalysts for positive change. Also, social entrepreneurship deals with environmental sustainability and longevity which is very much essential and a critical component of rural development, and can be advanced through initiatives that promote eco-friendly practices, renewable energy, and responsible waste management. By adopting sustainable agriculture methods, such as water conservation, organic farming, and efficient land use, rural communities can reduce their environmental footprint while maintaining productivity. Additionally, harnessing renewable energy sources can provide reliable and clean energy access, transforming the lives of rural residents. Effective waste management systems, including recycling and composting, can also mitigate environmental degradation, creating a healthier and more sustainable rural environment. Social entrepreneurship drives transformative change by tackling pressing issues such as environmental degradation, educational disparities, and healthcare access. By prioritizing the greater good, social entrepreneurship inspires a sense of responsibility and encourages individuals to adopt a holistic perspective, considering the far-reaching consequences of their endeavors and striving to create lasting which have a positive impact in a society.

FINDINGS FROM THE STUDY

1. After the study, the researcher has found that sustainable social entrepreneurship can drive transformative change by tackling pressing issues like environmental degradation, educational disparities, and healthcare access.
2. After the analysis of the above data, the researcher has seen that prioritizing the greater good, social entrepreneurship inspires responsibility and encourages individuals to adopt a holistic perspective.



3. After the study, it has been observed that sustainable social entrepreneurship can create lasting, positive impact in rural India, contributing to poverty alleviation and sustainable development.
4. After the completion of the study, the researcher has seen that local-led projects can enable rural communities to take ownership of their development, making informed decisions that reflect their unique needs.
5. With the help of above analysis, the researcher has seen that limit fund is a biggest challenge for the entrepreneurs for their growth.
6. After going through a detailed study, the researcher has also observed that, there is lack of skill and efforts in some areas for the entrepreneurs which is not sound for the nations.
7. With the help of above analysis, it has been seen that the rural entrepreneurs can have a competitive advantage by using the local resources they have in their business and which are easily accessible to them.
8. After the completion of the study, the researcher has seen that rural entrepreneurs contribute to the socio-economic development of their communities, reducing the allure of urban migration.
9. After the study, the researcher has found that social entrepreneurs frequently face isolation and a lack of support networks. This can make it difficult for them to access valuable guidance, resources, and partnerships essential for success.
10. With the help of above analysis, the researcher has seen that rural entrepreneurs benefit from reduced production costs, courtesy of low-cost labor, materials, and other factors of production, allowing for competitive pricing.
9. It has been seen that after the study, initiatives such as "Startup India" and specialized funds for social enterprises provide vital financial support, including grants, affordable loans, and seed capital.
10. With the help of above analysis, it has been seen that government-backed programs can bridge the market access gap for rural social enterprises by offering exhibition platforms to display their products, brokering connections with suppliers and distributors, and incentivizing public sector procurement from social enterprises.
11. After the study, it has been observed that by providing access to capital, markets, and training, government programs have enabled social entrepreneurs to establish thriving ventures, generating employment and income for rural communities.
12. After doing the survey, the researcher has observed that progressive policies and regulations have created an enabling environment for social entrepreneurship, facilitating growth, sustainability, and collaboration among stakeholders.

13. After the analysis of the above data, the researcher has seen that government policies that foster a supportive ecosystem for social enterprises, such as favorable tax incentives and streamlined regulatory procedures, play a crucial role in empowering social entrepreneurs to launch, grow, and sustain their impact-driven ventures.

CONCLUSION

In conclusion, the Indian government's initiatives have played a crucial role in promoting social entrepreneurship in rural areas, addressing pressing social issues, and driving transformative change. Through monetary support, entrepreneurial skills training, empowerment programs, export promotion, and a supportive legal framework, the government has enabled social entrepreneurs to establish sustainable business models, empower local populations, and contribute to rural development. The impact of these initiatives has been profound, yielding benefits such as amplified economic opportunities, enhanced social outcomes, empowered local communities, increased innovation and scalability, and improved policy and regulatory frameworks. Ultimately, the government's efforts have created an enabling ecosystem for social entrepreneurship to thrive, promoting sustainable development, and improving the lives of rural communities. Notably, sustainable social entrepreneurship has the potential to transform rural India by fostering inclusive growth, enhancing access to essential services, and empowering marginalized groups. By addressing critical sectors such as sustainable agriculture, education, healthcare, and financial inclusion, social entrepreneurship can significantly improve livelihoods, promote eco-friendly practices, and contribute to holistic rural development. Through community empowerment, social impact, and environmental sustainability, social entrepreneurship can drive transformative change, alleviate poverty, and create a more equitable and sustainable society. By prioritizing the greater good and adopting a holistic perspective, social entrepreneurship can inspire a sense of responsibility and encourage individuals to strive for lasting positive impact. Furthermore, social rural entrepreneurship in India faces numerous challenges, including insufficient capital, human capital gaps, inadequate support systems, and difficulties in measuring impact. However, despite these challenges, rural entrepreneurship offers several benefits, such as community support, low overhead costs, unique selling points, financial assistance, career prospects, affordable operations, resource accessibility, and optimal utilization of resources. To overcome the challenges and harness the opportunities, it is essential to provide social entrepreneurs with access to funding, training, mentorship, and supportive policies. By doing so, social rural entrepreneurship can thrive, contributing to the socio-economic development of rural communities, promoting sustainable agriculture, and creating a more equitable and prosperous society.

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INDIA POST PAYMENT BANK: A FINANCIAL PERFORMANCE ANALYSIS

⁸Angshik Sharma Biswas,

ABSTRACT

The primary purpose of this research is to conduct a comprehensive financial performance analysis of “India Post Payment Bank”, assessing its overall financial well-being. This study relies on a thorough examination of existing literature on evaluating bank financial performance. It primarily uses secondary data sources, notably the bank's annual reports. The research reveals that “India Post Payment Bank” has a stable financial status, satisfactory liquidity position, and promising long-term financial stability. The outcome of this study will be beneficial for various stakeholders, including users of accounting information, enabling them to make informed financial decisions.

KEYWORDS: Financial Performance, India Post Payment Bank, Banking Sector, Financial Stability, Financial Analysis

INTRODUCTION

The ‘Post office’ is a centrally controlled postal mechanism of country under Central Government (Department of Post). The main works of this institution is to collect, process, transfer, and distribute of mail as well as postal products. It facilitates high-interest-rate savings schemes compared to other financial institutions (scheduled banks) as a result it mainly mobilizes the savings of rural people under the department. It functions in the realm of banking by providing various financial schemes as well as in the field of communication by facilitating various postal services.

“INDIA POST PAYMENT BANK” seeks to offer all Indian households with access to convenient financial services, allowing consumers to build a life that is economically independent and liberated. It creates a more readily available, inexpensive, and trustworthy institution for the ordinary person and promotes economic empowerment through the removal of obstacles and lowering the cost of banking services. It also offers a variety of services (including as deposits, transfer of funds, direct benefit transfers, bill and utility payments, and many others). The institution facilitates “accessibility, affordability, ease of banking, digital ecosystem” along with financial literacy and also mobilize idle savings of population throughout villages and cities.

It is a financial organisation that offers various services like other banks. However, due to some limitations, it has distinguished itself from other banks. Such limitations are: It cannot lend money or issue credit cards, it has a certain limit for customer deposits, and it cannot accept time deposits or NRI deposits.

⁸ Research Scholar, ASSAM UNIVERSITY

In most of the countries post bank facility is available for their citizens but post payment bank is not available in other countries of the world so far. Other countries post bank does not full fill the criteria of payment bank as a matter of fact that till now only in India it exist.

GENESIS OF THE PROBLEM

Every business analyses its business performance in the interval period. It is very essential for a business to survive in modern business competition. In this competitive business world, only those can survive who think for future and make strategies in line with that. Financial performance measures have been the inspiration for business performance measurement. These measures express the performance and achievement of a business in terms of monetary. Now a day's, financial controls are organised well recognized and under the framework of "General Accepted Accounting principles (GAAP)".

The fiscal control are quite well-liked among the banking companies because the survivability of an institution depends on how it performs and since non-fiscal control such as excellence, position in the market, client contentment, and personnel management frequently take a backseat to financial metrics. 'Financial performance' measures provide information to the management for taking various strategies. Additionally, the 'financial measures' are used for many years while management typically appreciate using the data. 'Financial performance' of a bank can be termed as an evaluation of the overall results of an institution policies, strategies and operations in monetary terms. It may well be evaluated using various tools which are crucial to evaluating the current financial situation as well as productivity. 'Financial performance' of a bank indicates the bank's ability and potentiality of surviving in future days and also helps in gaining confidence of customer as a whole.

By examining the 'financial performance' of this institution and identifying the financial performance, this paper aims to contribute to the understanding of the bank's liquidity and long term financial position.

REVIEW OF LITERATURE

1. The study of Dangwal & Kapoor (2010), *"Financial Performance of Nationalised Banks"*, focuses on evaluating on financial productivity of India nationalised bank. The research employed analytical methods, utilizing profitability ratios, spread, and burden to assess financial performance. The study sampled nine nationalized banks out of 19, relying on secondary data and statistical tools. Key findings revealed volatility in financial performance among some of the banks.

2. "Evaluating Performance of Regional Rural Banks: An Application of Camel Model" Reedy and Prasad (2011), employed the CAMEL model to assess the financial soundness of select regional rural banks, utilizing secondary data and analytical-descriptive research methods. Their study, which tested hypotheses using SPSS's T-test, revealed notable differences between "Saothagiri Grameena Bank"



and “Andhra Pragathi Graminena Bank”. Specific to “Saoothagiri” excelled in Assets Quality

Management, while “Andhra Pragathi” outperformed in Total Assets to Total Deposits (TA/TD) ratio, highlighting varying strengths in financial performance.

3. “A Study of Financial Performance: A Comparative Analysis of SBI and ICICI Bank, Singh et al (2012), looks at and compares the financial performance of the State Bank of India (SBI), a public sector bank, with ICICI Bank, a private sector bank. The goal was to analyse and compare their financial performance. The hypothesis led an analytical and comparative study strategy that included secondary data from SBI and ICICI Bank. Ratio analysis, average, and capital gearing ratios were used. Key data show that ICICI Bank had a greater Credit Deposit Ratio and Other Income-to-Total Income Ratio than SBI. In contrast, SBI's overall expenditure mean was greater, whilst ICICI's combined growth rate of expenditure was negative. These findings offer insights into the financial performance and efficiency of India's top banks, distinguishing between public and private sector institutions.

4. “Performance of Indian Post Office Saving Schemes in Recent Trends, Hamsalakshmi et.al (2018), aim to examine the current scenario of various office schemes and also to study awareness among investors about post office saving schemes in the study area. Analytical research method has been used. Secondary data used as a source of data. Weighted arithmetic, mean, standard deviation, and coefficient of variation were used as statistical tool. The study found that household investors like to invest in items that provide safety and security, consistent return, and capital growth, and also household small investors are unconcerned about tax benefits, liquidity, and marketability.

5. D'SOUZA (2018), “Payment Bank: A Revolutionary step of Indian Post Payment Bank towards financial inclusion”, compared payment banks to conventional banks, analyzing “India Post Payment Bank's” contribution. Utilizing secondary data and descriptive research, the study revealed significant findings. Notably, “India Post Payment Bank's” network surpasses typical banks by “2.5 times”, aiming to connect “1.55 lakh post offices”, including “1.30 lakh rural offices”, to provide financial services in rural areas.

6. Vibhute et al. (2021), “Performance Evaluation of Selected Banks using Ratio Analysis, evaluated selected banks' performance using ratio analysis. The objectives included assessing operating efficiency, evaluating short-term and long-term solvency, and facilitating comparative analysis. Utilizing secondary data and statistical tools (T-test, growth rate, coefficient of variation, arithmetic mean, and standard deviation), the study revealed significant findings. Notably, “SBI” showed the lowest returns, while “Andhra Bank” demonstrated superior performance.

7. Adam (2014), “Evaluating the Financial Performance of Banks Using Financial Ratios- A Case Study of Erbil Bank for Investment and Finance”, investigated “Erbil Bank's” financial performance in the “Kurdistan” Region of “Iraq”. The study analysed monetary factors, explored links between

profitability, size, loans, and capital ratio, and compared ROA and ROE as performance metrics. Using regression analysis and financial ratio analysis, the research revealed significant correlations between ROA/ROE and deposits/total assets/provision ratios. Key findings indicated ROA's superiority over ROE in measuring profitability.

8. Sahu et al. (2018), "*A Study On India Post Payment Bank*, conducted an exploratory study, aiming to examine its services, identify potential challenges, and propose solutions. Utilizing secondary data from various published sources, the study employed descriptive analysis. The research highlighted Bank's primary objectives: promoting a "cashless economy and financial inclusion" for the unbanked and underbanked. Key initiatives include "financial and digital literacy" training programs. Notably, the institution has significantly expanded rural banking infrastructure, increasing its reach sevenfold. The study provides valuable insights into the institutions role in enhancing financial accessibility and literacy in the country.

RESEARCH GAP

Understanding the bank performance and influence requires research on the bank's financial analysis. There are still several areas of research that require attention. Few thorough investigations regarding "IPPB's" financial performance since its inception are available. With little access to new data, the majority of existing research is frequently antiquated. As a result, there is a lack of an up-to-date evaluation of the bank financial situation and its historical development. Because this bank is a government-owned payment institution, concerns have been raised on its viability and profitability. The investigation will examine how institution operates profitably while upholding its dedication to financial inclusion, particularly in marginalised and rural areas.

The financial sector of this nation has a constantly changing regulatory framework. The effects of shifting legislation, compliance difficulties, and the bank's adaptation on financial stability should all be the subject of further study.

In order to give policymakers, investors, and the larger banking sector insights on the bank financial performance, its function in financial inclusion, and its long-term sustainability, it is essential to fill in these research gaps.

OBJECTIVES

The board objectives of this study is to determine the financial performance of the bank "(INDIA POST PAYMENT BANK)" to understand the financial soundness health of the bank. More specifically, the objectives are:-

- 1) To analyse the Liquidity position.
- 2) To analyse the Long-term financial position.

WORKING HYPOTHESIS

In this study, the researcher hypothesize that the bank's long-term financial position is stable and improving, as evidenced by its financial statements and performance indicators over the past six years. Additionally, the researcher hypothesize that the bank maintains a healthy liquidity position, supported by its ability to meet short-term obligations promptly and efficiently. Through a comprehensive analysis of the bank's financial data, this study aim to validate these hypotheses and provide valuable insights into its financial health and sustainability.

NEED ANDF SIGNIFICANCE OF THE STUDY

The financial analysis of “INDIA POST PAYMENT BANK (IPPB)” is extremely important because of its wide-ranging effects on India's financial system. This analysis fulfils a number of essential functions as a government-owned institution with a goal to provide banking services to the unbanked and underbanked.

In the first place, it offers a lens through which to view the bank's financial situation and offers details on its profitability, liquidity, and solvency. To maintain the bank's long-term viability, the government, investors, and regulators need this information.

The study also aids in assessing how well government initiatives promote financial inclusion. The efficacy of these initiatives in reaching the underserved financially can be seen in bank's financial performance, which serves as a cornerstone for initiatives.

Thirdly, the analysis guides domestic and foreign investment choices a financially sound institution which is more likely to draw funding for growth, infrastructure improvement, and service improvement, furthering its objective.

Additionally, it highlights the bank's operational effectiveness, cost-effectiveness, and revenue-generation capacities, all of which are essential for maximising resources and guaranteeing the effective delivery of services.

In ultimately, this financial research has an impact on the economy, regulatory choices, and policy alterations in addition to the bank itself. It emphasises the crucial relevance of the bank (IPPB's) financial health in India's journey towards a more financially inclusive and healthy economy as well as the vital part that this bank plays in promoting financial inclusion.

SCOPE OF THE STUDY

The present study will be conducted with the aim and objective of attaining knowledge with regards to the financial performance of “INDIA POST PAYMENT BANK”.This study will exclusively analyse the liquidity as well as long-term financial position of the bank.

The current study's scope is constrained because it only uses secondary data to analyse the financial performance of this bank. The study does not take into account other areas, such as working capital

management, cash flow analysis, direct interaction with stakeholders, etc.

RESEARCH METHODOLOGY

Descriptive research design has been adopted in this study. The data of the bank has been collected from annual reports. The study is descriptive in nature. The study includes analysis of various information of annual report of the bank.

In this study, a case study of “INDIA POST PAYMENT BANK” has been considered to bring out findings of the study.

Six years period has been taken into consideration i.e. from 2016-2017 to 2021-2022 has been selected for evaluating the financial performance.

This study is purely based on the secondary data. The financial data has been collected from the financial statements i.e. Annual Reports of the bank. The financial data has been collected from the official website of the bank and other sources of data collection were published reports of the bank, journals, articles, unpublished dissertation and official websites.

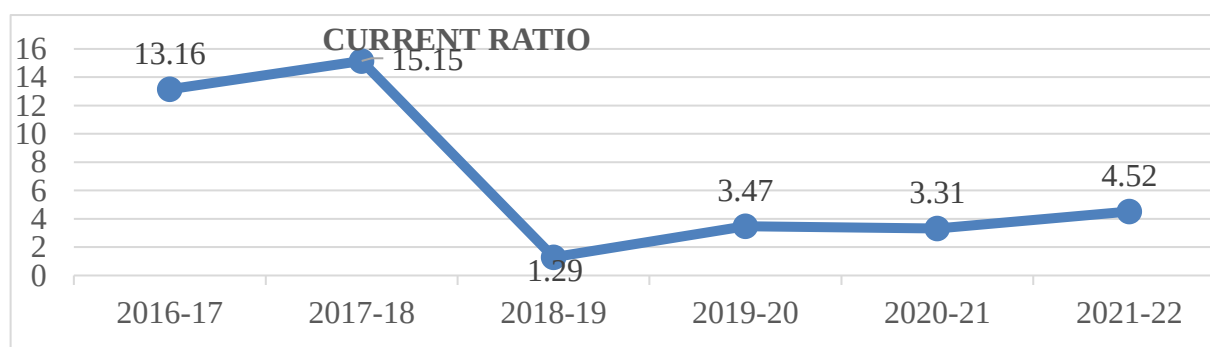
DATA ANALYSIS AND INTERPETATION

1. CURRENT RATIO

TABLE 1: - CURRENT RATIO FOR THE PERIOD 2016-17 TO 2021-22.

YEAR	CURRENT ASSET	CURRENT LIABILITIES	RATIO
2016-17	1524648805	115849145	13.16
2017-18	1613170908	106466830	15.15
2018-19	2808507920	2179415987	1.29
2019-20	7505658192	2162238607	3.47
2020-21	9949065006	3004436771	3.31
2021-22	15213506000	3363240000	4.52

SOURCE: - ANNUAL REPORT, VARIOUS ISSUE



YEAR	QUICK ASSETS	CURRENT LIABILITIES	RATIO
2016-17	1479500965	115849145	12.77
2017-18	901216500	106466830	8.46
2018-19	1576802623	2179415987	0.72
2019-20	4873248481	2162238607	2.25
2020-21	7148672172	3004436771	2.38
2021-22	12403460000	3363240000	3.69

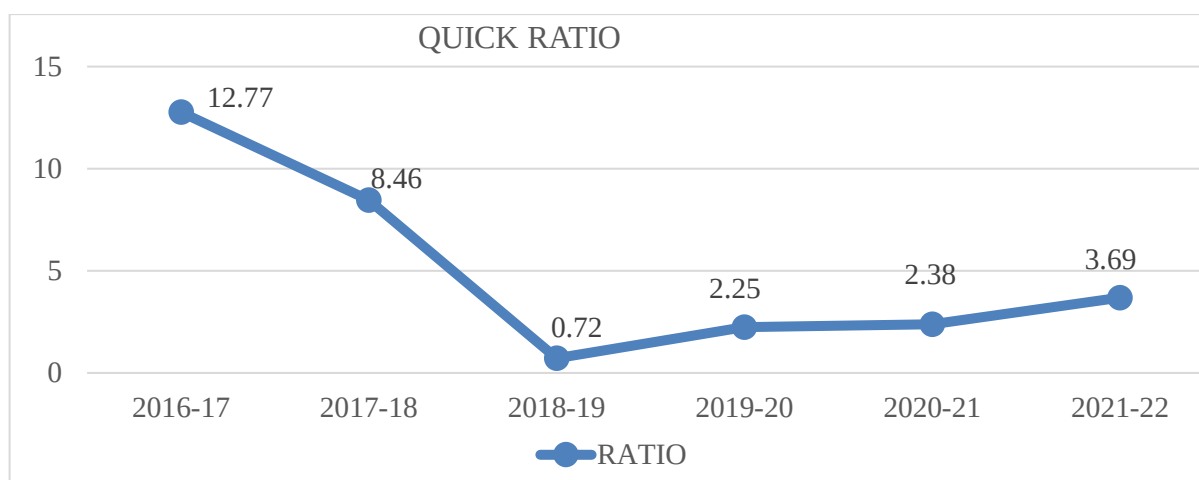
INTERPRETATION

The ideal ratio is 2:1. The current ratio for the year 2016-2017 has been found as 13.16 which is above the ideal ratio, it indicates that the bank can cover its current liabilities 13 times with their current assets. Simultaneously the Current Ratio has been increased to 15.15 in 2017-18. But in the year 2018-19 the current ratio has been decreased from 15.15 to 1.29 due to increase in current liabilities. In the year 2019-20, current ratio tends to increase at a slow rate i.e. 3.47. Again in the year 2020-21 the ratio declined from 3.47 to 3.31 but in the year 2021-2022 it has been increased from 3.31 to 4.52. Thus, from the above analysis it can be said that despite of fluctuation in the current ratio, they were able to meet its short-term obligations over its short-term assets.

2. QUICK RATIO

TABLE 2: -QUICK RATIOFOR THE PERIOD 2016-17 TO 2021-22

SOURCE: - ANNUAL REPORT, VARIOUS ISSUE



INTERPRETATION:

The ideal ratio is 1:1. From the above table it is seen that quick ratio is showing mixed trend. In 2016-17, the ratio was 12.77 and it has been slightly decreased to 8.46 in 2017-18 as compared to 2016-17. In the both year the quick ratio was higher than ideal value. It means that the bank has

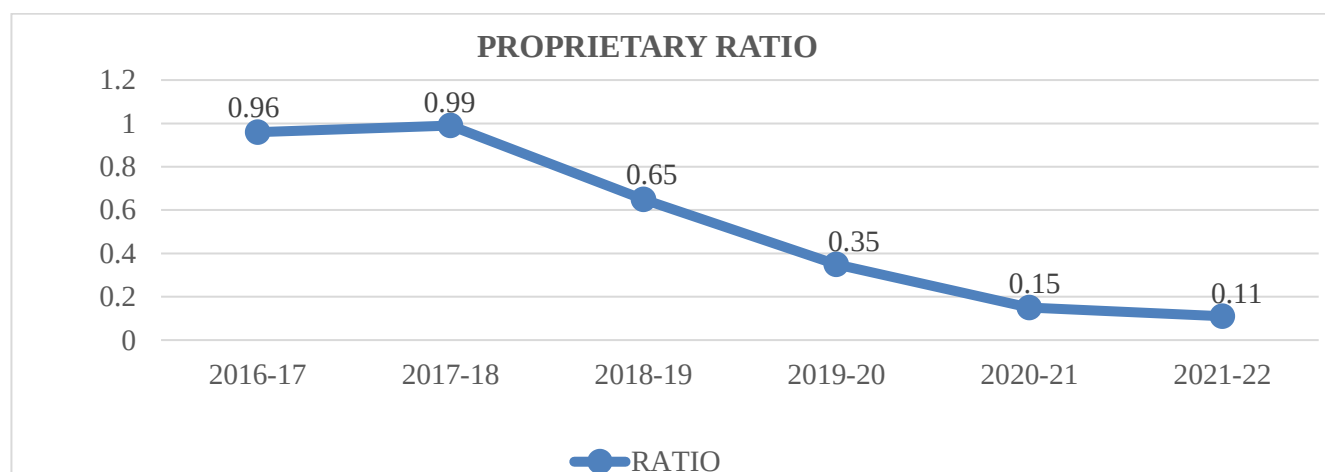
sufficient quick assets to pay off its current liabilities. In the year 2018-19, it has been decreased directly from 8.46 to 0.72. It means in the year 2018-19 the bank was not able to pay off its current liabilities as its quick assets were lesser than its current liabilities. After that, it has been continuously showing an increasing trend in the years 2019-20, 2020-21, 2021-22 with 2.25, 2.38 and 3.69 respectively. From the above analysis it can be said that the quick assets of the bank has been fluctuating over the periods which affects in pay off its current liabilities.

3 PROPRIETARY RATIO

TABLE 3: PROPRIETARY RATIO FOR THE PERIOD 2016-17 TO 2021-22

YEAR	SHARE HOLDER'S FUND	TOTAL ASSETS	RATIO
2016-17	3009731912	3127951136	0.96
2017-18	7999978207	8118487980	0.99
2018-19	5742984637	8869992290	0.65
2019-20	5740117796	16452668540	0.35
2020-21	4446144492	30617395963	0.15
2021-22	4730623000	45011081000	0.11

SOURCE: - ANNUAL REPORT, VARIOUS ISSUE



INTERPRETATION:

The ideal proprietary ratio is 0.5 or more. The above data is showing mixed trend of proprietary ratio. In 2016-17, the proprietary ratio was 0.96. In the year 2017-18 the ratio has been increased slightly from 0.96 to 0.99. After that it has been continuously showing decreasing trend in the year 2018-19, 2019-20, 2020-21, 2021-22 with 0.65, 0.35, 0.15, 0.11 respectively. From the above analysis it can be said that except last three years the proprietary ratio was in favourable position as it had more

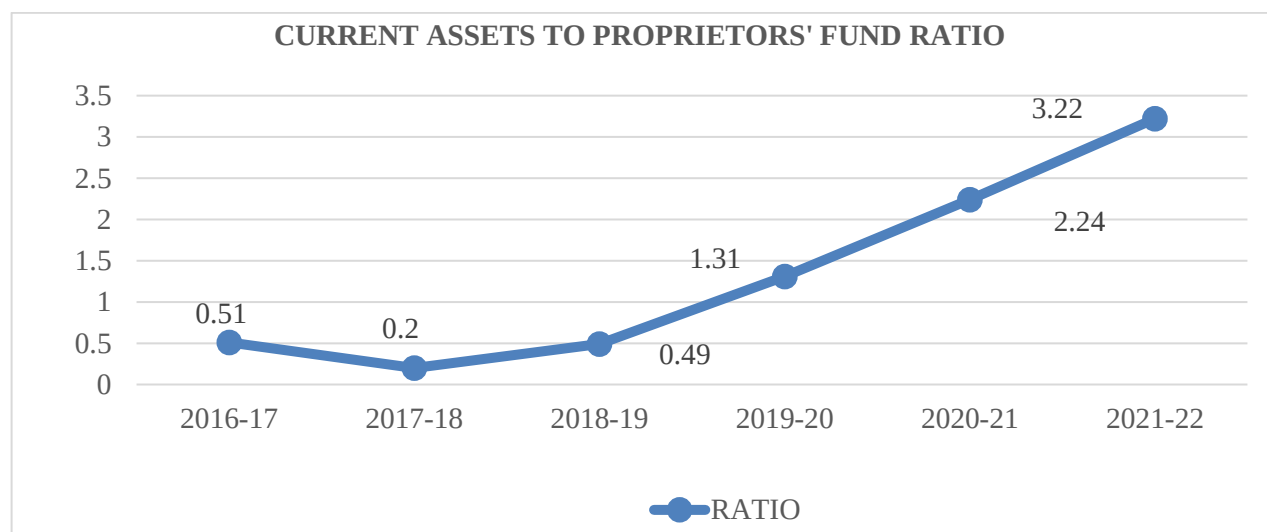
than its ideal value.

4. CURRENT ASSETS TO PROPRIETOR'S FUND

TABLE 4:CURRENT ASSETS TO PROPRIETOR'S FUND FOR THE PERIOD 2016-17 TO 2021-22

YEAR	CURRENT ASSET	SHARE HOLDER'S FUND	RATIO
2016-17	1524648805	3009731912	0.51
2017-18	1613170908	7999978207	0.20
2018-19	2808507920	5742984637	0.49
2019-20	7505658192	5740117796	1.31
2020-21	9949065006	4446144492	2.24
2021-22	15213506000	4730623000	3.22

SOURCE: - ANNUAL REPORT, VARIOUS ISSUE



INTERPRETATION

In case of this bank, the current ratio to proprietor fund for the year 2016-17 has been found as 0.51. In the year 2017-18 the trend of the current assets to shareholder's fund ratio has been decreased from 0.51 to 0.20. After that it has been constantly showing increasing trend in the year 2018-19, 2019-20, 2020-21, and 2021-22 with 0.49, 1.31, 2.24, and 3.22 respectively. The ratio has been beneficial in terms of the percentage of shareholder money invested in current assets, except for the years 2017–18, according to the analysis above.

MAJOR FINDINGS

Based on the analysis and interpretation of data, the major findings of the study have been presented below :

1. Except for the year 2018–19, when the current ratio was slightly below the desired ratio, the overall current ratio for the study period in the case of this bank showed a strong position. It was discovered that the current ratio was extremely high in the years 2017–2018, but that the ratio tended to decline as current liabilities rose. Even though current liabilities increased, they were able to keep its optimal current ratio.
2. With the exception of the year 2018–19, when the ratio was slightly below ideal, the overall quick ratio during the research period showed a strong position. The quick ratio was found to be extremely high in the years 2016–2017, although it started to decline as current liabilities increased. Despite an increase in current liabilities, they were able to keep its optimal quick ratio.
3. The proprietary ratio has demonstrated a higher rate in the first three years of the study period. However, over the last three years, the rate has fallen below the desired level. Due to losses experienced over the past few years, shareholder funds have decreased, which has an adverse effect on proprietor ratio.
4. The bank has demonstrated a rising tendency in current assets to proprietor's fund over the span of the study. According to research, the amount of shareholder funds invested in current assets has grown over time. Losses in recent years were also a factor in the rise in current assets in the proprietor's fund.

SCOPE OF FUTURE RESEARCH

There is a vast scope for the further research in this area i.e. financial performance evaluation of bank. This study has covered one Payment Bank only i.e. “(INDIA POST PAYMENT BANK)” and a period of 6 years has been considered for the study which may be extended in the near future also. This study can also be extended with the help of ‘CAMEL Model’.

So, Further research can be done on: -

1. Financial Performance Analysis of Payment Bank in India.
2. Financial Performance Analysis of “” of North East India.
3. Financial Performance Analysis of “INDIA POST PAYMENT BANK” by using CAMEL MODEL.
4. A comparative study on Financial Performance between Payment Bank and Other Nationalised Bank.
5. A study on customer perception towards Postal Saving Account and “INDIA POST PAYMENT BANK”.
6. Customer perception towards “INDIA POST PAYMENT BANK” and other Nationalised Banks.

7. A study on “INDIA POST PAYMENT BANK”- Towards the development of the Nation’s Economy.

CONCLUSION

Financial institutions must maintain a stable and balanced position in terms of both liquidity and Non-Current financial health. The institution's flows of liquid assets determines its capacity to meet immediate obligations, handle consumer withdrawals, and cover ongoing operating expenses. Lack of cash could harm the institution's reputation and cause a confidence crisis. On the other hand, the institution's sustainability and stability are based on its fixed-term financial situation. Strong Non-Current financial position not only informs stakeholders that the organisation will be able to survive economic upheavals and absorb losses, but also demonstrates that it will be able to continue offering clients top-notch service in the years to come.

Finding the precise balance between cash-conversion and fixed-term financial stability is a never-ending challenge. While placing an excessive emphasis on liquidity could affect profitability, disregarding it could result in the organisation going out of business. Regulatory groups regularly monitor the sector and offer guidelines to ensure that financial institutions strike the right balance and safeguard both their own well-being and the stability of the larger financial system. In essence, the survival and success of financial institutions are supported by the two essential elements of liquidity and fixed-term financial position.

Study and analysis of financial performance indicate that the bank's liquidity position is strong. In terms of its non-current financial condition, the bank is in sound financial health. The study's conclusions indicate that the bank is in a position to improve its financial situation, can avoid any kind of economic unrest, and maintain an ideal financial performance. It demonstrates that the bank has suffered losses over the past several years and that, in order to get over these challenges, they might be able to cut their loss by taking some corrective action.

According to the study’s hypotheses, the bank has a sound liquidity position as well as a steady and developing long-term financial position. Therefore there is no such evidence to reject the hypothesis.

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CORPORATE GOVERNANCE: A CASE STUDY OF INFOSYS

⁹Dr. Jayashree Patil Dake,

¹⁰Mr. Vijay V. Khandare

ABSTRACT

With the changing times, there is a need for greater accountability of companies to their shareholders and customers. In their capacity as the shareholders' representatives, the managers are supposed to act in the corporation's best interest. Management of the company can increase value for common investors without compromising the wellbeing of other stakeholders in the company. Transfers of wealth between shareholder groups can occur as a result of executive actions. Greater returns, for instance, may be accessible to common shareholders through riskier investment initiatives, whereas bondholders would not benefit from any such advantages, unless they were to incur excessive risk. Managers of a company might benefit all corporate stakeholders. This would be an example of Pareto Optimality, where benefits to other groups do not diminish while the welfare of one group increases. This paper analyzes the case of Infosys, an Indian software company that catches an eye in this regard.

KEYWORDS: Corporate Governance, Infosys, Stakeholders, Board of Directors, Leadership

INTRODUCTION

In the era of globalization, a company's shareholders are dispersed across the country and even the globe, and the vast majority of them lack organization and show little interest in the company's internal operations. Institutional investors—both international and Indian—as well as mutual funds have emerged as the main shareholders in large private companies, marking a significant shift in the corporate ownership pattern. With the changing times, there is a need for greater accountability of companies to their shareholders and customers. In their capacity as the shareholders' representatives, the managers are supposed to act in the corporation's best interest. Management of the company can increase value for common investors without compromising the wellbeing of other stakeholders in the company. Transfers of wealth between shareholder groups can occur as a result of executive actions. Greater returns, for instance, may be accessible to common shareholders through riskier investment initiatives, whereas bondholders would not benefit from any such advantages, unless they were to incur excessive risk. Managers of a company might benefit all corporate stakeholders. This would be

⁹ Faculty of Economics, KPB Hinduja College of Commerce, 315, New Charni Road, Mumbai-04, 9985376317, jayashree.patildake@hindujacollege.com, **SCOPUS ID-Scopus Author ID: 57195736544**

¹⁰ PhD Research Scholar, Symbiosis International (Deemed University), Pune
Faculty of Economics, Chhatrapati Shivaji Maharaj University, Panvel. vijaykhandare13@gmail.com



an example of Pareto Optimality, where benefits to other groups do not diminish while the welfare of one group increases. Business executives have the power to destroy wealth as well. There are several instances in history where the decisions made by company leaders have caused the company to go bankrupt. Share market scams like the Harshad Mehta controversy which has something to do with corporate ownership or other aspects of being well-educated and socially concerned. Therefore, good governance is very important for public assurance regarding business leadership.

Corporate governance is needed due to separation of management from the ownership. The interests of shareholders are conflicting with the interests of managers. The principal agent problem is reflected in the management and direction related problems due to the differential interests of the firm's stakeholders. The need for corporate governance is, then, imperative for reviving investors' confidence in the corporate sector towards the economic development of society.

Global competitions in the market need best planning, management, innovative ideas, compliance with laws, good relations between directors, shareholders, employees and customers of companies. It needs to be fair with producers, shareholders, customers etc. For a firm's success, it needs to concentrate on both economic and social aspects. It has various responsibilities towards employees, customers, communities and at last towards governance and it needs to serve its responsibilities at the best in all aspects.

Under the present scenario, stakeholders are given more importance as shareholders, they even get a chance to attend, vote at general meetings, make observations and comments on the performance of the company. Corporate managements now face the biggest obstacle in the form of these investors, who make them adhere to strict corporate governance guidelines in order to improve their reputation with the public. The concept of shareholders' democracy is still limited to the legislation and the articles of association; corporate governance codes of conduct must be used to put the theory into practice.

REVIEW OF LITERATURE

According to Jensen and Meckling (1976), the management of the company makes fewer decisions that maximize value as a result of the distribution of responsibility. McColgan (2001) considered the agency connection as well as the associated agency costs. He expanded on the definition of an agency relationship, which was first provided by Jensen and Meckling (1976). According to Himmelberg, Hubbard, and Palia (1999), main agent problems vary among enterprises, industries, and cultural contexts rather than being universally applicable as Jensen and Meckling (1976) claimed. McColgan (2001) stated that an efficient corporate governance framework may assist

minimize agency difficulties and ownership issues inside businesses. The problems and difficulties with corporate governance in Africa were examined by Okeahalam and Akinboade in 2003. They highlighted that Africa faces significant challenges due to mismanagement and corruption within the business environment. They argued that implementing effective corporate governance can enhance transparency and protect companies from these issues, thereby encouraging foreign investment. The authors also noted a scarcity of research on corporate governance in Africa and recommended that both empirical and theoretical research in this area should be encouraged.

Farinha (2003) discussed the principal-agent problem in organizations, highlighting conflicts between managers and shareholders. Managers often focus on short-term investments due to limited cash flows, while shareholders seek quick returns. This difference in risk preferences creates tension, as shareholders are concerned with market and stock return risks, whereas managers focus on company risk for their survival. Farinha noted that corporate governance lacks external disciplining mechanisms, which can be addressed by effective governance practices such as board composition, increasing shareholder numbers, maximizing inside ownership, and offering various financial policies and compensation packages.

Filatotchev, Lien, and Piesse (2004) examined corporate governance and performance in publicly listed, family-controlled firms in Taiwan. They found that cultural and institutional differences in East Asia significantly impact governance-performance relationships. Their study did not find a direct link between family ownership and managerial entrenchment or the extraction of private benefits, which could negatively affect financial performance. They also identified variations in corporate governance effects based on different types of institutional shareholders. The authors suggested that globalization might attract foreign investors to Taiwan, leading to improved corporate governance practices.

Becher and Campbell (2004) investigated corporate governance in bank mergers and acquisitions. They observed that CEOs often negotiate for personal interests during mergers, while outside directors face financial challenges. Their empirical study of 146 large US bank mergers in the 1990s revealed that the target's merger premium is inversely related to the number of target directors retained. The study found that target directors tend to prioritize the size of the company over its performance, using their bargaining power with the acquirer, which can conflict with shareholders' interests during mergers. Novikova (2004) examined how internal corporate governance systems impact firms' innovative activities, identifying key participants such as the board, shareholders, managers, and other stakeholders. Kowalewski, Stetsyuk, and Talavera (2007) explored corporate governance practices in Poland, particularly their influence on dividend policy. Gompers, Ishii, and Metrick (2003) linked agency costs to the strength of shareholder rights and corporate governance.



Kowalewski et al. found that companies with larger assets and high profitability but limited investment opportunities tend to pay higher dividends, while high-risk and indebted firms pay lower dividends. In Poland, strong corporate governance and shareholder rights correlate with higher dividends, mitigating agency problems.

Cueto (2007) investigated the role of ownership mechanisms and corporate governance practices in Latin America's emerging markets. Cueto suggested further exploration of the relationship between corporate governance mechanisms, firm value, ownership structure, and stock market liquidity.

METHODOLOGY

The present study is a case study based on the secondary data. Secondary data has been collected from the company's websites and other internet sources. All the available secondary data has been used to analyse the effectiveness of corporate governance policies of the company. The first part of the study is introduction followed by review of literature. Next part of the study covers corporate governance in India and the case of good corporate governance practices of Infosys. Based on the secondary source of information, the study's conclusion is given in the last part.

What is Corporate Governance?

The term "governance" means control i.e. controlling a company, an organization etc. Corporate governance is concerned with a set of principles, ethics, values, morals, rules & regulations, procedures etc. Corporate governance establishes a system whereby directors are entrusted with duties and responsibilities in relation to the direction of the company's affairs. According to the Institute of Company Secretaries of India, "Corporate Governance is the application of best Management practices, Compliance of law in true letter and spirit and adherence to ethical standards for effective management and distribution of wealth and discharge of social responsibility for sustainable development of all stakeholders".

Corporate governance helps in establishing a system where a director is showered with duties and responsibilities of the affairs of the company. Corporate Governance is nothing more than a set of ideas, innovation, creativity, thinking, having certain ethics, values, principles etc. which gives direction and shape to its people, employees and owners of companies and help them to flourish in the global market.

Corporate governance should also have approach of holistic view, value-based governance, and should be committed towards corporate social upliftment and social responsibility and environment protection. It also involves creative, generative and positive things that add value to the various stakeholders that are served as customers. Be it finance, taxation, banking or legal framework each and every place requires good corporate governance.



Corporate Governance in India:

The idea of "corporate governance" has existed in India since the Arthshastra era, when there were rulers and subjects rather than CEOs. Corporate governance has existed since the past but it was in a different form. During Vedic times kings used to have their ministers and used to have ethics, values, principles and laws to run their state but today it is in the form of corporate governance having same rules, laws, ethics, values, and morals etc. which helps in running corporate bodies in the more effective ways so that they in the age of globalization become global giants.

These days, corporations and shareholders take their place, but the fundamentals of good governance don't alter.

India's economy flourished in the 20th century as a result of privatization, globalization, and liberalization. For the first time, the Indian economy was integrated with the global economy in terms of labour, money, and products. This led to the development of the corporate culture, business ethics, and world of capitalization, all of which are crucial for a company to survive in the global economy.

The report of the Cadbury Committee on the financial aspects of corporate governance in the U.K. has given rise to the debate of corporate governance in India. Corporate governance concept emerged in India after the second half of 1996 due to economic liberalization and deregulation of industry and business. Several Indian Companies like PepsiCo, Infosys, Tata, Wipro, TCS, and Reliance are some of the global giants which have their flag of success flying high in the sky due to good corporate governance.

Importance of Law for Good Governance:

Today, even law has a great role to play in a successful and growing economy. Government and judiciary have enacted several laws and regulations like SEBI, FEMA, Cyber laws, Competition laws etc. and have brought several amendments and repeal the laws in order that they don't act as barriers for these corporate bodies and developing India. Judiciary has also helped in great ways by solving the corporate disputes in a speedy way. Senior management was required to attest on an individual basis that the financial information of their organization was accurate following the passage of the Sarbanes-Oxley Act of 2002. In order to lay the groundwork for solid economic growth and job security, the Dodd-Frank Wall Street Reform and Consumer Protection Act aims to create a safer, more stable financial sector. The Securities and Exchange Board of India (SEBI) has been attempting to alter the equity listing agreement in order to include more standards for listed businesses' corporate governance. The aforementioned requirements guarantee more stringent disclosures and safeguard investor rights, encompassing fair treatment for minority and foreign shareholders. Numerous changes take effect on October 1, 2014. The revised regulations mandate that businesses obtain shareholder approval before engaging in related party transactions, set up procedures for reporting suspicious



activity, provide detailed information about compensation packages, and appoint a minimum of one female director to their boards. The purpose of the revised standards is to encourage businesses to "adopt best practices on corporate governance" and is in line with the rules of the Companies Act, 2013

Corporate bodies have their aim, values, motto, ethics and principles etc. which guide them to the ladder of success. Big and small organizations have their magazines' annual reports which reflect their achievements, failure, their profit and loss, and their current position in the market. A few companies have also shown awareness of environment protection, social responsibilities and the cause of upliftment and social development and they have deeply committed themselves to it.

Corporate governance from the futuristic point of view has a great role to play. The corporate bodies in their corporation have a much futuristic approach. They have a vision for their company, on which they work for the future success. They take risks and adopt innovative ideas, have futuristic goals, motto, and future objectives to achieve.

With increase in interference and free trade among countries and citizens across the globe, internationally accepted corporate governance standards are of paramount importance for Indian Companies seeking to distinguish themselves in global footprint. The companies should always keep improving, enhancing and upgrading themselves by bringing more reliable integrated product and service quality. They should be more transparent in their conduct.

Why Infosys?

By the late 1990s, Infosys Technologies Limited (Infosys)¹ was unquestionably one of India's finest managed businesses. As a result of the suggestions made by a committee established by the Confederation of Indian Industries (CII), it was among the first businesses in India to provide a corporate governance compliance report. Infosys received several awards for its excellent governance procedures. Business World named Infosys the most recognized firm in India in 2001. In addition, Infosys placed second in a study by Credit Lyonnais Securities Asia (CLSA) Emerging Markets among 495 emerging firms in terms of corporate governance. It was selected by the Asia Money Poll as India's best managed firm for five consecutive years, from 1996 to 2000. Infosys received the Indian government's "National Award for Excellence in Corporate Governance" in 2000. In 1999, The Economic Times named Infosys the most admired business in India, while the Far Eastern Economic Review's "REVIEW 2000" Survey named it one of Asia's top firms. Additionally, Infosys has supplied all the data needed by the Cadbury committee. Therefore, it will be a great contribution to academics if Infosys can be taken as an ideal firm in terms of corporate governance.

Introduction to Infosys Technologies Limited:

Infosys was incorporated in Pune, in 1981, as Infosys Consultants Private Limited, a private



limited company under the Companies Act, 1956. In 1983, the corporate headquarters were relocated to Bengaluru. The name of the Company was changed to Infosys Technologies Private Limited in April 1992 and to Infosys Technologies Limited in June 1992, when the Company became a public limited company. Infosys made an initial public offering (IPO) in February 1993 and were listed on stock exchanges in India in June 1993. Trading opened at ₹145 per share, compared to the IPO price of ₹95 per share. In October 1994, it made a private placement of 5,50,000 shares at ₹450 each to Foreign Institutional Investors (FIIs), Financial Institutions (FIs) and body corporates. In March 1999, we issued 20,70,000 American Depositary Shares (ADSs) (equivalent to 10,35,000 equity shares of par value ₹10 each) at US\$ 34 per ADS under the ADS Program, and these ADSs were listed on the NASDAQ National Market. The share data mentioned before is unadjusted for stock split and bonus shares. In July 2003, June 2005 and November 2006, we issued secondary-sponsored American Depositary Receipts (ADRs) of US\$ 294 million, US\$ 1.1 billion and US\$ 1.6 billion, respectively. During fiscal 2012, the name of the Company was changed from Infosys Technologies Limited to Infosys Limited to mark the transition from being a technology services provider to a business transformation partner to our clients. During fiscal 2013, we delisted our ADSs from NASDAQ, and listed them in the New York Stock Exchange (NYSE), Euronext London and Euronext Paris. During fiscal 2019, the company voluntarily delisted from Euronext London and Paris due to low trading volume. Infosys equity shares and ADSs are listed on NSE and BSE in India and in NYSE, respectively, under the symbol "INFY".

Corporate Governance of Infosys Technologies Limited:

In order to guarantee the highest standards of corporate governance, the company believes that an engaged, knowledgeable, and impartial board is essential. It is common knowledge that robust and efficient corporate governance requires an effective Board. The Board of Directors, also referred to as "the Board," is in charge of all corporate governance procedures at Infosys and is responsible for ensuring that the Management upholds and supports the long-term interests of its stakeholders. Thanks to its corporate governance framework, the company is guaranteed to disclose information about its finances, performance, and leadership and governance in a timely manner.

Corporate governance philosophy of Infosys is based on the following principles:

- a. Corporate governance standards should go beyond the law and satisfy the spirit of the law, not just the letter of the law.
- b. When in doubt, disclose. Ensure transparency and maintain a high level of disclosure.
- c. Clearly distinguish between personal conveniences and corporate resources.
- d. Communicate externally, and truthfully, about how the Company is run internally.
- e. Comply with the laws of all countries in which we operate.

- f. Have a simple and transparent corporate structure driven solely by business needs.
- g. The Management is the trustee of the shareholders' capital and not the owner.

Infosys is convinced that impartiality and openness in the management and business operations of the company can only be achieved through the independence of the Board. As of March 31, 2014, seven out of the thirteen members of the Board are independent. The chairperson of the audit, risk management, corporate social responsibility, management development and remuneration, nominations and governance, and stakeholders' relationship committees is nominated to be an independent director.

Infosys adheres to the principles of the Organization for Economic Co-operation and Development (OECD) and the United Nations Global Compact (UNGC) in order to follow global best practices. The company also complies substantially with the Euro Shareholders Corporate Governance Guidelines 2000 and the Conference Board Commission on Public Trusts and Private Enterprises in the U.S.

With the goal of carrying out our corporate obligation to our stakeholders, the Board has created corporate governance rules over the years. When it comes to reviewing and assessing our operations, the Board will have the authority and procedures in place to do so thanks to these principles. These guidelines additionally grant the Board the authority to decide without consulting Management. In order to accomplish our goals, the Board may periodically modify these policies.

Our governance rests on our core value system of C-LIFE (Client Value, Leadership by Example, Integrity and transparency, Fairness and Excellence) and is guided by the OECD (Organization for Economic Co-operation and Development) principles.

Infosys Corporate Governance Framework:

- 1. Board as a trustee : Safeguard the shareholder's capital as trustee, and not as its owner.**
- 2. Responsible leadership: Lead by example by ensuring independence of the Board and effectiveness of the Management**
- 3. Legal compliance:** Satisfy both the spirit and the letter of the law in all our actions and disclosures
- 4. Effective corporate governance:** Build simple and transparent processes driven by business needs of all stakeholders
- 5. Integrity and transparency & Relationship with stakeholders:**
 Ensure transparency and maintain a high level of integrity Communicate frequently with stakeholders, including clients, employees, shareholders and stock markets



6. **Fairness and excellence:** Be objective and ethical, and deliver the best to earn trust and respect from our stakeholders.

For effective corporate governance:

The entire corpus of information pertaining to the company, including personnel data, is freely accessible to the board of directors. Managers and representatives who may offer further context for the topics being discussed are invited to attend board meetings. The Board members receive information continuously for their perusal, approval, and opinion. The Board is presented with quarterly and annual financial accounts in addition to strategic and operational initiatives. Specific acquisition cases, significant managerial choices, significant positive or negative developments, and legislative matters are brought before the Board's committees before being recommended for approval by the committees and then the Board itself. As a procedure, the agenda and information for directors are sent well in advance of board meetings. When creating the agenda and meeting materials, board members' opinions and input are gathered and taken into account. Directors are able to offer their opinions and comments on a range of operational and strategic issues during these meetings.

Investor grievances and investor contacts:

The company has a board-level stakeholders relationship committee to examine and redress complaints by shareholders and investors. The status of complaints is reported to the Board. The stakeholders relationship committee meets as often as required to resolve shareholder grievances. Company attended to most of the investors' grievances and postal / electronic communications within a period of seven days from the date of receipt of such grievances. The exceptions have been for cases constrained by disputes or legal impediments.

Infosys holds press meetings and investor / analyst calls after every quarterly results announcement, which is accessible to all the shareholders and general public. The details of these are sent to the stock exchanges, as well as updated on the website. Infosys also participates in various sell-side / broker-arranged investor conferences where the Management interacts with investors in one-on-one or group meetings. The details of such participation are sent to the exchanges as well as updated on the website.

CONCLUSION

The concept of 'corporate governance' is not an end; it's just a beginning towards growth of the company for long term prosperity of owners (shareholders), creditors, employees, customers, government and the society at large. For effective corporate governance, its policies need to be such that the directors of the company should not abuse their power and instead should understand their



duties and responsibilities towards the company and should act in the best interests of the company in the broadest sense. Thus, management must fulfil their obligations to their organization with integrity in order for corporate governance to be effective. The importance of corporate governance lies in promoting and maintaining integrity, transparency and accountability throughout the organization. In the post globalisation period, corporate India must commit itself as reliable, innovative and prompt service provider to their customers and should also become reliable business partners in order to prosper and to have all round growth.

Good corporate governance in the changing business environment has emerged as a powerful tool of competitiveness and sustainability. It is very important at this point and it needs cooperation for one and all, i.e. from the CEO of the company to the ordinary staff for the maximization of the stakeholders' value and also for maximization of pleasure and minimization of pain for the long term business.

Indian Corporate Bodies having adopted good corporate governance will reach a benchmark for the rest of the world; it brings laurels as a way of appreciation.

The concept of 'corporate governance' is not an end; it's just a beginning towards growth of the company for long term prosperity of owners (shareholders), creditors, employees, customers, government and the society at large. For effective corporate governance, its policies need to be such that the directors of the company should not abuse their power and instead should understand their duties and responsibilities towards the company and should act in the best interests of the company in the broadest sense. Thus, management must fulfil their obligations to their organization with integrity in order for corporate governance to be effective. The importance of corporate governance lies in promoting and maintaining integrity, transparency and accountability throughout the organization. Hence corporate governance is a means and not an end, corporate excellence should be an end.

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ETHICAL ISSUES IN RESEARCH

Dr Ranjit Paul¹¹

ABSTRACT

Ethical research is critical to maintaining public trust, protecting the rights of participants, maintain integrity in the research process that ensure the knowledge gained contributes positively to society and also ensuring the validity of scientific findings. Key ethical considerations include obtaining informed consent, ensuring confidentiality, avoiding harm, and maintaining honesty in data collection, analysis, and reporting. Misconduct such as plagiarism, data falsification, and improper authorship practices undermine the integrity of research. Ethical guidelines, such as those provided by the Belmont Report, the Declaration of Helsinki, and various professional organizations, are designed to guide researchers in maintaining the highest standards of integrity throughout the research process. By adhering to these ethical principles, researchers can contribute to the advancement of knowledge in ways that are both responsible and respectful of societal values.

KEYWORDS: *Ethics, Ethical Research, Ethical Issues, Ethical guidelines, Societal Values, and Plagiarism*

INTRODUCTION

Ethics in research refers to the set of moral principles and guidelines that govern the conduct of research to ensure that it is performed responsibly, transparently, and with respect for the rights and well-being of participants. Ethical research is crucial because it safeguards the rights and well-being of participants, maintains scientific integrity, and ensures the validity of research findings. Ethical considerations in research are guided by principles such as **respect for persons**, **beneficence**, and **justice**, which are encapsulated in key documents like the **Belmont Report** (1979). These principles are universally recognized and applied across disciplines, ensuring that researchers are held to high ethical standards in their work.

1. **Respect for Persons:** This principle emphasizes the autonomy of individuals and their right to make informed decisions about participation. Researchers must ensure voluntary participation and obtain informed consent from participants. Special care is also needed for vulnerable populations (e.g., children, elderly, mentally impaired individuals).
2. **Beneficence:** This principle requires researchers to minimize harm and maximize benefits. Researchers must assess risks and ensure that the potential benefits of research outweigh any risks to participants.

¹¹ Academic Dean, Public College, Dimapur, Nagaland

3. **Justice:** This principle highlights fairness in the selection of participants. Researchers should ensure that the benefits and burdens of research are distributed equitably among all groups in society, avoiding exploitation of disadvantaged populations.

The importance of Research Ethics

The importance of research ethics lies in its role in maintaining the integrity, credibility, and social value of research while protecting the rights and welfare of participants. Ethical considerations are fundamental to ensuring that research is conducted responsibly and contributes positively to society. Here are several key reasons why research ethics is important:

1. Protection of Participants

- **Minimizing Harm:** Research ethics helps protect participants from physical, emotional, or psychological harm. Ethical guidelines ensure that risks are minimized and that researchers carefully weigh the potential risks against the potential benefits of the study.
- **Informed Consent:** Ethics ensures that participants have a clear understanding of the research, its risks, and its potential benefits, allowing them to make an informed decision about whether to participate. This respects individual autonomy and promotes voluntary participation.
- **Confidentiality and Privacy:** Protecting the privacy of participants is essential. Ethical research requires that personal information be handled with care, safeguarding sensitive data from misuse or unauthorized access.

2. Promoting Integrity in Research

- **Honesty and Transparency:** Ethics in research fosters integrity by encouraging researchers to report findings truthfully and avoid manipulation, fabrication, or falsification of data. This is vital for maintaining trust in the research process and the scientific community.
- **Reproducibility and Accountability:** By adhering to ethical standards, researchers ensure that their work can be reproduced and verified by others. This accountability is essential for advancing scientific knowledge and building public trust in research findings.

3. Ensuring Social Responsibility

- **Benefiting Society:** Research that follows ethical guidelines aims to contribute positively to society by generating knowledge that can improve public health, education, technology, and other fields. It helps ensure that research addresses real-world problems and benefits communities without causing undue harm.
- **Avoiding Exploitation:** Ethics in research ensures that vulnerable populations, such as children, the elderly, or economically disadvantaged individuals, are not exploited for the benefit of others. It promotes fairness in selecting participants and distributing the benefits and burdens of research.

4. Compliance with Legal and Institutional Standards

- **Legal Requirements:** Research ethics is essential for complying with laws and regulations that govern research, such as those protecting human and animal rights. Researchers are often required to seek approval from Institutional Review Boards (IRBs) or Ethics Committees, which review studies to ensure they meet ethical and legal standards.
- **Professional Standards:** Many professional organizations and academic institutions have established ethical codes to guide researchers in maintaining high standards of conduct. Ethical research ensures compliance with these standards, enhancing the credibility of the research.

5. Building Public Trust in Science

- **Public Confidence:** Ethical research practices help build and maintain public trust in science and research institutions. When people believe that research is conducted ethically, they are more likely to support it, participate in studies, and accept the resulting findings.
- **Preventing Misconduct:** Ethical guidelines serve as a safeguard against research misconduct, such as plagiarism, fraud, and conflicts of interest. By promoting transparency and accountability, ethical practices prevent the erosion of public trust in scientific research.

6. Promoting Justice and Fairness

- **Equitable Treatment:** Research ethics ensures that all participants are treated fairly and that no group is unfairly excluded from the benefits of research or disproportionately burdened by its risks. This promotes social justice and inclusivity in research design and implementation.
- **Respect for Human Rights:** Upholding human rights is a cornerstone of research ethics. Ethical research respects individuals' rights to dignity, autonomy, and self-determination, especially when conducting studies in diverse or cross-cultural settings.

ETHICAL ISSUES IN RESEARCH

Ethical issues in research arise at various stages, from the formulation of the research problem to data collection, analysis, and publication. When addressing a research problem, ethical challenges primarily involve ensuring fairness, transparency, and respect for participants. Here are some key ethical issues associated with research problems:

1. Informed Consent

- **Issue:** Participants must fully understand the nature, purpose, and potential risks of the research before they agree to take part. This is particularly crucial when research involves vulnerable populations (e.g., children, individuals with cognitive impairments).
- **Ethical Concern:** Failing to obtain proper informed consent could result in participants being misled or coerced into participating without fully understanding what they are agreeing to.



2. Privacy and Confidentiality

- **Issue:** Researchers must protect participants' private information, ensuring that their identities and sensitive data are kept confidential.
- **Ethical Concern:** If privacy and confidentiality are not maintained, participants may face unintended consequences such as social stigma, legal repercussions, or harm to their reputation.

3. Harm and Risk

- **Issue:** Research should minimize any potential harm to participants, whether physical, psychological, social, or emotional. Researchers must carefully consider the risks involved and weigh them against the potential benefits of the research.
- **Ethical Concern:** Some research problems may involve significant risks to participants. Failing to anticipate or mitigate these risks could lead to harm, particularly in studies involving vulnerable populations or sensitive topics.

4. Bias and Subjectivity

- **Issue:** Researchers must ensure that their personal biases do not influence the choice of research problems, the design of the study, or the interpretation of results.
- **Ethical Concern:** Allowing biases to affect research could lead to distorted findings and undermine the credibility of the study. Ethical issues arise if research is designed to confirm pre-existing assumptions or favor certain outcomes.

5. Deception

- **Issue:** In some cases, researchers may use deception as part of their methodology (e.g., in psychological experiments). While this can be justified in certain cases to prevent altering participants' behavior, it must be carefully considered.
- **Ethical Concern:** Deception can lead to ethical issues if participants are not adequately informed afterward (through debriefing) or if the deception causes unnecessary distress or harm.

6. Vulnerable Populations

- **Issue:** Research involving vulnerable populations, such as minors, elderly people, or those with disabilities, requires special ethical considerations to avoid exploitation or coercion.
- **Ethical Concern:** Research problems targeting vulnerable populations may raise concerns about their ability to provide informed consent or their risk of being unfairly burdened by the research process.

7. Conflict of Interest

- **Issue:** Researchers must disclose any potential conflicts of interest, such as financial or personal stakes in the research outcomes, which might influence the design or reporting of the study.
- **Ethical Concern:** If conflicts of interest are not disclosed, the research may lack objectivity, and results could be skewed or manipulated, leading to biased findings and a lack of trust in the research.

8. Fair Participant Selection

- **Issue:** The selection of participants must be fair and equitable, ensuring that no group is overburdened or unfairly excluded from the potential benefits of research.
- **Ethical Concern:** Researchers may face ethical dilemmas if they choose participants based on convenience, availability, or cost, rather than scientific justification, potentially leading to biased results or the exploitation of certain groups.

9. Plagiarism and Misrepresentation

- **Issue:** Researchers must give credit for ideas and work that are not their own. Plagiarism involves using someone else's work or ideas without proper attribution, while misrepresentation can involve falsifying results or misinterpreting data.
- **Ethical Concern:** These unethical practices undermine the integrity of the research process and can lead to damaged reputations, loss of trust, and invalidated research results.

10. Social and Cultural Sensitivity

- **Issue:** When conducting research in different social or cultural contexts, researchers must be sensitive to the values, norms, and customs of the populations involved.
- **Ethical Concern:** Failure to account for cultural differences can lead to misunderstandings, disrespect, or even harm to participants. Research problems that involve culturally sensitive topics (e.g., gender, religion, politics) must be approached with care to avoid exploitation or offense.

11. Misuse of Research

- **Issue:** Research can be misused if its findings are applied in harmful or unintended ways, especially in fields like medicine, technology, or social sciences.
- **Ethical Concern:** Researchers have a responsibility to consider how their work could be used and to prevent it from contributing to harmful outcomes (e.g., discrimination, exploitation, or environmental damage).

12. Lack of Clear Beneficence

- **Issue:** Research should aim to provide a clear benefit, either to participants, society, or knowledge in a particular field.
- **Ethical Concern:** If a research problem lacks clear potential benefits or is conducted purely out of academic curiosity with no societal or scientific value, ethical questions about the purpose and justification of the research arise.

13. Intellectual Property and Ownership

- **Issue:** Researchers must consider the ownership of data, ideas, and results, particularly when collaborating with others.
- **Ethical Concern:** Failing to address intellectual property rights and giving due credit can lead to disputes over authorship, ownership of findings, and misuse of shared data.

14. Public Responsibility

- **Issue:** Research should contribute to the public good and avoid causing social harm or exacerbating inequality.
- **Ethical Concern:** If research is framed around a problem that has the potential to create or deepen societal divides, it may be considered ethically questionable. Researchers must consider the broader implications of their work.

ETHICAL MATTERS IN A LITERATURE REVIEW

Ethical matters in a literature review are often overlooked but are crucial to maintaining academic integrity and ensuring that the review is conducted responsibly and ethically. These ethical issues mainly revolve around intellectual honesty, proper representation of previous work, and fairness in the selection and interpretation of sources. Below are some key ethical concerns to consider in the literature review process:

1. Plagiarism

- **Issue:** Plagiarism involves presenting someone else's ideas, words, or work as your own without proper attribution.
- **Ethical Concern:** In a literature review, it is essential to properly cite all sources and give credit to the original authors. Failing to do so constitutes plagiarism, which is a serious violation of academic integrity. Even unintentional plagiarism, such as paraphrasing without acknowledgment, is ethically problematic.

2. Misrepresentation of Sources

- **Issue:** Misrepresenting a source involves citing it in a way that distorts the author's original intentions or findings, such as taking a quote out of context or twisting its meaning to fit a certain narrative.

- **Ethical Concern:** Misrepresentation can lead to false conclusions and misinform the audience. Ethical literature reviews should accurately reflect the ideas, findings, and perspectives of the original authors without manipulation.

3. Selective Reporting (Cherry-picking)

- **Issue:** Selective reporting, or "cherry-picking," occurs when researchers intentionally choose studies that support their own hypothesis while ignoring or downplaying those that contradict it.
- **Ethical Concern:** This practice compromises the objectivity of the literature review and leads to biased conclusions. A balanced review should include diverse perspectives and address both supporting and opposing viewpoints.

4. Intellectual Property Rights

- **Issue:** Intellectual property rights protect the original work of researchers and scholars, including ideas, methodologies, and written content.
- **Ethical Concern:** It is essential to respect intellectual property by giving proper credit and acknowledging the contribution of other authors. Failure to recognize original work can lead to disputes over ownership and academic dishonesty.

5. Inaccurate or Incomplete Citations

- **Issue:** Providing inaccurate or incomplete citations—such as citing a source incorrectly or leaving out important details—can lead to confusion and difficulty in tracing the original research.
- **Ethical Concern:** Misleading citations can affect the credibility of your review and the reliability of future research that builds on it. Ethical literature reviews must provide accurate, detailed references so that readers can verify the original work.

6. Over-reliance on Secondary Sources

- **Issue:** Using secondary sources (sources that summarize or interpret primary research) without consulting the original work can introduce inaccuracies or distort the findings.
- **Ethical Concern:** Ethical literature reviews should prioritize primary sources whenever possible to ensure that interpretations and conclusions are based on original evidence rather than secondhand interpretations that may be biased or inaccurate.

7. Undisclosed Conflicts of Interest

- **Issue:** Conflicts of interest may arise if the reviewer has personal, financial, or professional ties to certain studies, authors, or institutions.

- **Ethical Concern:** A conflict of interest can lead to biased selection or interpretation of the literature. It is important to disclose any potential conflicts of interest to maintain transparency and trust in the review.

8. Fairness and Inclusivity in Source Selection

- **Issue:** Literature reviews may unintentionally exclude certain sources based on geographical, linguistic, cultural, or disciplinary biases.
- **Ethical Concern:** Excluding relevant sources from underrepresented groups, non-English studies, or alternative perspectives undermines the comprehensiveness and fairness of the review. Ethical reviews should aim for inclusivity by incorporating a broad range of perspectives and studies.

9. Recycling or Self-plagiarism

- **Issue:** Self-plagiarism occurs when a researcher reuses portions of their own previously published work without citing it or presenting it as new content.
- **Ethical Concern:** While it is acceptable to build on one's prior research, presenting the same material as new in different contexts without acknowledgment is considered unethical. It misleads the reader and undermines the originality of the literature review.

10. Failure to Acknowledge Limitations

- **Issue:** No literature review can cover all possible studies or perspectives on a topic, and there will always be limitations in terms of scope, methods, or the range of sources included.
- **Ethical Concern:** Ethical reviews should acknowledge these limitations openly, allowing readers to understand the scope of the review and any potential biases. Failing to disclose limitations can create a false impression of comprehensiveness or objectivity.

11. Duplication of Literature

- **Issue:** Duplication occurs when a literature review overlaps significantly with previous reviews on the same topic without offering new insights or perspectives.
- **Ethical Concern:** Producing redundant reviews without advancing knowledge or offering original analysis can be seen as unethical, especially if done for the sake of publishing without contributing to the field.

12. Authorship and Acknowledgments

- **Issue:** Disputes over authorship or failing to properly acknowledge the contributions of others can arise when working collaboratively on literature reviews.
- **Ethical Concern:** All contributors should be fairly credited, and their roles should be acknowledged appropriately. Excluding contributors or assigning authorship unfairly violates ethical standards in collaborative research.

13. Citing Retracted or Discredited Work

- **Issue:** Citing studies that have been retracted or discredited can mislead readers and propagate incorrect information.
- **Ethical Concern:** Ethical reviewers must ensure that the literature they include is current, valid, and has not been discredited. Failing to do so can compromise the quality and reliability of the review.

14. Data Fabrication or Falsification

- **Issue:** In rare cases, literature reviewers might falsify or fabricate references to support their arguments.
- **Ethical Concern:** Such misconduct is a severe breach of ethics, as it misleads readers, distorts the scientific record, and undermines trust in the academic community.

15. Transparency in Methodology

- **Issue:** The process by which sources are selected and reviewed must be clear and transparent.
- **Ethical Concern:** Failing to provide transparency about the methodology used in the literature review (such as inclusion and exclusion criteria) can lead to skepticism about the review's rigor and objectivity. Clear documentation of the review process enhances the reliability and reproducibility of the review.

ETHICAL ISSUES IN DATA COLLECTION AND EXPLANATION

Ethical issues in data collection and explanation are critical to ensuring the integrity and credibility of research while protecting the rights and dignity of participants. These ethical concerns arise throughout the process of gathering, handling, and interpreting data. Researchers must balance the need for accurate, reliable data with respect for privacy, fairness, and the rights of participants. Here are the main ethical issues related to data collection and explanation:

1. Informed Consent

- **Issue:** Participants must be fully informed about the research objectives, methods, risks, and potential benefits before agreeing to participate.
- **Ethical Concern:** Collecting data without proper informed consent is a violation of participants' autonomy. Researchers must ensure that consent is voluntary and based on a clear understanding of the study. Deceptive or incomplete consent processes can lead to participants being misled or harmed.

2. Privacy and Confidentiality

- **Issue:** Researchers must protect the privacy of participants by ensuring that personal and sensitive data are kept confidential.

- **Ethical Concern:** Failure to safeguard personal information could lead to a breach of privacy, exposing participants to risks such as social stigma, discrimination, or legal repercussions. Researchers must use secure methods to store and manage data and ensure that identifiable information is anonymized or protected.

3. Anonymity

- **Issue:** Anonymity involves ensuring that the identity of participants cannot be linked to the data collected.
- **Ethical Concern:** If participants expect to remain anonymous but are identifiable through data, ethical problems arise. Breaching anonymity can have severe consequences, especially in sensitive research areas (e.g., health, legal, or social research). Researchers must take steps to remove identifying information and use anonymized data where possible.

4. Deception in Data Collection

- **Issue:** Sometimes, researchers may use deception to prevent participants from changing their behavior in response to knowing the research purpose (e.g., in psychology experiments).
- **Ethical Concern:** Deception must be minimized and only used when absolutely necessary. Ethical issues arise if participants are not properly debriefed afterward or if the deception causes harm or distress. Researchers must weigh the benefits of deception against potential ethical costs.

5. Harm and Risk to Participants

- **Issue:** Some data collection methods might expose participants to physical, emotional, or psychological harm, especially when researching sensitive topics.
- **Ethical Concern:** Ethical research practices require minimizing risks to participants. Researchers must take steps to protect participants from harm during the data collection process, such as by ensuring the safety of environments, avoiding intrusive questions, or providing psychological support when necessary.

6. Coercion and Voluntary Participation

- **Issue:** Participants must be able to choose freely whether or not to participate in a study without feeling coerced or pressured.
- **Ethical Concern:** If participants are coerced into participation (e.g., through financial incentives, pressure from authority figures, or lack of alternatives), their consent is not truly voluntary. This is especially important when working with vulnerable populations, such as children, prisoners, or individuals with disabilities.

8. Fairness in Participant Selection

- **Issue:** Researchers must ensure that participant selection is fair and representative of the population being studied.
- **Ethical Concern:** If participant selection is biased or unfair, it can lead to distorted data or exploitation of certain groups. For example, over-recruiting from vulnerable or disadvantaged populations without justification raises ethical concerns about exploitation. Researchers must ensure that the benefits and burdens of research are distributed equitably.

8. Accuracy and Integrity in Data Collection

- **Issue:** Data must be collected accurately and without manipulation, ensuring that the information reflects the true responses or behaviors of participants.
- **Ethical Concern:** Falsifying or fabricating data to fit a desired outcome undermines the integrity of research and violates ethical standards. Researchers have a responsibility to report data truthfully, even if it does not support their hypotheses.

9. Cultural Sensitivity

- **Issue:** Researchers must be mindful of cultural differences and respect participants' cultural, social, and personal values during data collection.
- **Ethical Concern:** Data collection methods that disregard cultural norms or impose external values can lead to misunderstandings or disrespect. Researchers should design culturally appropriate methods and take into account the specific needs and concerns of diverse populations.

10. Data Security

- **Issue:** Researchers must ensure that data is securely stored and protected from unauthorized access, tampering, or breaches.
- **Ethical Concern:** A lack of proper data security measures can lead to breaches of confidentiality, exposing participants' personal information. Researchers should use encryption, secure databases, and restricted access to ensure the safety of sensitive data.

11. Honesty and Transparency in Data Explanation

- **Issue:** When explaining or interpreting data, researchers must be honest, transparent, and objective, avoiding any manipulation or misrepresentation of findings.
- **Ethical Concern:** Misleading explanations, cherry-picking data, or overstating results to fit a particular narrative is unethical and can misinform the public or other researchers. Researchers must report findings accurately, including any limitations or uncertainties.

12. Avoiding Bias in Data Interpretation

- **Issue:** Bias can influence how data is interpreted, leading to subjective or skewed conclusions that do not reflect the actual findings.
- **Ethical Concern:** Researchers must avoid letting personal beliefs, preferences, or external pressures (e.g., from funders or institutions) influence the interpretation of data. Unintentional bias can be addressed by using transparent and standardized methods of data analysis.

13. Acknowledging Limitations

- **Issue:** Researchers should recognize and disclose the limitations of their data collection methods and analysis.
- **Ethical Concern:** Failing to acknowledge limitations can mislead others into thinking that the data is more robust or comprehensive than it actually is. Ethical research requires full transparency about the constraints of the data and what conclusions can and cannot be drawn.

14. Misuse of Data

- **Issue:** Data collected for one purpose may sometimes be used for another purpose without the participants' knowledge or consent.
- **Ethical Concern:** Using data for purposes beyond what participants agreed to violates their consent and trust. Researchers must use the data only for the intended research purposes, and if new uses arise, they should seek additional consent.

15. Conflicts of Interest

- **Issue:** Researchers may face conflicts of interest if they have financial, personal, or professional interests that could influence data collection or interpretation.
- **Ethical Concern:** Unresolved conflicts of interest can lead to biased data collection or explanation. Researchers should disclose any potential conflicts to ensure transparency and maintain the integrity of the research process.

16. Respect for Intellectual Property

- **Issue:** Data, especially in collaborative research, may involve contributions from multiple sources.
- **Ethical Concern:** Ethical issues arise when intellectual property rights are not respected. Researchers must give proper credit for data or ideas contributed by others, and they must avoid claiming ownership of data that is not theirs.

ETHICAL ISSUES IN PAPER PUBLICATION

Ethical issues in paper publication are critical for maintaining the integrity, credibility, and trustworthiness of academic research. These concerns revolve around ensuring that the research being published adheres to high standards of honesty, fairness, and transparency, while also respecting the

rights of all contributors and subjects involved. Below are key ethical issues in the publication process:

1. Plagiarism

- **Issue:** Plagiarism involves using someone else's work, ideas, or data without proper attribution.
- **Ethical Concern:** Plagiarism is a serious violation of academic integrity. It undermines the originality of the paper, disrespects the intellectual property of others, and can result in severe consequences for the author, including retraction, damaged reputation, or legal action. Researchers must always credit the original authors of the ideas and work they reference.

2. Duplicate Publication (Self-Plagiarism)

- **Issue:** Self-plagiarism occurs when an author republishes their own previously published work or a significant part of it without proper citation or disclosure.
- **Ethical Concern:** Reusing one's own work without acknowledgement can inflate publication records and mislead readers into thinking the work is new. This practice is unethical because it artificially increases an author's body of published work and wastes resources, such as peer review time.

3. Authorship Disputes

- **Issue:** Disputes about authorship can arise over who should be credited as an author or the order of authors listed on a publication.
- **Ethical Concern:** Unfair authorship practices include "gift authorship" (crediting someone who did not contribute significantly to the work) and "ghost authorship" (excluding those who made significant contributions). Ethical publication requires that only individuals who have made substantial contributions to the research be listed as authors, and they should agree on the order of authorship.

4. Conflict of Interest

- **Issue:** A conflict of interest occurs when an author has personal, financial, or professional relationships that could influence the research or its interpretation.
- **Ethical Concern:** Failing to disclose conflicts of interest can result in biased research and mislead readers about the objectivity of the study. Authors must disclose any potential conflicts, such as financial ties to companies or organizations that could benefit from the research findings.

5. Fabrication and Falsification of Data

- **Issue:** Data fabrication involves making up data or results, while data falsification involves manipulating research materials, equipment, or processes to misrepresent the data.



- **Ethical Concern:** Both fabrication and falsification are major breaches of research ethics and can have serious consequences, including retraction of papers, loss of credibility, and harm to public trust in research. Researchers must ensure that all data is accurately represented and that no manipulation occurs to produce favorable outcomes.

6. Redundant Publication

- **Issue:** Redundant publication occurs when the same or very similar findings are published in multiple journals without proper disclosure or justification.
- **Ethical Concern:** This practice wastes journal resources and can confuse the academic community by making it appear as though more research exists on a topic than actually does. Authors should only submit their work to one journal at a time and avoid publishing the same findings in multiple places.

7. Peer Review Manipulation

- **Issue:** Peer review is a critical part of the publication process, ensuring that research is vetted by experts before being published.
- **Ethical Concern:** Ethical issues arise when authors attempt to influence or manipulate the peer review process, such as by suggesting biased reviewers, impersonating reviewers, or submitting fake reviews. Publishers and researchers must ensure that the peer review process is fair, objective, and free from manipulation.

8. Failure to Acknowledge Contributors

- **Issue:** Research papers often involve contributions from individuals who do not qualify for full authorship (e.g., research assistants, data analysts, or funding bodies).
- **Ethical Concern:** Failing to acknowledge the contributions of others can be seen as disrespectful and unethical. Researchers should properly credit all contributors, whether through authorship or acknowledgments, to recognize the role they played in the research.

9. Salami Slicing (Segmented Publication)

- **Issue:** Salami slicing occurs when authors divide a single study into multiple smaller papers to increase the number of publications.
- **Ethical Concern:** While segmenting research may seem like a way to maximize publication output, it can dilute the impact of the findings, make the research harder to understand, and overburden the peer review system. Ethical publication requires presenting a study in its entirety, rather than artificially splitting it up.

10. Ethical Treatment of Human and Animal Subjects

- **Issue:** Research involving human or animal subjects must adhere to ethical standards for treatment and welfare, including informed consent and minimizing harm.
- **Ethical Concern:** Researchers must report ethical approval (e.g., from Institutional Review Boards or animal care committees) in their publications. Failing to follow ethical guidelines for

subject protection can result in harm to participants or animals and lead to ethical violations, retractions, or legal consequences.

11. Informed Consent and Confidentiality

- **Issue:** In research involving human participants, informed consent ensures that participants are fully aware of the research and their rights.
- **Ethical Concern:** Publishing data or results involving human participants without proper informed consent or breaching confidentiality by revealing identifiable information about participants is unethical. Researchers must ensure that personal data is protected and anonymized in publications.

12. Manipulation of Citations (Citation Stacking)

- **Issue:** Citation stacking occurs when authors or editors excessively cite their own work or the work of colleagues to inflate citation metrics.
- **Ethical Concern:** This practice can distort the scientific record and create an artificial impression of importance or influence for certain papers or authors. Ethical publishing practices require citing relevant work regardless of its source, without intentionally inflating citation counts.

13. Delayed or Withheld Publication

- **Issue:** Delaying or withholding publication of research findings, particularly for personal or financial reasons, can be unethical.
- **Ethical Concern:** Withholding important research results can deprive the scientific community of knowledge, slow down progress, or allow others to make claims to the same findings. It is particularly concerning when companies or institutions with vested interests delay publications to protect their financial or competitive advantage.

14. Retraction and Correction of Published Work

- **Issue:** Retractions occur when a published paper is found to have serious errors or ethical violations, while corrections may be made to address less severe issues.
- **Ethical Concern:** Ethical publishing requires researchers to take responsibility for correcting or retracting published work if significant errors, fraud, or ethical breaches are discovered. Failure to do so can allow false or misleading information to persist in the scientific record.

15. Use of Predatory Journals

- **Issue:** Predatory journals are low-quality, non-peer-reviewed publications that exploit the academic publication system by charging authors fees without providing legitimate editorial services.



- **Ethical Concern:** Publishing in predatory journals can harm the integrity of research by disseminating poorly vetted or unvetted work. Researchers should avoid submitting to such journals and ensure that they publish in reputable, peer-reviewed outlets to maintain the quality and credibility of their work.

16. Misrepresentation of Findings

- **Issue:** Misrepresentation occurs when researchers overstate, understate, or selectively report findings to make their research appear more significant or novel than it is.
- **Ethical Concern:** Exaggerating results can mislead readers and the scientific community, potentially leading to misinformed policies, practices, or further research. Ethical publication requires accurately and objectively reporting research findings, including any limitations.

CONCLUSION

Ethics in research ensures that scientific inquiry advances knowledge in a responsible and humane manner, balancing the pursuit of knowledge with respect for human dignity, integrity, and social responsibility. Research ethics is essential for ensuring that research is conducted with respect for human dignity, scientific integrity, and social responsibility. It not only protects participants but also enhances the credibility, trustworthiness, and overall value of research in society. Ethical issues in research problems are critical to ensuring that the research process respects human dignity, protects participants, and maintains the integrity and value of the research. Researchers must carefully navigate these ethical challenges to ensure that their work is both morally and scientifically sound. Ethical matters in literature reviews focus on intellectual honesty, accurate representation, and fairness in both the selection and interpretation of sources. By adhering to these ethical principles, researchers can ensure that their literature reviews are reliable, transparent, and valuable contributions to their respective fields. Ethical issues in data collection and explanation revolve around the principles of respect for participants, accuracy, transparency, and fairness. Researchers must ensure that data is collected and handled responsibly, protecting participants from harm and maintaining the integrity of the research process. Ethical research practices require ongoing attention to consent, privacy, security, and the truthful representation of data findings. Ethical issues in paper publication center around honesty, transparency, and fairness in all aspects of the research and writing process. Authors, reviewers, and publishers all have a responsibility to maintain high ethical standards by avoiding plagiarism, ensuring proper authorship, accurately reporting data, disclosing conflicts of interest, and using the peer review process responsibly. Adhering to these ethical principles strengthens the integrity and impact of academic research and upholds the trust of the scientific community and the public. Ethical research not only strengthens the credibility of the results but also enhances the overall progress of knowledge by fostering a culture of responsibility, accountability, and respect. Therefore,



maintaining rigorous ethical standards throughout the research process is not just a regulatory requirement but a moral imperative that ensures the integrity and long-term value of scientific contributions to society.

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