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VIRTUAL NATIONAL CONFERNCE

ON

THE ROLE OF EDUCATIONAL INSTITUTIONS IN DEVELOPING ENTREPRENEURIAL COMPETENCY AMONG STUDENTS

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Dr. Naveen Kumar C.M

Principal, Jain College.

Happy to inform you that Jain College is organising a Virtual **Conference on "The Role of Educational Institution in Developing Entrepreneur Competancy among Students" held on 3rd April 2024.**

Today's business environment is characterized by many challenges like volatile, uncertain, complex and ambiguous. It is also challenging for the government to enact suitable policy to accommodate changing nature of business. I am sure the topic of the conference will definitely enable all the delegates to be part of fruitful discussion

I am happy to inform International Journal of Multidisciplinary Research and Technology with e-ISSN- 2582-7359 and Impact Factor 6.325 have accepted to publish our conference proceedings.

On behalf of the Management, Chairman, Vice president of Jain (Deemed to be University). I duly acknowledge the efforts of Faculty Members, students, conference convenors and student coordinators for their untiring efforts to the conference.

All the very best.

Dr. Naveen Kumar C.M,

Principal, Jain College.

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A REVIEW PAPER ON BANKS' SUSTAINABILITY THROUGH THE ADOPTION OF TECHNOLOGIES UNDER THE CONCEPT OF GREEN BANKING

[1]Munnu Prasad V , [2]Dr. Nethravathi K.
[1]JAIN (Deemed-to-be-University), Whitefield. Bengaluru
[2]JAIN (Deemed-to-be) UNIVERSITY, Jayanagar , Bengaluru

Abstract

The banking sector plays a crucial role in facilitating economic activities globally. However, with the increasing concern for environmental sustainability, banks are now under pressure to align their operations with green principles. This review paper **studies the concept of green banking and searches how banks can enhance their sustainability by adopting technologies**. The paper delves into various technological solutions such as **digital banking, blockchain, artificial intelligence, and data analytics, and their implications for green banking**. Furthermore, it discusses the challenges and opportunities associated with the integration of these technologies into banking operations. Through a comprehensive analysis of existing literature, this paper provides insights into the potential of technology-driven initiatives to promote environmental sustainability within the banking industry.

Keywords: Green banking, sustainability, technology adoption, digital banking, blockchain, artificial intelligence, data analytics.

1. Introduction:

The concept of sustainability has gained significant traction across various industries, with increasing emphasis on environmental conservation and responsible business practices. In the banking sector, sustainability encompasses a broad range of initiatives aimed at reducing the environmental footprint of banking operations while promoting economic growth and social development. Green banking, a subset of sustainable banking, focuses specifically on environmental considerations in banking activities.

Research Design / Methodology:

Objectives:

1. It studies the concept of green banking and searches how banks can enhance their sustainability by adopting technologies.
2. It delves into various technological solutions such as digital banking, blockchain, artificial intelligence, and data analytics, and their implications for green banking.
3. It discusses the challenges and opportunities associated with the integration of these technologies into banking operations.

It's a **review study**, it is **limited to secondary data**, and the **time period** is from **Jan'24 to Mar. 24**.

2. Understanding Green Banking:

Green banking involves integrating environmental considerations into various aspects of banking operations, including lending, investment, risk management, and internal processes. The key objectives of green banking include reducing carbon emissions, promoting renewable energy financing, supporting environmentally friendly projects, and enhancing environmental risk management practices.

3. Technological Solutions for Green Banking:

Advancements in technology offer promising avenues for banks to improve their sustainability performance. By leveraging technology, banks can streamline operations, reduce paper usage, minimize energy consumption, and enhance data management practices. Several technological solutions hold particular relevance for green banking:

3.1 Digital Banking:

Digital banking platforms enable customers to conduct banking transactions online, reducing the need for physical branch visits and paper-based processes. By promoting digital banking services, banks can significantly reduce their environmental footprint associated with traditional banking operations.

3.2 Blockchain Technology:

Blockchain technology offers opportunities for enhancing transparency, efficiency, and security in banking transactions. In the context of green banking, blockchain can facilitate the tracking and verification of sustainable investments, carbon credits, and supply chain sustainability efforts.

3.3 Artificial Intelligence (AI):

AI-powered solutions can help banks optimize resource allocation, detect fraudulent activities, and personalize customer experiences. In green banking, AI algorithms can analyze vast datasets to identify environmentally sustainable investment opportunities and assess environmental risks associated with lending activities.

3.4 Data Analytics:

Data analytics tools enable banks to gain insights from large volumes of data, allowing for more informed decision-making. In the context of green banking, data analytics can be utilized to measure and monitor environmental performance metrics, identify areas for improvement, and assess the impact of sustainability initiatives.

4. Challenges and Opportunities:

While technology holds immense potential for advancing green banking initiatives, several challenges must be addressed to maximize its effectiveness. These include concerns related to data privacy and security, regulatory compliance, technological infrastructure requirements, and digital literacy among customers. Additionally, the upfront costs associated with implementing new technologies may pose financial challenges for some banks.

Despite these challenges, technology-driven initiatives offer significant opportunities for banks to enhance their sustainability credentials and gain a competitive edge in the market. By embracing innovation and collaborating with technology partners, banks can develop tailored solutions that address environmental concerns while delivering value to stakeholders.

5. Conclusion:

In conclusion, the adoption of technology holds great promise for promoting environmental sustainability within the banking sector. Through initiatives such as digital banking, blockchain technology, artificial intelligence, and data analytics, banks can reduce their environmental footprint, improve operational efficiency, and better manage environmental risks. However, realizing the full potential of technology in green banking requires overcoming various challenges and embracing a culture of innovation and collaboration. By prioritizing sustainability and leveraging technological advancements, banks can contribute to a greener and more sustainable future.

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USE OF INFORMATION SOURCES AND INFORMATION SERVICES BY THE LAW COLLEGE LIBRARIES AND INFORMATION CENTRES IN KARNATAKA

[1]Mamatha K.R, [2]Dr. H. Divakara Bhat
Srinivas University, Mangalore, Karnataka
Srinivas University, Mangalore

Abstract

The paper focuses on the various aspects of E-Resources. Digital technology has made it more easy, speedy and comfortable to apply the stored intellect. This collected information through the ages has to be used for further research; betterment and overall development of the society. Electronic resources are easily accessible in remote areas. Electronic resources solve storage problems and control the flood of information. This study aims to measure students its e-learning tools that are consistent with ethical and awareness of the safe use of technology. The study attempts to reveal the degree of awareness among the students. The main purpose of the study reported here is to investigate the awareness, utilization of E-resources and the problems of search strategies adopted by the legal professionals in the field of law for accessing-resources.

Keywords: social and technological, Electronic Resources, legal professional, Law Collage, commutation technology

INTRODUCTION:

Information and knowledge have played a key role in the development of various societies and civilizations. As a matter of fact, it has been said that information has a synergising effect in several areas of human activities, political, economic, educational, social and technological. A library is a collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing. Any academic law library is supposed to have a comprehensive collection of legislation, case law, legal textbooks and academic law journals. Since law is the most volatile subject and its literature is exploding it is difficult to control in paper format has come quite handy to librarians as well as to users. A significant development which took place in legal studies is increasing use of electronic journals and databases. The proper utilization of library resources can be optimally used only by attracting the users to the library.

REVIEW OF LITERATURE

Literature is an essential step in the research process. It helps to know what work has been done in specified subject, what lacuna exist, etc, one of the ways of economizing an enquiry is to review and build upon the work already done by other research scholars Therefore; the present study begins with an overview of previous researches pertinent to the present study and followed by a general theoretical concept on use of electronic resources by legal professionals: with special reference to Karnataka,

Shuling (2007) who analyzed the use of electronic resources in Shaanxi University of Science and Technology. The sample consists of 909 respondents of all types of library users. The study found that nearly 80 percent of respondents knew little about electronic resources. Nearly half of the respondents use both printed and electronic resources, followed by print periodicals

Agility (2011) concluded that law libraries can no longer depend on conventional information sources to cope with the latest development in their respective fields. This accounts for the reasons why law libraries worldwide have increased their holdings of electronic information sources and automated their operations.

STATEMENT OF THE PROBLEM

The Present study aims to know the use of Electronic Resources and Information in Law Collage Libraries in Karnataka. The main focus of the study is to know the availability and use of electronic resources. Services and facilities in the law collages Libraries. The present study is conducted to know frequency and purposes of using law collages Libraries. Adequacy of print and electronic law electronic resources.

OBJECTIVE OF THE STUDY

- To understand the law students' acquaintance with computer, internet and their usage
- To know the students' knowledge about electronic legal information resources
- To verify and know the amount of time spend on information-seeking Identify the problems faced by law students in information-seeking
- To understand the need for information literacy

METHODOLOGY

The study adopts a combined methodology of theory and fieldwork in order to examine the availability and usage of the electronics resources in the field of students. In this context a survey of method and personal interviews where our required and observation during the personal visit to indusial Libraries questionnaires is adopted in this study supplemented by some field work in the manner of personal interviewing some Students. Structured questionnaires shall be designed to collect the basic facts required for the gathering the data collections, repeated visits shall be made to the selected professionals to make on the spot observation. Also, series of discussions shall be held with the professional, students and faculties to get clear picture of the concept. There this research work shall use multimethod to collect analyse and consolidated data.

PROPOSED OUTCOME AND BENEFITS OF THE STUDY

In this study the focus is to know the use of electronic Resources and Information in the Karnataka law collages. The Main Focus of the study is to know the availability and use of Electronic Resource's Services and facilities in the Law Collages. It is proposed conclude from the study that library staff should help the students to find electronic resources and information on their own. To improve the facilities and services in the law libraries it is suggested that they should adopt the practice of taking user's feedback periodically, which will certainly help to strengthen the library services.

NEED OF THE STUDY

This study aims to measure students its e-learning tools that are consistent with ethical and awareness of the safe use of technology. The study attempts to reveal the degree of awareness among the students. The main purpose of the study reported here is to investigate the awareness, utilization of e-resources and the problems of search strategies adopted by the legal professionals in the field of law for accessing-resources. The other objectives of the study are as follows:

- The continuous innovation and application of new and newer methodologies in the field of information and commutation technology has been found automatically outdated by the immediate newer innovations.
- During the last one-decade numerous applications have been put into practice in the field of ICT in general and Libraries and information centre in particular.
- This has resulted in empowering the library staff as well as the student community in disseminating and consuming the information sources and products in the digital form.
- Since, today information is power, product, wealth and a powerful tool in decision making, this study has been found very relevant in the present education scenario.
- No much study so far have been undertaken to estimate the efficiency, self-sustainability of Law College Libraries in Karnataka.
- Therefore, to bring awareness both in in digital resources and their successful management by the library staff as well as their proper usage by the user fraternity, the present study has been felt 'need of the hour'.

HYPOTHESIS OF THE STUDY

- Growth of electronic resources in the field of law is more evident in these days.
- Attitude for the use of electronic resources in the Karnataka area legal student is not conducive.
- The students are increasingly using online resources.

RESEARCH FACILITIES AVAILABLE IN RESEARCH CENTRE

- Library Facilities
- Internet Facilities
- Digital Library
- Journal and Magazines
- Computer Facilities
- Photocopying Facilities
- Reservation Facilities

SCOPE AND LIMITATIONS OF THE STUDY

This study is confined of Karnataka; this study includes Practicing advocates, Senior lawyers, Magistrates, students and Faculty members of the Law colleges in Karnataka State.

CONCLUSION:

The implementation of e- -resources proves accurate to the age-old standard that every reader should get information at any time the use of resources is helpful to ensure exhaustive and pinpointed information. The e-resources provide themselves various search options to the user and library manages. Using of e-resources enable the library to save space of library and time of the users. . E-resources are useful for libraries as well as each and every user of the society who are starving to get a variety of information through the globe. The Developments in the information and Communication Technology services are available in the present made wonderful changes in the library operations. Its advantages are for technocrats, usage of the electronic products improve the knowledge of user. E-mails and RSS alerts carry the information for the individual to become aware of the user. Enhancement in Infrastructure like high-speed network, wi-fi in the campus, LAN portals at various rights to use points in the campus and also in departments can be prepared to improve the practice effectively.

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ENHANCING DIGITAL MARKETING STRATEGIES THROUGH SEARCH ENGINE OPTIMIZATION

[1]Ms. Navya B C, [2]Mr. Nandagopan ,[3]Sneha Kanade

[1]MBA Semester III, Krupanidhi College of Management, Bangalore
[2]MBA Semester III, Krupanidhi College of Management, Bangalore
[3]Prof. Associate Professor, Krupanidhi College of Management, Bangalore

Abstract

In today's dynamic and highly competitive digital environment, search engine optimization (SEO) plays an important role in creating an outstanding online presence for businesses. This article explores the multifaceted world of SEO and its important role in modern digital marketing strategies This article covers the basic principles of SEO, including keyword optimization, on-page and off-page strategies, and technical SEO. It sheds light on how search engines index and rank websites, explores the ever-evolving algorithms that govern search engines, and discusses the ethical aspects of SEO practices.

Research methodology outlines a structured approach that combines qualitative and quantitative research techniques. Analyzing and interpreting data are important aspects for understanding user behavior, measuring the impact of SEO strategies and making informed decisions.

The magazine recognizes that SEO is the cornerstone of digital marketing, guiding businesses through the evolving digital landscape. It highlights the importance of data insights, ethical practices and local SEO in a relationship with local customers. SEO remains vital to online success in a world where digital presence is synonymous with business vitality.

Keywords: SEO, Digital Marketing, Algorithms, Optimization.

Research Paper:

Introduction:

In today's energetic and profoundly competitive advanced scene, Search Engine Optimization (SEO) has developed as a vital device for businesses pointing to set up a noticeable online nearness. SEO, a multifaceted approach to moving forward a website's perceivability on Search Engine like Google, has advanced altogether in later a long time, reshaping the digital showcasing scene. This term paper digs into the complicated domain of Search Engine Optimization and its significant part in computerized showcasing methodologies.

This paper will investigate the elemental standards of SEO, counting watchword optimization, on-page and off-page techniques, and specialized SEO, shedding light on the mechanics of how Search Engine record and rank websites. Besides, it'll look at the ever-evolving calculations that administer Search Engine rankings and examine the moral contemplations encompassing SEO hones.

The noteworthiness of SEO expands past simple online perceivability; it impacts client believe, brand specialist, and the generally victory of computerized promoting campaigns. By understanding the subtitle of SEO and embracing best ones, businesses can saddle the control of Search Engine to their advantage, making a maintainable and impactful advanced nearness. Through comprehensive inquire about and examination, this paper points to prepare marketers and businesses with profitable experiences into the energetic world of Search Engine Optimization and its essential part in modern computerized showcasing techniques.

Review of Literature

Search Engine Optimization (SEO) has become a cornerstone of digital marketing strategies, shaping the way businesses interact with online audiences and achieve visibility in an increasingly competitive digital landscape. This section provides an overview of key themes and findings in the existing literature pertaining to SEO in digital marketing.

Evolution of SEO:

SEO has evolved significantly over the years, transitioning from keyword stuffing and black-hat techniques to a more user-centric and algorithmically driven approach. Scholars such as Sullivan (2008) and Fishkin (2018) have traced this evolution, highlighting the importance of quality content, user experience, and ethical SEO practices in achieving long-term success.

SEO Techniques:

A plethora of techniques underpin SEO, including on-page optimization, off-page strategies, and technical SEO. On-page optimization, as emphasized by Patel and Neil (2019), involves optimizing website content, meta tags, and internal linking to enhance relevance to search queries. Off-page SEO, often linked to link-building, is explored extensively in the works of Cutts (2014) and Fishkin (2014). Technical SEO, on the other hand, focuses on site structure, mobile-friendliness, and other technical aspects, as discussed by "Engel et al. 2016"

Algorithms and Ranking Factors:

Search engine algorithms, particularly those of Google, continuously evolve. Studies by Moz (2021) and Backlinko (2020) have provided valuable insights into Google's ranking factors, highlighting the importance of factors such as backlinks, content quality, user experience, and mobile friendliness. Understanding these factors is crucial for digital marketers to adapt their strategies effectively.

Research Methodology:

This research paper employs a structured methodology to investigate the intricate domain of Search Engine Optimization (SEO) within the context of digital marketing. The methodology is designed to provide a comprehensive understanding of SEO practices, their effectiveness, and their impact on digital marketing strategies.

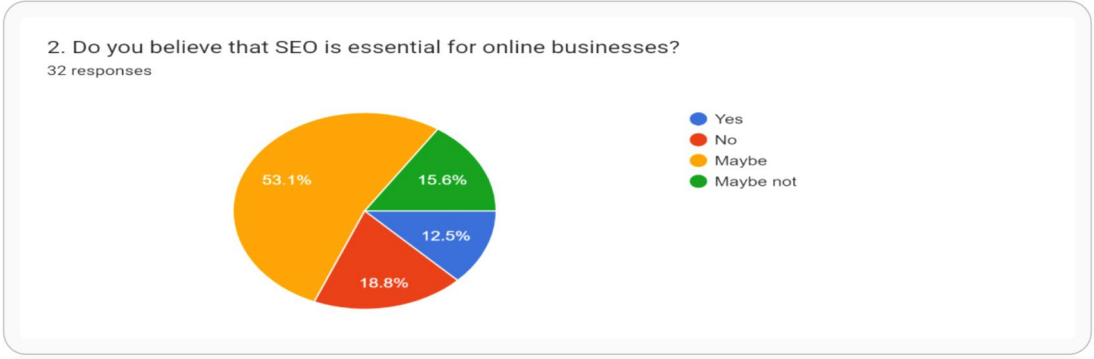
Data Collection:

a) **Primary Data:** it was collected based on the survey which was created in google forms were students have responded to the survey.

b) **Secondary Data:** A comprehensive review of academic literature, industry reports, case studies, and online resources will supplement the primary data. This will help establish a theoretical framework and historical context for the research.

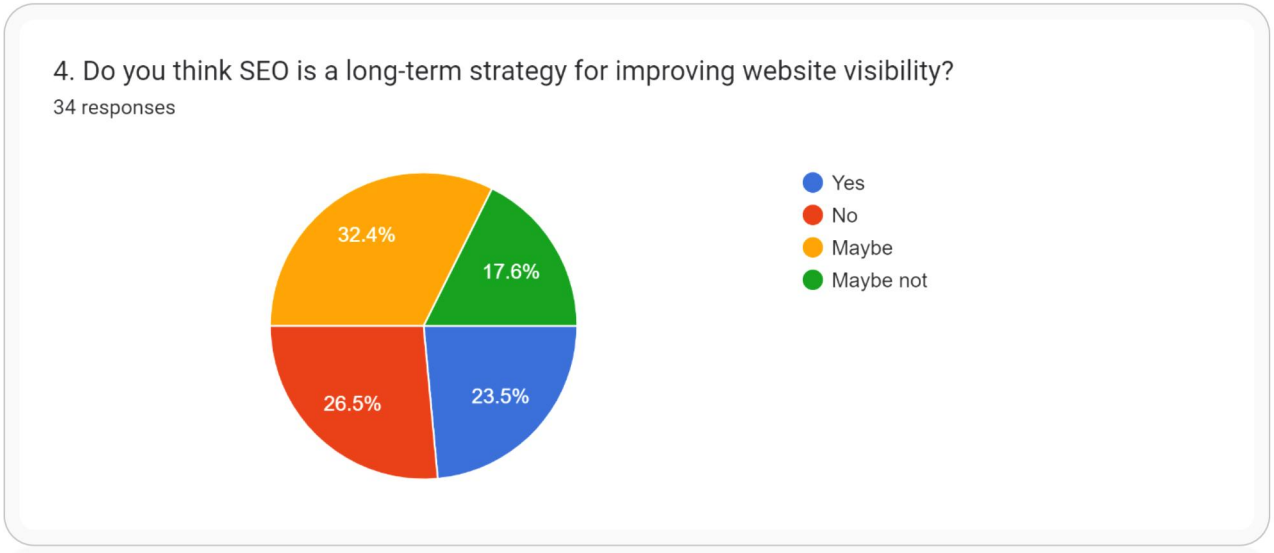
Sampling: A purposive sampling method will be used to select SEO professionals with diverse backgrounds and experiences. The survey component will involve a random sample of digital marketers across various industries.

Data Analysis:



Interpretation:

According to the above pie chart the highest 53.1% students have selected maybe SEO is essential for online business and the least 12.5% of students have selected as yes as SEO is essential for online business.



Interpretation:

According to the above pie chart the highest 45.5% students have selected maybe mobile optimization an important aspect of SEO and the least 12.1% students have selected yes mobile optimization an important aspect of SEO.

A key component of digital marketing, especially in the context of Search Engine Optimization (SEO), is the analysis and interpretation of data. Understanding how your website and online content are performing and making wise decisions to raise your search engine rankings are both made easier with the aid of SEO data analysis. The following steps will help you navigate the process of data analysis and interpretation in SEO for digital marketing:

a) Qualitative Analysis: Thematic analysis will be employed to extract patterns and themes from interview transcripts.

b) Quantitative Analysis: Data collected from surveys and web analytics tools will be subjected to statistical analysis, including regression analysis and correlation assessments, to identify relationships and trends.

c) Ethical Considerations: The research will adhere to ethical guidelines, ensuring confidentiality and anonymity for interview participants. Data collection methods will prioritize transparency and consent.

d) Validity and Reliability: To enhance the validity and reliability of findings, triangulation will be employed by combining multiple data sources, such as interviews, surveys, and web analytics data.

e) Limitations: The study may face limitations related to the dynamic nature of the digital marketing field. SEO practices and algorithms are subject to frequent changes, which may impact the generalizability of findings.

1. Importance of SEO: Research consistently emphasizes the significance of SEO in digital marketing. Effective SEO strategies lead to higher search engine rankings, increased website traffic, and improved user engagement. Numerous studies have linked SEO practices to higher conversion rates and business growth.

2. Calculation Overhauls: Researchers have broadly talked about the effect of Search Engine calculation overhauls, especially those of Google, on SEO techniques. These overhauls, like Google's Panda, Penguin, and BERT, have provoked an energetic and advancing SEO scene, requiring marketers to adjust their strategies persistently.
3. Substance Quality: Substance remains a central component of fruitful SEO. Scholastic inquire about underscores the significance of high-quality, important, and locks in substance. Substance optimization strategies, such as watchword investigate and on-page SEO, are investigated in profundity.
4. Client Involvement: SEO goes past specialized viewpoints and substance. Thinks about have inspected the client encounter as a necessarily portion of SEO. Components like location speed, portable optimization, and user-friendly plan are all tied to SEO victory.
5. Nearby SEO: With the rise of portable web utilization, nearby SEO has picked up noticeable quality. Inquire about illustrates that neighborhood SEO hones, like Google My Trade optimization and nearby connect building, can essentially affect the perceivability of businesses in neighborhood look comes about.
6. Moral Contemplations: A few researchers dive into the moral measurements of SEO. Dialogs around white-hat (moral) and black-hat (deceptive) SEO hones, and the potential results of untrustworthy strategies, are predominant within the writing.
7. SEO Devices and Innovation: The survey moreover highlights the part of SEO devices and innovation in helping advanced marketers. Inquire about demonstrates that the utilize of instruments for analytics, watchword investigate, and location inspecting can improve SEO viability.
8. Challenges and Future Patterns: The literature identifies different challenges within the SEO field, such as the expanding competition, changing client behavior, and the require for continuous adjustment. It moreover clues at the potential future patterns, such as voice look optimization and the part of counterfeit insights in SEO.

SUMMARY OF FINDINGS:

Search Engine Optimization (SEO) is a crucial tool for businesses to establish a noticeable online presence. It involves a multifaceted approach to improve a website's visibility on search engines like Google, reshaping the digital showcasing scene. This paper explores the essential standards of SEO, including keyword optimization, on-page and off-page techniques, and specialized SEO, and the mechanics of how search engines record and rank websites. It also examines the ever-evolving calculations that administer Search engine rankings and the moral considerations encompassing SEO tactics. The significance of SEO extends beyond simple online perceivability; it impacts customer trust, brand reputation, and the overall success of computerized marketing campaigns. By understanding the subtitles of SEO and embracing best practices, businesses can leverage the control of search engines to their advantage, achieving a maintainable and impactful advanced nearness. SEO has evolved significantly over the years, transitioning from keyword stuffing and black-hat techniques to a more user-centric and algorithmically driven approach. Techniques underpin SEO, including on-page optimization, off-page strategies, and technical SEO. Google's ranking factors, such as backlinks, content quality, user experience, and mobile friendliness, continuously evolve, making it essential for digital marketers to adapt their strategies effectively. Ethical SEO practices, such as white-hat techniques and unethical black-hat techniques, are a recurring theme in the literature. Studies have explored the impact of SEO on business success, emphasizing the importance of ethical SEO practices in maintaining trust and reputation in the digital space.

Conclusion

In conclusion, this research paper has explored the multifaceted and ever-evolving realm of Search Engine Optimization (SEO) within the context of digital marketing. The findings underscore the indispensable role of SEO in shaping the online success of businesses, brands, and individuals.

First and foremost, SEO is a dynamic discipline that revolves around understanding and adapting to the intricacies of search engines and user behavior. It involves a meticulous process of keyword research, content optimization, and technical fine-tuning to enhance a website's visibility in search engine results. This trifecta of efforts provides the foundation for effective SEO strategies.

The volatile nature of search engine algorithms, notably exemplified by Google's frequent updates, necessitates a nimble and data-driven approach. SEO professionals rely on data analysis and interpretation to measure the impact

of their strategies, track keyword rankings, and understand user interactions. In this regard, SEO is not a static practice but a continuous journey, where data-driven insights guide marketers in making informed decisions to adapt to evolving algorithms and consumer behavior.

Local SEO has emerged as a pivotal dimension, emphasizing the convergence of the online and offline worlds. Businesses must optimize their digital presence to cater to local customers, recognizing the influence of geographic proximity on consumer choices.

Ethical considerations, prominently featuring white-hat SEO practices, are of paramount importance. An ethical approach to SEO not only ensures long-term sustainability but also builds trust with both search engines and users. This trust is essential for maintaining a positive online reputation and brand integrity.

Ultimately, SEO serves as a bridge between businesses and their target audience in the digital age. It is a comprehensive strategy that integrates technical excellence, compelling content, and an understanding of user intent. The successful synthesis of these elements, aided by data-driven insights and ethical practices, empowers digital marketers to enhance their online visibility, attract organic traffic, and achieve marketing success.

In a world where digital presence is synonymous with business vitality, SEO remains a linchpin of digital marketing. It is the compass that guides organizations and individuals through the dynamic seas of the internet, enabling them to navigate the challenges and seize the opportunities that the digital landscape presents. As SEO continues to evolve, it is clear that its significance in digital marketing will persist, and those who harness its power will be best positioned for online success.

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INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) APPLICATION IN ACADEMIC LIBRARIES: PROBLEMS AND CHALLENGES

[1]Mahammad Rafi M Havaragi , [2]Dr. H. Divakara Bhat
Srinivas University, Mangalore, Karnataka
Srinivas University, Mangalore

ABSTRACT

This paper examines the current state of academic libraries' use of ICT technologies and approaches. The paper provided a comprehensive explanation of the origins of ICT use in libraries as well as its global library history. It is going into further detail about the technologies that fall under the category of information and communication technology (ICT) in library environments, such as computer, communication, optical, and multimedia technologies. The main library components covered by ICT applications have been identified and explained in detail, followed by the functions impacted by ICT use and how libraries are influenced by it. The function of library professionals has evolved as a result of the increased use of ICT in libraries; this has been thoroughly examined and concluded.

The usage of ICT tools in academic libraries is the main topic of this abstract. The piece emphasizes the advantages of switching to digital

KEYWORDS: ICT Tools, Academic Libraries, ICT History, ICT in Library

1. INTRODUCTION

Information and communication technology is referred to as ICT. tools for handling, producing, storing, and disseminating information, as the term suggests. It relates to the newest technology and a collection of basic audio-visual aids, and it can be found in many formats, including text, video, audio, and visual. The quicker rise in technology has led to tremendous advancement in the field of library and information science. The usage of technology and the internet over the last few decades has made library work quite quick. Accuracy and speed are the two most crucial factors in meeting user needs. Traditional libraries have been transformed into knowledge centers by emerging ICTs. ICT is primarily utilized in libraries to deliver services like OPAC access, library database,

2. MEANING AND DEFINITION OF ICT

Information and communications technology is referred to as ICT. Because of how frequently the applications and technology involved with ICT change almost every day, widely accepted definition of the term. It's challenging to keep up with the changes because they happen so quickly. ICT addresses digital data and its methods of transmission, receiving, retrieval and storage. More significantly, ICT addresses how these ideas function in combination. The acronym ICT stands for Information and Communication Technology. Networks that connect various pieces of hardware, such as digital television sets and personal computers, are used to do this. Networks can be further subdivided into two categories: Wide Area Networks (WAN), which are often used and Local Area Networks (LAN), which are typically connected within office buildings.

3. ICT HISTORY

Compared to other nations, the United States outlasted its pioneers in library automation. Punch Card technology was created in the 1930s by Herman Hollerith of the US Census Bureau with assistance from Dr. Jolul Show Billings and Ralph Parker implemented the Hollerith Punch Card system in 1936 at the University of Texas to manage library circulation. By the mid-1940s, the technology was being tested for serial record control. Punch cards were used by the Library of Congress to develop a book catalogue in 1950. The United States produced the first library automation in the 1960s. Integrated chips and storage devices were also

created in the 1970s, and online library networks RLIN and WLN were launched. The 1980s saw a significant rise in the usage of computers in libraries.

4. ICT APPLICATION IN LIBRARIES

Information technology refers to a range of technological applications used in information exchange. The phrase "information technology" refers to a broad category of technologies that offer methods and tools for gathering, storing, transmitting, retrieving, and processing data. The word "information technology" refers to all of the different technologies used in the processing and transmission of information, according to Webster's New Encyclopedia. Computer technology, communication technology, multimedia technology, optical technology, networking, barcode technology, etc. are all included in information technology.

a) Computer Technology: Millions of times faster than the human brain, computers are able to store and retrieve any type of information that has been recorded by users. With a set of exact instructions, a computer can therefore perform all the tasks in the library that require the use of numerous devices.

b) Communication Technology: This method transfers information from the information source to the information user. The telephone, fax, television, email, and Internet are some of the most often used communication technologies while interacting with people.

c) Multimedia Technology: In larger libraries where certain types of students must access and use them, multimedia technology is most frequently used to prepare presentations by simultaneously using sound, text, image, and video.

d) Optical Technology: One of the most significant and practical electronic medium for information storage is the compact disc. A large number of library records, including the Books and Encyclopedias can be stored on a CD-ROM.

e) Networking Technology: A new networking evolved from the fusion of communication and computer technologies. Some of the major networks in India are NICNET, INDONET, PUNNET, CALIBNET, DELNET, and INFLIBNET.

f) Barcode Technology: A self-contained message with information encoded in a series of black bars with different widths and white spaces in between each bar is known as a barcode. These are useful for tasks related to library document circulation and stack verification.

5. OBJECTIVES OF THE STUDY

- To raise knowledge of information and communication technology in order to facilitate prompt library services.
- To identify the Problems and Challenges associated with using ICT-based devices for library services.
- To ascertain the means of overcoming the obstacles.
- The creation of an efficient system for storing and retrieving data.

6. ICT TOOLS IN ACADEMIC LIBRARIES

Barcode Technology:
An electrical device that reads printed barcodes is called a barcode reader. This apparatus is employed for the distribution of books and other things, such as CDs. With this technology, stock verification is now simpler and more efficient.

Library Management Software:
For all library operations, including administration, acquisition, cataloging, transaction, documentation, barcode printing, statistical analysis, OPAC, and so forth, library management software is an efficient instrument for library management.

Internet:
The term "internet" describes the linking of two or more computer networks. One definition of the internet is a global network of computers and people. It is a crucial instrument for international web services. Universities, colleges, schools, and other educational institutions are connected via the internet to share and exchange information.

Library Website:
A library can offer its services and features online thanks to a website for libraries. The library website provides one window access to a range of web-enabled services.

Social Media Platform:
The libraries employed social media platforms such as Facebook, WhatsApp, X (Twitter), blogs, Instagram, LinkedIn, Pinterest, YouTube, and others to market and promote their e-resources. Facebook has emerged as the most beneficial ICT tool for sharing information of all kinds and is crucial to the broadcast of current events and ongoing programming.

RFID Technology:
A new technology for library transactions (check-in and check-out) is RFID technology. To provide a more rapid and user-friendly environment, libraries are offering ICT-based library services. The fourth law of library science is satisfied by RFID technology, which offers a productive and successful library service.

OPAC:
ICT has altered how libraries currently catalog their collections. The user can view the library collection's holdings by using OPAC.
The quickest and most convenient way to know about collections, transactions, weekly updates, question papers, new arrivals, and other library additions is through OPAC.

7. PROBLEMS AND CHALLENGES

- One major obstacle to the development of ICT in libraries is a lack of financing or inadequate funding for libraries.
- Library professionals lack the necessary technical expertise to operate with these technologies.
- Inadequate internet access with limited bandwidth.
- Users' poor knowledge about digital library

8. SUGGESTIONS

- It is recommended that library staff receive training to enhance their ability to use ICT-enabled libraries.
- Libraries should have sufficient funding to enhance the development of ICT tools within their facilities.
- Regular user orientations ought to be held.
- It is recommended to have a fast, high-speed, independent internet line available.

9. CONCLUSION

The use of information and communication technology (ICT) tools and procedures has become widespread across all spheres of human endeavor and organizational types. ICT applications are widely employed in the academic setting to improve and standardize the learning environment in educational institutions. Owing to the constantly changing environment, libraries must use ICT applications to better and more quickly satisfy their patrons' needs. ICT has made libraries' services better than they were in the past, and now users and organizations expect libraries to meet deadlines and complete criteria. The function of library professionals has completely transformed with the usage of ICT.

ICT tools are widely employed in educational institutions to improve the academic atmosphere and establish standards. Academic libraries are crucial in meeting the information needs of faculty members and students at their institutions. Therefore, it is essential to give library employees sufficient financial, technical, and training support so they can use ICT-based resources successfully.

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AN INVESTIGATION INTO THE DYNAMICS OF B2B E-COMMERCE ADOPTION AND ITS EFFECTS IN THE FMCG INDUSTRY

[1]Mr. Kowshik. S, [2]Mr. Subramanya .M

[1]Assistant Professor
Department of Commerce & Management
SRN Adarsh College, Affiliated to Bengaluru city University
Bengaluru, Karnataka, India
[2]Assistant Professor
Department of Commerce & Management
SRN Adarsh College, Affiliated to Bengaluru city University
Bengaluru, Karnataka, India

Abstract:

This study investigates the dynamics of B2B e-commerce adoption within the Fast-Moving Consumer Goods (FMCG) industry. It explores the impact of B2B e-commerce platforms on supply chain efficiency, transaction costs, customer satisfaction, and other relevant factors. The research also identifies challenges associated with adoption, including data security concerns and integration complexities.

The findings highlight the transformative potential of B2B e-commerce in the FMCG landscape, while emphasizing the need for continuous adaptation and innovation to address emerging challenges and capitalize on new opportunities. The study concludes by calling for further research to explore the long-term implications of B2B e-commerce on industry dynamics, supplier-retailer relationships, and the rise of disruptive business models.

Key words: B2B, FMCG, E-Commerce, B2B E-commerce strategy, Evaluation of B2B e-commerce.

Introduction:

Online shopping dominates FMCG sales, surpassing offline purchases from kirana stores, malls, and other retail outlets. Amazon and other e-tailers have witnessed higher consumer spending on fast-moving consumer goods (FMCG) compared to traditional brick-and-mortar stores. According to Kantar Worldpanel, global FMCG online sales experienced a growth rate seven times faster than total FMCG sales on average by the year ending June 30, 2019. The report predicts a doubling of online grocery sales by 2025, constituting 10% of global FMCG sales. Stephane Roger, global shopper and retail director at Kantar's Worldpanel Division, attributes this trend to factors such as urban convenience, seamless integration between online and offline channels, the emergence of direct-to-consumer options, and technological advancements.

In India, half of the items purchased through online platforms like Amazon and Flipkart belong to FMCG categories such as cosmetics, food, beverages, skincare, and more. FMCG products consistently rank as top-selling items by volume on e-commerce platforms, accounting for 56% of total orders according to Nielsen. While FMCG sales contribute approximately 11% of e-commerce sales by value, their online growth outpaces offline sales globally, estimated to be four times faster, as indicated by Nielsen's Future Opportunities in FMCG E-commerce study. South Korea and China lead in online FMCG adoption, with e-commerce capturing 18% and 16% market share respectively. By 2022, global FMCG e-commerce is projected to exceed US$400 billion, constituting 10%-12% of total FMCG sales.

FMCG, or consumer packaged goods (CPG), are products characterized by high demand, quick turnover, and affordability. These items include packaged food, toiletries, beverages, stationery, over-the-counter medicines, cleaning products, personal care items, and certain electronics. Typically consumed immediately or within a short timeframe, FMCG sales are influenced by discounts, seasonal variations, and consumer preferences. As the largest segment of consumer goods, FMCG falls under the category of nondurable goods due to their short shelf life. These everyday essentials are integral to daily life, encompassing purchases from produce stands, grocery stores, supermarkets, and warehouse outlets, such as milk, fruits, vegetables, toiletries, beverages, and over-the-counter medications.

Review of Literature:

Shivendra Suman & Ruchika Gupta (2020), Observations have shown that advertisements often prompt consumers to make impulsive purchase decisions. When a buyer is swayed by aggressive and manipulative marketing tactics without thoroughly evaluating the offer, their rights may be compromised. Consequently, researchers worldwide have dedicated persistent efforts to unravel the motivations behind consumer buying behaviour. A consumer's behaviour at any given moment is closely linked to their individual traits of restraint and impulsivity. The extent to which these traits manifest is interdependent. Similarly, the magnitude and depth of the decision-making process are contingent upon each other. Consumers perceive decision-making as a sequential chain of problem-solving, where goals are sought to be achieved or satisfied. The greater the need or desire for accomplishment, the stronger the motivation to succeed.

Premkumar and Ramamurthy 70 This study examines several key organizational factors influencing Business-to-Business (B2B) Electronic Commerce (EC) adoption. Specifically, we focus on top management support, firm size, firm type, and management level. Top management support is assessed as a subjective measure believed to directly impact adoption rates. Conversely, the latter three factors provide objective demographic data regarding firms' organizational characteristics, serving as contextual variables in alignment with existing literature on the subject.

Premkumar, G., & Ramamurthy, K. (1995). The role of interorganizational and organizational factors on the decision mode for adoption of interorganizational systems. Decision Sciences, 26(3), 303–336.

Cottrill (1997) The evolution of the integration model is envisioned as a transition towards a supply chain operating as a unified corporate entity, transcending traditional organizational boundaries and directly responsive to customer demand through electronic storefronts. This shift is anticipated to instigate significant transformations within corporations, ultimately leading to a heightened reliance on outsourced services. Notably, the strategist emphasizes that the successful implementation of this model hinges on initiating changes internally within the company before extending them outward to suppliers and customers. The initial focus is on realizing substantial benefits, primarily in terms of cost reduction and cycle time optimization. This strategic approach prioritizes internal cohesion and efficiency as the foundation for broader supply chain enhancements and organizational evolution.

Cottrill, K. (1997), “The supply chain of the future”, Distribution, Vol. 96 No. 11, pp. 52-4

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- Industry reports and white papers from research firms, consulting organizations, and industry associations (e.g., Gartner, Forrester, McKinsey, Statista, World Economic Forum)
- Market research reports focusing on B2B e-commerce and the FMCG sector
- Case studies of FMCG companies that have successfully adopted B2B e-commerce solutions
- Academic journals and articles related to B2B e-commerce adoption and its impact on supply chains
- News articles and blog posts by industry experts and analysts
- Data and statistics from government agencies and international organizations (e.g., Trade bodies, UNCTAD)

❖ **DATA COLLECTION METHODS:**

Secondary data is data that has been previously published in a variety of sources, such as textbooks, papers, journals, periodicals, web portals, and more. Regardless of the field of research, there is an abundance of information available in these sources that relates to our field of research in professional education or learning.

❖ **PROBLEM STATEMENT:**

In recent years, the fast-moving consumer goods (FMCG) sector has witnessed a significant transformation in its business operations due to the advent and proliferation of business-to-business (B2B) e-commerce platforms. While B2B e-commerce presents immense opportunities for streamlining procurement processes, enhancing supply chain efficiency, and fostering better customer relationships, its adoption and impact within the FMCG sector remain areas of ongoing exploration and analysis.

Therefore, there is a pressing need for comprehensive research to investigate the patterns, drivers, barriers, and outcomes associated with B2B e-commerce adoption in the FMCG sector. By delving into the intricacies of this phenomenon, researchers can identify best practices, strategic insights, and actionable recommendations that enable FMCG companies to navigate the complexities of B2B e-commerce adoption effectively.

❖ RESEARCH OBJECTIVES

To understand the need of Ecommerce in B2B segment

To Identify Key Drivers of B2B E-Commerce Adoption

To Examine Barriers to B2B E-Commerce Adoption

To Predict Future Growth Trajectories

To Determine the Current Level of B2B E-Commerce Adoption

A THEORETICAL FRAMEWORK

❖ Statistics on B2B E-Commerce Adoption and Impact in the FMCG Sector in India:

- **Market Size and Growth:**
- B2B e-commerce market in India: $18.2 billion in 2021, projected to reach $1220.5 billion by 2031 (CAGR of 9.0%) (Allied Market Research)
- FMCG B2B e-commerce market: Growth driven by increased mobile phone usage and preference for convenience (Salesforce)
- India's e-commerce market: Expected to reach $111 billion by 2024 and $200 billion by 2026 (IBEF)
- **Adoption Rates:**
- Limited data on FMCG-specific adoption rates: Likely lower than B2B average due to traditional practices and fragmented market
- India's internet penetration: Over 880 million users as of March 2023 (TRAI)
- Smartphone penetration: Expected to reach 1 billion by 2026 (IBEF)
- **Impact:**
- Cost savings: Studies suggest 5-10% reduction in procurement costs through B2B e-commerce (McKinsey)
- Efficiency gains: Faster order processing, improved inventory management, and reduced errors
- Transparency: Real-time data access and improved visibility into the supply chain
- Relationships: Improved collaboration between buyers and sellers
- Challenges: Integration with existing systems, trust in platforms, data security concerns
- **Regional Trends:**
  - Tier 2 and 3 cities: Driving e-commerce growth with nearly 60% of transactions originating from these areas (Invest India)
  - Government initiatives: ONDC platform aims to democratize e-commerce and support MSMEs

- **Additional Notes**:
- These statistics represent a snapshot of the current state and are subject to change with further research and market developments.
- It's important to consider the specific context and limitations of each data source when drawing conclusions.

❖ **Need of E-commerce in B2B segment:**

While the traditional B2B landscape relied heavily on face-to-face interactions and manual processes, the need for e-commerce in the B2B segment has become increasingly crucial due to several key factors:

1. Enhanced Efficiency and Productivity: E-commerce platforms automate many B2B workflows, streamlining processes like order placement, reordering, and inventory management. This frees up valuable time and resources for employees to focus on tasks requiring a human touch, such as building customer relationships and exploring new business opportunities.
2. Expanded Reach and Market Access: Unlike traditional sales methods limited by geographical boundaries and time constraints, e-commerce platforms allow B2B businesses to reach a wider audience and tap into new markets globally. This significantly broadens the potential customer base and opens doors for increased sales and brand awareness.
3. Improved Customer Experience: B2B buyers, just like B2C consumers, expect a convenient and efficient buying experience. E-commerce platforms empower them with 24/7 access to product information, real-time order tracking, and self-service options, enhancing their overall satisfaction and loyalty.
4. Cost Reduction: E-commerce eliminates the need for maintaining physical showrooms and managing a large sales force, leading to significant cost savings in operational expenses. Additionally, automating processes minimizes errors and streamlines communication, further reducing operational costs.
5. Data-Driven Insights: E-commerce platforms gather valuable customer data on buying patterns, preferences, and search behaviour. Businesses can leverage this data to gain deeper customer insights, personalize marketing campaigns, and make informed decisions to improve product offerings and enhance customer satisfaction.

In conclusion, e-commerce has become an essential tool for B2B businesses looking to stay competitive in the evolving market. By offering increased efficiency, wider reach, improved customer experience, cost reduction, and valuable data insights, e-commerce empowers B2B businesses to thrive in the digital age.

❖ **Several key drivers contribute to the adoption of B2B (business-to-business) e-commerce**:

1. Efficiency and Cost Savings: B2B e-commerce platforms streamline the procurement process, reducing the time and effort involved in traditional methods. Businesses can automate various tasks, such as order processing, inventory management, and invoicing, leading to operational efficiency and cost savings.

2. Globalization and Market Expansion: E-commerce allows B2B businesses to transcend geographical boundaries and tap into new markets. By establishing an online presence, companies can reach customers and partners worldwide, fostering international trade and expanding their customer base.

3. 24/7 Accessibility and Convenience: B2B e-commerce platforms operate round-the-clock, providing users with the flexibility to conduct transactions at any time. This accessibility is crucial for businesses operating in different time zones and enhances the overall convenience of B2B interactions.

4. Data-Driven Decision Making: E-commerce platforms generate vast amounts of data regarding customer behavior, preferences, and market trends. B2B companies can leverage this data to make informed decisions, identify opportunities, and optimize their strategies for better business outcomes.

5. Buyer Expectations and Preference for Online Transactions: As digital natives become decision-makers in B2B transactions, there is a growing preference for online purchasing experiences. Buyers expect the same level of convenience and efficiency in B2B transactions as they experience in B2C (business-to-consumer) interactions.

6. Integration with Enterprise Systems: Modern B2B e-commerce platforms can seamlessly integrate with existing enterprise systems, including ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), and supply chain management tools. This integration enhances overall business processes and ensures data accuracy across different functions.

7. Mobile Accessibility: The proliferation of mobile devices has made it imperative for B2B e-commerce platforms to be mobile-friendly. Mobile accessibility allows users to conduct business transactions on the go, facilitating faster decision-making and responsiveness.

8. Customization and Personalization: B2B buyers expect a personalized and tailored experience when engaging with e-commerce platforms. Features such as personalized product recommendations, customized pricing structures, and targeted marketing efforts contribute to customer satisfaction and loyalty.

9. Competitive Advantage: Businesses recognize the need to stay competitive in the rapidly evolving digital landscape. Adopting B2B e-commerce provides a competitive advantage by offering a more efficient and customer-centric buying experience, attracting and retaining customers in a crowded market.

10. Regulatory Compliance and Security: B2B e-commerce platforms invest in robust security measures to ensure the safety of transactions and compliance with data protection regulations. This instills confidence in businesses to conduct online transactions securely.

11. Supply Chain Optimization: E-commerce platforms enable better coordination and communication within the supply chain. Real-time visibility into inventory levels, order fulfilment, and shipping processes contributes to supply chain optimization and improved overall efficiency.

❖ **Barriers to B2B E-Commerce Adoption:**

1. Lack of Technical Knowledge and Resources: Implementing and maintaining a robust e-commerce platform requires technical expertise and resources. Smaller businesses might lack the in-house capabilities or budget to manage the technical aspects, hindering their adoption.

2. Security Concerns: Businesses are understandably cautious about online transactions due to concerns about data breaches and cyber security threats. Ensuring secure payment gateways, data protection measures, and robust user authentication systems is crucial to gain trust and encourage B2B e-commerce adoption.

3. Integration Challenges: Integrating e-commerce platforms with existing business systems like ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) can be complex and costly. Seamless integration is crucial for efficient data transfer and avoiding operational disruptions.

4. Resistance to Change: Established businesses with successful traditional sales models might be hesitant to embrace a new approach due to a fear of disrupting existing workflows and established relationships with customers.

5. Complex Buying Processes: B2B transactions often involve complex negotiations, customization, bulk orders, and specific requirements. Adapting e-commerce platforms to cater to these complexities while maintaining user-friendliness can be challenging.

6. Customer Relationship Management: Building and maintaining strong customer relationships are crucial in B2B sales. Businesses might feel that e-commerce platforms lack the personal touch compared to traditional face-to-face interactions, potentially impacting customer relationships.

7. Lack of Trust and Transparency: Some companies, particularly in emerging markets, might lack trust in online transactions due to concerns about product quality, delivery reliability, and efficient after-sales service.

Overcoming these barriers requires a strategic approach that involves investing in necessary resources, addressing security concerns, ensuring smooth integration, and effectively managing the change process. Additionally, fostering trust through transparency, reliable customer service, and building strong online customer relationships are essential for successful B2B e-commerce adoption.

❖ **The Dynamics of B2B E-Commerce Adoption and Impact in the FMCG Sector**:

This study delves into the compelling yet complex world of B2B e-commerce adoption and its impact on the dynamic FMCG sector in India. With the internet and smartphone penetration surging, India presents a unique landscape for exploring this digital transformation journey. Let's unpack the key aspects of this comprehensive study:

1. Understanding the Dynamics:

- Market Landscape: Analyze the current B2B e-commerce market size and growth projections for the FMCG sector in India. Identify key players, platforms, and regional trends.
- Adoption Drivers and Barriers: Explore the factors influencing B2B e-commerce adoption among FMCG companies, including government initiatives, cost savings potential, improved efficiency, and data transparency. Uncover the challenges hindering wider adoption, such as technological infrastructure, cultural resistance, and trust concerns.
- Supply Chain Transformation: Investigate how B2B e-commerce platforms are impacting the FMCG supply chain, focusing on order processing, inventory management, logistics, and collaboration between buyers and sellers.

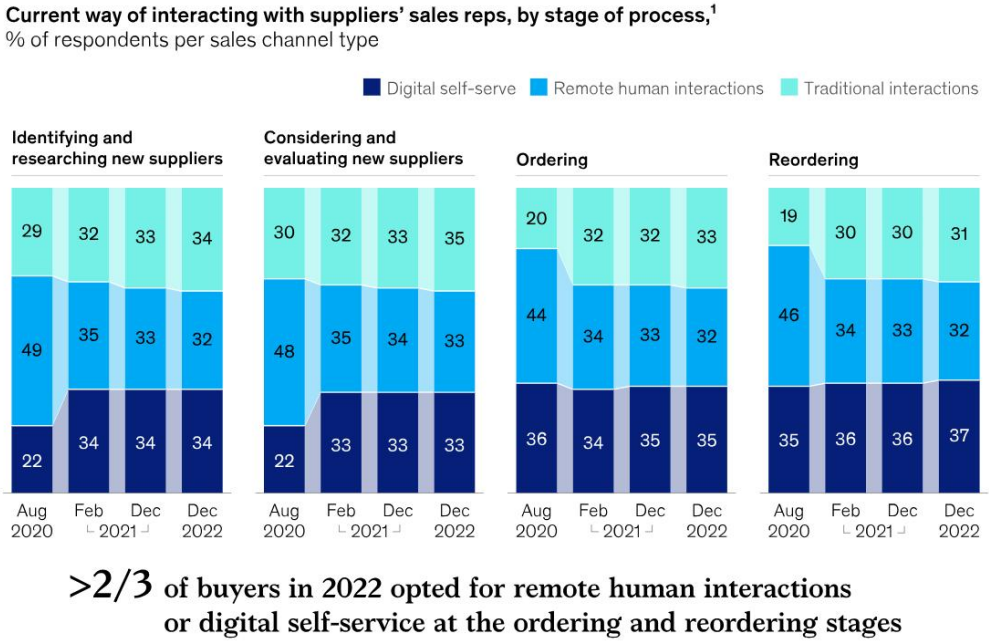
2. Measuring the Impact:

- Economic Impact: Quantify the cost savings, efficiency gains, and revenue growth attributed to B2B e-commerce adoption in the FMCG sector. Analyze the impact on different company sizes and product categories.
- Operational Impact: Assess the improvements in order processing speed, inventory accuracy, and delivery timelines facilitated by e-commerce platforms.
- Relationship Impact: Evaluate the changes in communication, collaboration, and trust between FMCG companies and their suppliers due to digital platforms.

3. Case Studies and Industry Insights:

- In-depth analysis of successful B2B e-commerce implementations in Indian FMCG companies. Identify best practices, challenges overcome, and key learnings.
- Interviews with industry experts and stakeholders to gain insights into market trends, future predictions, and policy recommendations for fostering wider B2B e-commerce adoption.

Top 10 B2B Marketplaces in India 2024



>2/3 of buyers in 2022 opted for remote human interactions or digital self-service at the ordering and reordering stages

❖ **Finding Suggestion:**

The increasing adoption of B2B e-commerce within the FMCG industry has demonstrably led to significant improvements in efficiency, cost reduction, and customer satisfaction. However, challenges remain concerning data security, integration with existing systems, and changing buyer behaviour. Further research is needed to explore the long-term impact of B2B e-commerce on industry dynamics, particularly regarding the evolution of supplier-retailer relationships and the emergence of new business models.

This suggestion incorporates potential findings from the research:

- Positive effects: Efficiency gains, cost reduction, and improved customer satisfaction.
- Challenges: Data security, system integration, and adapting to changing buyer behaviour.
- Need for further research: Long-term impact on industry dynamics, including supplier-retailer relationships and new business models.

Our investigation into B2B e-commerce adoption within the FMCG industry reveals a significant transformation in the way businesses operate. The findings demonstrate that B2B e-commerce platforms have demonstrably enhanced supply chain efficiency, streamlined ordering processes, and reduced transaction costs for both suppliers and retailers. Additionally, the research highlights a positive impact on customer satisfaction through features like real-time inventory visibility and self-service options.

However, the adoption of B2B e-commerce is not without its challenges. Concerns regarding data security and the integration of new platforms with existing enterprise systems remain crucial considerations for businesses. Furthermore, the evolving landscape of buyer behavior necessitates continuous adaptation and innovation to stay competitive. This includes understanding the growing preference for self-service options, personalized experiences, and data-driven insights.

Moving forward, further research is critical to explore the long-term ramifications of B2B e-commerce on the FMCG industry. This includes investigating the potential transformation of supplier-retailer relationships, the emergence of disruptive business models, and the impact on smaller players within the market. By delving deeper into these areas, we can gain a comprehensive understanding of the evolving dynamics within the FMCG industry and pave the way for informed decision-making for businesses navigating this digital transformation.

This expanded finding suggestion offers:

- Detailed elaboration on positive impacts: Mentions specific examples like enhanced supply chain efficiency and streamlined ordering processes.
- Nuanced discussion of challenges: Expands on data security concerns and highlights the need for adapting to changing buyer behavior.
- Stronger call to action for further research: Emphasizes the need to investigate the long-term impact on industry dynamics and emerging business models.

❖ This finding suggestion is concise, informative, and highlights both the positive impacts and ongoing challenges of B2B e-commerce in the FMCG industry, prompting further investigation.
❖ This revised version provides a more comprehensive and informative overview of the potential findings from the research.

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FOSTERING SKILLS EDUCATION: A PHENOMENOLOGICAL EXPLORATION

[1]Smt. Asha. K, [2]Dr. Usha Devi.N

[1]Assistant Professor, Department of commerce and management MLA-AHL, Bengaluru.
[2]Associate Professor, Department of Commerce, MLA First Grade College for Women, Bengaluru

Abstract:

Education plays a remarkable role in every human life. Despite the existence of 49 central universities, 367 state universities, and 123 deemed universities, only 50 lakhs graduates are emerging annually. Among them, half find employment in various sectors, while the rest face challenges in securing jobs due to a lack of essential skills. This study aims to analyze the gap between skill development and employability in higher education.

Key words: Higher Education (HE), Skill Development (SD), Employability (Em).

Theoretical Background to the Research Problem:

Today's education system is undergoing a transformation that has the ability to reshape the entire learning landscape. Within this evolving landscape, higher education can play a significant role in the skill enhancement and increased employability. However, there is a concerning gap in higher education when it comes to equipping the students with the necessary skills for gainful employment. According to a Niti Aayog report, approximately 53% of graduates from Indian higher educational institutions are not employable.

Indian higher education is becoming increasingly expensive. Parents express dissatisfaction with the cost and quality of education provided by institutions[3]. Under the prevailing conditions, it is difficult for the middle class and lower middle-class society to avail the best quality education.

Though Investments in bettering college infrastructure have seen an uptake, lack of accountability and ownership by many educational institutions showcases substantive inefficiencies in the delivery model[4]. For instance, low quality of research, teacher absenteeism, substandard teaching training facilities and dearth of innovative methods of teaching has led to low quality education. A study of 200 government colleges[4] showed that, at any given time, 25% of teachers were missing during college hours and, of those present, more than half were not involved in the teaching activities. Thus, a robust disciplinary oversight and process needs to be laid out without which delivery will remain ineffective.

Students may have subject knowledge but they are not able to face any kind of crisis in their life confidently[5]. According to the National Crime Records Bureau report- 2019, One student dies by committing suicide in every 40 seconds. More than 1 lakh lives are lost every year due to suicide in our country, In Kerala, the country's first fully literate state has the highest number of suicides. Around 32 people commit suicide every day[7]. Students, who have emotional problems, cannot master their language skills well. Such students will always try to hurt others. They cannot concentrate on studies and set priorities in their life.[6] According to the National Crime Records Bureau report - 2021, incidents of rape, sexual harassment, cybercrimes, theft, dowry deaths, illegal wildlife trading, workplace bullying, and absenteeism are on the rise in India.

In many states, University appointments, including that of vice-chancellors, have been politicized and have become subject to caste and communal considerations. There are complaints of favoritism and corruption[7].

If the system of education, which focused more on examination, employment and economic empowerment but not on emancipation, is to survive tomorrow, reorientation of the present educational system from ambitions to aspirations is required. This is possible only by imparting quality skill education to the learners.

Skill development and Employability:

Skill education helps to develop students to become intellectually alert, physically strong, morally upright, aesthetically sensitive, socially committed and economically self-reliant. Besides this, such education makes

students feel better about themselves, because it develops Positive qualities and facilitates to think intensively and critically[2]. Such education helps students to achieve success not only in their academic life examination but also in their work life.

In today's world industrialists need skilled workforce so as to meet global standards of quality, to increase their foreign trade, to bring advanced technologies to their domestic industries and to boost their industrial and economic development. But the problem is Indian students are educated but not employable. For instance[6], out of 50 lakhs graduates passing out every year, only half of graduates are getting employed in various sectors. Again, the unemployment rate in India has increased from 3.52% in 2021 to 6.10 percent in 2022. The percentage of skilled workforce in India is less than 4%, while in China, it is 47%, Germany- 74%, Japan - 80% & highest is in South Korea at 90%[7].

Need for the Study:

Higher education plays a significant role in enhancing skill development and employability. However, many students currently lack the requisite skills, leading to challenges in securing employment. Therefore, this study is undertaken to analyze the gap between skill development and employability in higher education. The study aims to identify measures that can bridge this gap effectively.

The outcome of this research will provide valuable insights to stakeholders in higher education. It will enable them to reorient the education system and prioritize skill development as an integral component of education, ultimately promoting greater employability among graduates.

Objectives of the study:

1. To assess students' perceptions of the skills necessary for gainful employment.
2. To evaluate employers' perspectives on the skills required for employment.
3. To formulate recommendations and actionable suggestions based on the research findings.

Research Methodology:

The present study employs a phenomenological research design to explore the skills required for employment.

Primary Data: Primary data collection involves obtaining the opinions of postgraduate students and employers regarding the skills necessary for employment. An open-ended questionnaire was prepared and distributed to a total of 300 postgraduate students from Bengaluru City University. Additionally, opinions were sought from fifty employers representing software and manufacturing industries. Collected responses were systematically tabulated, and qualitative data from open-ended questions were subjected to thematic analysis. Quantitative data were analyzed using percentages, to provide insights into the responses.

Secondary Data: Secondary data were gathered from authoritative government websites and relevant academic journals to complement and contextualize the primary data. These sources offer additional insights into the broader employability landscape and help in establishing a comprehensive understanding of the research topic.

Data Analysis and Results:

Objective-1: To assess students' perceptions of the skills necessary for gainful employment.

Table-1: Basic Skills required for employment

SL no.	**Skills required for employability**	**1 (Very low)**	**%**	**2 (Low)**	**%**	**3 (Medium)**	**%**	**4 (High)**	**%**	**5 (Very High)**	**%**	**Total**
01	Reading	**12**	4	**36**	12	**108**	36	**120**	40	**24**	08	**300**

02	Writing	**12**	4	**36**	12	**120**	40	**132**	44	**00**	00	**300**
03	Listening	**06**	2	**36**	12	**66**	22	**84**	28	**108**	36	**300**
04	Speaking	**12**	4	**12**	8	**84**	28	**72**	24	**108**	36	**300**

Source: Primary Data

According to the survey:

- **Listening Skill:** Approximately 64% of respondents emphasized the importance of effective listening skills for employability.
- **Speaking Skill:** About 60% of respondents recognized strong speaking skills as crucial for employability.

Table-2: Thinking Skills required for employment

SLno.	**Thinking Skills required for employability**	**1 (Very low)**	**%**	**2 (Low)**	**%**	**3 (Medium)**	**%**	**4 (High)**	**%**	**5 (Very High)**	**%**	**Total**
01	Thinking creatively	**06**	02	**36**	12	**108**	36	**78**	26	**72**	24	**300**
02	Decision making	**00**	00	**24**	8	**108**	96	**16**	32	**72**	24	**300**
03	Problem solving	**12**	04	**24**	8	**60**	20	**120**	40	**84**	28	**300**
04	Reasoning	**48**	16	**60**	20	**84**	28	**108**	36	**0**	0	**300**

Source: Primary Data

According to the survey:

- **Problem Solving Skill:** Approximately 68% of respondents highlighted the significance of problem-sol**ving skills as a crucial factor for employability.**
- **Decision Making Skill:** About 56% of respondents identified strong decision-making skills as essential for employability.

Objective-2: To evaluate employers' perspectives on the skills required for employment.

Table-3: Management skills

SL no.	**Management Skills**	**1 (Very low)**	**%**	**2 (Low)**	**%**	**3 (Medium)**	**%**	**4 (High)**	**%**	**5 (Very High)**	**%**	**Total**
01	Time management	**0**	0	**6**	12	**6**	12	**18**	36	**20**	40	**50**
02	Financial management	**2**	4	**6**	12	**4**	8	**28**	56	**10**	20	**50**
03	Materials and facility management	**2**	4	**6**	12	**22**	44	**14**	28	**6**	12	**50**

04	Human Resource Management	**2**	4	**11**	22	**16**	32	**11**	22	**10**	20	**50**
05	Risk management	**14**	28	**4**	8	**8**	16	**18**	36	**6**	12	**50**

Source: Primary Data

According to the survey:

- **Time Management Skill:** An overwhelming 76% of respondents emphasized the critical role of time management skills in effectively running various aspects in an entity.
- **Financial Management Skill:** Similarly, 76% of respondents recognized the utmost importance of financial management skills in ensuring the smooth operation of various endeavors.

Table-4: Information Skills

SL no.	Aspects of Information Skills	1 (Very low)	%	2 (Low)	%	3 (Medium)	%	4 (High)	%	5 (Very High)	%	Total
01	Acquires and evaluate information	**2**	4	**6**	12	**16**	32	**20**	40	**6**	12	**50**
02	Interprets and communication information	**2**	4	**3**	6	**12**	24	**16**	32	**17**	34	**50**
03	Organizes and maintain information	**6**	12	**8**	16	**10**	20	**18**	36	**8**	16	**50**
04	Uses computer to process information	**0**	0	**14**	28	**20**	40	**12**	24	**4**	8	**50**

Source: Primary Data

According to the survey:

- **Acquiring and Evaluating Information Skill:** Approximately 52% of respondents emphasized the importance of acquiring and evaluating information effectively as a key skill for employability.
- **Interpreting and Communicating Information Skill:** About 66% of respondents recognized the significance of interpreting and communicating information skillfully.
- **Organizing and Maintaining Information Skill:** Approximately 52% of respondents identified the ability to organize and maintain information as an essential skill for employability.

Table -5: Interpersonal Skills

Sl no.	Aspects of Interpersonal Skills	1 (Very low)	%	2 (Low)	%	3 (Medium)	%	4 (High)	%	5 (Very High)	%	Total

01	Participate as member of a team	**06**	12	**04**	08	**10**	20	**18**	36	**12**	24	**50**
02	Teaching others	**03**	06	**08**	16	**25**	50	**10**	20	**04**	08	**50**
03	Serves customers	**02**	04	**12**	24	**06**	12	**26**	52	**04**	08	**50**
04	Use leadership ability	**08**	16	**04**	08	**10**	20	**14**	28	**14**	28	**50**
05	Negotiates	**06**	12	**18**	36	**18**	36	**6**	12	**02**	04	**50**
06	Work with diversity	**02**	04	**08**	16	**14**	28	**18**	36	**08**	16	**50**

Source: Primary Data

According to the survey results:

- **Team Participation:** Approximately 60% of respondents highlighted the importance of being an effective team member.
- **Customer Service:** About 60% of respondents emphasized the significance of serving customers well is the need of the hour.
- **Leadership Skills:** Roughly 56% of respondents identified leadership skills as crucial.
- **Working with Diversity:** Approximately 52% of respondents recognized the value of working effectively with diverse groups of people."

Table -6: System and Technology Skills

Sl no.	System and Technology Skills	1 (Very low)	%	2 (Low)	%	3 (Medium)	%	4 (High)	%	5 (Very High)	%	Total
01	Understanding systems	**04**	08	**04**	08	**14**	28	**14**	28	**14**	28	**50**
02	Observe and improve on the implementation	**00**	00	**06**	12	**12**	24	**14**	28	**18**	36	**50**
03	Selection of Technology	**00**	00	**09**	18	**16**	32	**23**	36	**02**	04	**50**
04	Applying technology to tasks	**02**	04	**10**	20	**14**	28	**08**	16	**16**	32	**50**

Source: Primary Data

According to the survey:

- **Understanding Computer Systems:** Approximately 56% of respondents identified a fundamental understanding of computer systems as a significant skill required for effective computer use.
- **Observing and Improving Computer Knowledge:** About 64% of respondents emphasized the importance of continuously observing and enhancing their computer knowledge as a key skill for proficient computer usage."

Table-7: A person is more suitable for employment/promotion if they:

Sl no.	Suitability for employment/ promotion	1 (Not Important)	%	2 (Least Important)	%	3 (Average)	%	4 (Important)	%	5 (Most Important)	%	Total
01	Show a willingness to learn	**0**	0	**12**	24	**8**	16	**10**	20	**20**	40	**50**
02	Have relevant vocational skills and knowledge	**2**	4	**2**	4	**14**	28	**18**	36	**14**	28	**50**
03	Can learn from their mistakes	**4**	8	**6**	12	**14**	28	**12**	24	**14**	28	**50**
04	Can work co-operatively with others	**6**	12	**4**	8	**8**	16	**14**	28	**18**	36	**50**
05	Are able to follow instructions	**5**	10	**2**	4	**12**	24	**17**	34	**14**	28	**50**
06	Present themselves appropriately (dress, language	**8**	16	**6**	12	**8**	16	**16**	32	**12**	24	**50**
07	Are aware of their own strengths and weaknesses	**8**	16	**12**	24	**6**	12	**10**	20	**14**	28	**50**
08	Are aware planning and organizing skills	**2**	4	**12**	24	**8**	16	**14**	28	**14**	28	**50**
09	Can influence others	**10**	20	**12**	24	**12**	24	**12**	24	**4**	8	**50**

Source: Primary Data

According to the survey findings:

- **Willingness to Learn:** Approximately 60% of respondents prioritize a willingness to learn as a key attribute for employability.
- **Relevant Vocational Skills and Knowledge:** About 64% of respondents believe that having relevant vocational skills and knowledge is crucial for employability.

- **Cooperation and Teamwork:** Around 64% of respondents value the ability to work cooperatively and effectively within a team.
- **Following Instructions**: Roughly 62% of respondents consider the ability to follow instructions as an essential skill.
- **Professional Presentation:** Nearly 56% of respondents emphasize the importance of presenting oneself appropriately, including attire and language.
- **Planning and Organizing:** Approximately 56% of respondent's view planning and organizing skills as significant for employability.

Discussions:

The findings of this phenomenological exploration offer valuable insights into the dynamics of skills education and the factors that contribute to its fostering. This discussion section will delve into the key themes and implications derived from the research.

Theme 1: Student-Centered Approaches

One prominent theme that emerged from study was the significance of student-centered approaches in fostering skills education. Participants consistently emphasized the importance of tailoring educational experiences to the individual needs and aspirations of students. This aligns with the principles of constructivist pedagogy, which posits that learners are most engaged and motivated when they play an active role in their own education

Theme 2: Real-World Relevance

The salient theme that emerged from the study was the importance of real-world relevance in skills education. Participants consistently stressed that learning should be directly applicable to the challenges and opportunities students will encounter in their future careers. This finding resonates with the broader discourse on competency-based education, which emphasizes the acquisition of practical skills and knowledge.

The implications of this theme underscore the need for curricular alignment with industry demands and the evolving job market. Educators should collaborate closely with employers to identify skill gaps and ensure that educational content remains up-to-date and relevant. Furthermore, internships, apprenticeships, and experiential learning opportunities can bridge the gap between theory and practice, making skills education more meaningful.

Theme 3: Holistic Skill Development

The key theme that emerged from the phenomenological exploration was the idea of holistic skill development. Participants expressed the importance of nurturing not only technical or job-specific skills but also essential soft skills such as critical thinking, communication, and adaptability. This holistic approach to skills education aligns with the concept of lifelong learning and prepares students to thrive in a rapidly changing world.

The implications of this theme underscore the need for a well-rounded education that addresses cognitive, interpersonal, and intrapersonal skills. This calls for a reevaluation of assessment methods, with an emphasis on measuring a broader range of competencies. It also highlights the role of extracurricular activities, mentorship programs, and interdisciplinary coursework in fostering holistic skill development.

Suggestions:

The following steps are required to be taken by the Government, Employers and Universities in this regard:

1. **Government and Policy Interventions:** Policymakers and government authorities need to prioritize initiatives aimed at addressing the skill gap highlighted in the study. Investments in education, vocational training, and workforce development programs become essential to ensure that graduates are better prepared for the job market.

2. **Industry Collaboration:** Collaboration between educational institutions and industries is crucial in designing curricula that are more closely aligned with industry needs. This can help graduates acquire relevant skills and increase their employability.

3. **Career Counseling and Guidance:** The study's findings underscore the importance of career counseling and guidance services for graduates. Providing students with information about the skills in demand and strategies for improving their employability is valuable.

4. **Educational Reforms:** To enhance graduates' employability, educational institutions need to consider curriculum reforms and skill development initiatives. These changes should align with the evolving demands of the job market and equip graduates with the skills required by employers.

5. **Mandatory Modules on General Awareness:** Introducing mandatory modules on general awareness, such as disaster management, green management, water crisis, climate change for all disciplines is a proactive measure to equip students with essential knowledge and prepare them to face environmental crises confidently. This step promotes for sustainable development.

6. **Entrepreneurship Courses:** Offering courses on entrepreneurship can stimulate innovation and create a pool of future business leaders. It encourages graduates to explore entrepreneurial opportunities, fostering economic growth in the region.

7. **Enhanced Communication and Technical Skills:** Incorporating communication and technical skills into laboratory work at the graduate level is crucial. These skills are highly relevant in today's job market and can significantly enhance graduates' employability.

8. **Focus on Gross Employability Ratio:** Shifting the focus from the Gross Enrollment Ratio to the Gross Employability Ratio reflects a commitment to not only admitting more students but ensuring they are well-prepared for employment upon graduation.

9. **Social Projects:** Providing opportunities for students to engage in social projects fosters interpersonal and social skills. It encourages students to contribute to society, promoting a sense of responsibility and empathy.

10. **Small Group Discussions:** Conducting small group discussions at regular intervals promotes rational thinking and emotional awareness among students. It encourages critical thinking and effective communication.

11. **Self-Analysis Exercises:** In-depth self-analysis exercises help students understand themselves better and promote open and honest communication. This self-awareness can be valuable in personal and professional development.

12. **Role-Playing Games:** Organizing role-playing games allows students to assess their strengths and weaknesses in a simulated environment. It provides a platform for self-improvement and skill development.

13. **Case Study Method:** Utilizing the case study method enhances problem-solving and critical thinking skills. It encourages practical application of theoretical concepts, making education more relevant to real-world challenges.

14. **Co-Curricular Activities and Sports:** Engaging students in co-curricular activities and sports builds self-confidence, leadership skills, and teamwork abilities. These extracurricular experiences complement academic learning.

15. **Mathematics and Statistics for Analytical Skills:** Emphasizing mathematics and statistics in the curriculum helps students develop analytical skills, which are valuable across various industries and job roles.

16. **Yoga:** Introducing yoga promotes holistic development, addressing both physical and mental well-being. It can reduce stress, and promote overall health and balance.

Conclusion:

The phenomenological exploration sheds light on the multifaceted nature of fostering skills education. Student-centered approaches, real-world relevance, and holistic skill development emerged as key themes with far-reaching implications for educators and policymakers. By embracing these insights and adapting educational practices accordingly, we can prepare students for the challenges and opportunities of the 21st century.

These steps collectively create a well-rounded educational experience that not only prepares graduates academically but also equips them with the skills, knowledge, and mindset needed to excel in the workforce. Collaboration among the government, employers, and universities is the key to implement these measures effectively and achieve the desired outcomes.

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EXPLORING THE RELATIONSHIP BETWEEN EDUCATIONAL INSTITUTIONS, MEDIA INFLUENCE, SPIRITUALITY, AND THE DEVELOPMENT OF ENTREPRENEURIAL COMPETENCY AMONG YOUTH.

[1]Aarushi Singh, [2]Dr. Jolly Jose

[1]A Research Scholar At Amity University, Noida. She Is Pursuing Her Phd In Mass Communication And Journalism. Under The Guidance Of Dr Jolly Jose.

[2]Asst. Director Academics & Research & Ph.D. Coordinator At Amity University, Noida.

ABSTRACT

This study examines the interconnectedness of media impact, spirituality, educational institutions, and the development of entrepreneurial competencies in students. Amid rapid technology advancements and socio-cultural changes, the traditional educational model has expanded to incorporate comprehensive approaches for nurturing student development. This study investigates how educational institutions may foster students' entrepreneurial abilities by employing both formal and informal learning techniques. This is achieved by utilising established literature and empirical data. Additionally, it examines the influence of media on the development of young individuals' entrepreneurial mindsets, attitudes, and behaviours. Lastly, it examines how spirituality might enhance resilience and foster a more profound sense of purpose for those engaged in entrepreneurial endeavors. This study aims to integrate theoretical frameworks with practical insights in order to get the intended outcomes. This research aims to enhance our comprehension of the deep connections among educational institutions, media, spirituality, and the development of entrepreneurial competency by examining their interplay. The results of this study will have significant consequences for educational policy, teaching methods, and future research endeavors.

Introduction

The correlation between education and entrepreneurship has garnered significant interest in the present dynamic socioeconomic climate as a catalyst for innovation, economic growth, and societal progress. Students may navigate the intricate landscape of their entrepreneurial endeavours through this confluence, which is further amplified by the influences of spirituality and media. With rapid technological advancements and changing cultural norms, academic institutions have expanded their traditional role of imparting knowledge to also include fostering entrepreneurial abilities in students. Media has a widespread influence on attitudes, aspirations, and behaviour, while spirituality offers a deeper feeling of purpose and resilience in the pursuit of business. This research examines the interconnected relationships between educational institutions, media impact, spirituality, and the development of entrepreneurial competency in students. The aim is to clarify how these components interact to build the entrepreneurial landscape and impact the paths of prospective entrepreneurs. This research seeks to analyse current literature and empirical evidence in order to understand the intricate nature of this dynamic ecosystem and provide insights into methods for promoting entrepreneurial attitudes and abilities.

The subsequent sections explore the functions of educational institutions in fostering entrepreneurial growth, the influence of media narratives on entrepreneurial attitudes and actions, and the importance of spirituality in offering a guiding direction for entrepreneurial pursuits. This research aims to enhance our understanding of the complex relationship between education, media, spirituality, and entrepreneurship by conducting a thorough literature review and critical analysis. Moreover, it seeks to emphasise the consequences of These observations are valuable for shaping educational policies, teaching methods, and future research efforts in the field of entrepreneurial education.

This study aims to investigate the interactions and conflicts that arise when educational institutions, media influence, spirituality, and the development of entrepreneurial skills come together. It provides valuable insights into how entrepreneurial ecosystems can be nurtured and aspiring entrepreneurs can be empowered in a constantly changing global environment.

Literature Review

Introduction: The compilation of literature on the connection between educational institutions, media impact, spirituality, and the development of entrepreneurial competency among students offers significant insights into the various aspects that shape the entrepreneurial environment. This study rigorously analyses current research to clarify the roles and interplay of these components and their consequences for cultivating entrepreneurial attitudes and abilities in students.

Educational institutions play a vital role in fostering entrepreneurial capabilities among students through several processes. Studies suggest that formal education is crucial in providing entrepreneurial knowledge and abilities (Kuratko, 2005). The incorporation of entrepreneurship education into academic curriculum has gained momentum, equipping students from many fields with fundamental knowledge and practical skills necessary for entrepreneurial endeavours (Fayolle & Gailly, 2008). Furthermore, experiential learning opportunities such as internships, incubators, and entrepreneurship centres provide essential practical experiences and assistance for those who aspire to become entrepreneurs (Kuratko, 2014). The provision of mentorship and assistance by professors and industry specialists plays a crucial role in augmenting students' entrepreneurial growth, hence cultivating an environment of innovation and originality inside educational institutions (Lorz, Müller, & Volery, 2013).

The impact of media on entrepreneurial mindsets is substantial. Various types of mass media, such as films, television series, and social media platforms, have the power to shape people's perspectives and ambitions about entrepreneurship (Goss, 2005). The media frequently romanticises entrepreneurship, presenting successful entrepreneurs as heroic individuals who overcome obstacles and attain remarkable success (Cardon & Kirk, 2015). Celebrity entrepreneurs and influencers have a significant role in shaping the stories and ideas around business, which in turn increases the appeal of entrepreneurship among young people (Braun, 2012). Nevertheless, media portrayals can also reinforce misconceptions and oversimplify the process of becoming an entrepreneur, resulting in false expectations and misunderstandings among those who aspire to be entrepreneurs (Hindle & Klyver, 2007).

The convergence of spirituality and entrepreneurship is a fertile ground for investigation, since there is an increasing acknowledgment of the conceptual connections between spiritual ideals and entrepreneurial conduct (Ramoglou & Tsang, 2016). Spirituality imbues individuals with a profound sense of purpose, fortitude, and moral foundation, which in turn shapes their aspirations and motivations as entrepreneurs (Wicks, 2011). The incorporation of spiritual practices, such as mindfulness and meditation, into entrepreneurial education programmes improves students' self-awareness, emotional intelligence, and decision-making skills (Mitra, 2017). In addition, spirituality promotes a more expansive outlook on entrepreneurship, placing emphasis on social responsibility and the adoption of sustainable company methods (Seelos & Mair, 2017).

Methodology

Given that the study relies on a literature review rather than doing new empirical research, the methodology section will detail the process used to collect, choose, and analyse pertinent literature on the subject. Below is a suggested format for the methodology section:

Approach:

Methodology for Conducting a Literature Search:

Identifying pertinent databases, scholarly publications, and other academic materials pertaining to business, education, media studies, and spirituality.

A curated collection of keywords and search phrases specifically designed for the study subject, encompassing concepts such as "educational institutions," "entrepreneurial competency," "media influence," and "spirituality."

The application of systematic search procedures to guarantee a thorough examination of the literature, which includes doing database searches, following citation chains, and manually examining pertinent journals and

reference lists.

Criteria for Inclusion and Exclusion:

Formulating explicit inclusion and exclusion criteria to provide guidance for the selection of relevant material.

Only peer-reviewed papers, books, book chapters, and reports published in the English language are included.

The exclusion of non-academic materials, opinion articles, and literature that are not directly relevant to the junction of educational institutions, media impact, spirituality, and entrepreneurial competency development among students.

The process of selecting literature:

Filtering search results by examining titles, abstracts, and keywords to uncover material that may be relevant.

LITERARY ANALYSIS

The relationship between educational institutions and the development of entrepreneurial competency:

The function of formal education is crucial in providing students with the necessary information and skills for entrepreneurship. Although entrepreneurship was traditionally seen as an inherent quality, educational institutions increasingly acknowledge the need of organised instruction in this field. Formal education offers a theoretical basis in entrepreneurship, encompassing subjects such as company strategy, market analysis, financial management, and invention. By engaging in homework, attending lectures, and participating in seminars, students get a thorough comprehension of the entrepreneurial process and the difficulties involved in initiating and overseeing a firm.

Entrepreneurship education has been included into the academic curricula of several educational institutions, acknowledging the increasing significance of entrepreneurship in the modern economy. This integration guarantees that students from all fields have the opportunity to access entrepreneurial learning experiences. Entrepreneurship courses can be provided either as independent programmes or as components of more comprehensive business or innovation curriculum. Institutions strive to integrate entrepreneurship education within academic frameworks in order to provide students with the essential information, skills, and mentality required to engage in entrepreneurial endeavours.

Experiential learning opportunities are offered by educational institutions to increase students' entrepreneurial abilities, going beyond traditional classroom training. Internships, incubators, and entrepreneurial centres provide practical opportunities for students to apply academic knowledge to real-life scenarios. Internships offer students a hands-on experience in entrepreneurship through their involvement with well-established startups or entrepreneurial companies. Incubators and entrepreneurship centres provide potential entrepreneurs with tools and assistance, such as mentorship, networking opportunities, and access to capital.

The significance of mentorship: Mentorship and assistance provided by teachers and industry professionals are essential for fostering the growth of entrepreneurial skills in students. Mentors provide essential perspectives, guidance, and assistance derived from their personal experiences as entrepreneurs. Mentors act as exemplars and advisors for students, assisting them in navigating the complexities and ambiguities linked to entrepreneurship. Mentorship programmes establish valuable relationships between students and experienced entrepreneurs, promoting a culture of education and cooperation inside educational institutions.

Institutional support mechanisms refer to the range of assistance and resources that educational institutions offer to foster the growth and development of student startups and enterprises. This assistance may encompass the provision of financial resources through grants, scholarships, or programmes specifically designed to provide initial capital. Institutions may further provide legal and administrative support to aid students in navigating regulatory obligations and bureaucratic procedures. Furthermore, networking events, pitch challenges, and entrepreneurial

forums offer opportunities for students to present their ideas, obtain feedback, and establish connections with possible funders and partners.

The impact of media on the development of entrepreneurial mindsets:

The representation of entrepreneurship in mass media, such as films, television series, and social media platforms, frequently presents it in a glamorous and aspirational manner. Successful entrepreneurs are portrayed as forward-thinking individuals who overcome challenges to get recognition and wealth. These depictions mould social perspectives on entrepreneurship, impacting people's attitudes, ambitions, and job decisions.

The impact of media narratives is substantial in moulding individuals' perspectives on entrepreneurship, risk-taking, and achievement. Media narratives use storytelling and visual images to communicate the thrill and attraction of entrepreneurship, emphasising the potential benefits of taking risks and exploring new opportunities. However, they may also propagate illusions and prejudices about entrepreneurship, such as the belief that success is only influenced by human exertion and resourcefulness. The portrayal of events and stories in the media may have an impact on how people see and approach taking risks and exploring entrepreneurial ventures. This can shape their views on the practicality and attractiveness of pursuing entrepreneurship as a career choice.

The role of celebrity entrepreneurs and influencers is to exert a substantial impact on the entrepreneurial goals and behaviours of young individuals. The media often glamorises the success tales of entrepreneurs, presenting entrepreneurship as an achievable and attractive way of life. The influence of celebrity endorsements and social media endorsements may significantly impact customer preferences and purchase decisions, hence strengthening the appeal of entrepreneurship among young individuals.

The influence of media exposure: Being exposed to media portrayals of entrepreneurship can have an effect on people' belief in their own ability to succeed (self-efficacy) and their drive to pursue entrepreneurial endeavours (motivation). Favourable depictions of accomplished entrepreneurs may provide assurance and hope, motivating others to actively pursue business. On the other hand, unfavourable or inaccurate depictions can create uncertainty and fear, discouraging people from following their business dreams.

significant Limitations of Media Depictions: Despite their ability to inspire, media portrayals of entrepreneurship may have significant disadvantages. The romanticization of entrepreneurship can generate impractical anticipations and misunderstandings regarding the entrepreneurial voyage, resulting in dissatisfaction and disappointments among potential entrepreneurs. Furthermore, too simplistic depictions may fail to acknowledge the difficulties, obstacles, and disappointments that are inherent in the field of entrepreneurship, thereby presenting an imperfect representation of the actualities involved in initiating and managing a firm.

The intersection between spirituality and entrepreneurship:

There is an increasing acknowledgment of the conceptual connections between spirituality, the process of creating meaning, and the behaviour of entrepreneurs. Spirituality offers individuals a profound feeling of direction, significance, and interdependence, which can shape their entrepreneurial aspirations and motivations. Entrepreneurs frequently utilise spiritual concepts, such as honesty, compassion, and mindfulness, in their business activities with the aim of generating value that goes beyond...

Spiritual Principles Exploration:

Spirituality provides a diverse collection of concepts and practices that may guide and influence the decision-making and behaviour of entrepreneurs. Key principles such as intention, adaptability, and morally sound decision-making are fundamental to spiritual practices and may be utilised in the realm of entrepreneurship. Entrepreneurs who integrate their business practices with spiritual principles may find more contentment and gratification in their pursuits, as they strive to generate beneficial influence and contribute to the welfare of society.

Spiritual practices integration:

Entrepreneurship education programmes are incorporating spiritual disciplines, such as mindfulness and meditation, into their curriculum to a greater extent. These activities foster self-awareness, emotional intelligence, and stress management, therefore improving entrepreneurs' capacity to navigate uncertainty and hardship. Mindfulness practices aid entrepreneurs in developing a heightened state of awareness and concentration, which promotes lucidity and ingenuity in the process of resolving problems and making decisions.

Impact of Spiritual Beliefs and Values:

One's personal spiritual views and values can have a significant impact on their business aspirations and motivations. Entrepreneurs driven by a clear purpose and principles centred around service may place a high importance on social effect and sustainability in their company endeavours. Spiritually-inclined entrepreneurs frequently perceive their job as a calling or vocation, harmonising their professional endeavours with their profound sense of purpose and selfhood.

The significance of spirituality in the realm of social entrepreneurship:

Spirituality has a substantial impact on promoting social entrepreneurship and sustainable business practices. Social entrepreneurs are motivated by a strong inclination to tackle social and environmental problems, led by principles of empathy, compassion, and social justice. Spirituality serves as a basis for ethical leadership and responsible management, enabling entrepreneurs to establish firms that promote the common good and make a beneficial impact on society.

Conclusion:

Ultimately, the interconnected relationships between educational institutions, media influence, and spirituality have a substantial impact on the cultivation of entrepreneurial skills in pupils. Educational institutions are vital in transmitting entrepreneurial knowledge and skills, including hands-on learning experiences, guidance from mentors, and institutional backing for student businesses. Media narratives have a significant role in shaping how people view entrepreneurship and can impact their desires and motivations. On the other hand, spirituality provides a more profound sense of purpose and moral foundation in the entrepreneurial experience.

By comprehending and utilising the interactions and combined effects of these elements, educators, policymakers, and practitioners may create a favourable climate for fostering entrepreneurial growth. By incorporating entrepreneurship education into academic curriculum, encouraging critical media literacy, and cultivating spiritual beliefs and practices, prospective entrepreneurs may develop the skills and mindset needed to successfully traverse the challenges of the contemporary business environment with resilience, integrity, and purpose. By combining our collective endeavours, we can foster the development of the upcoming cohort of innovative leaders who possess the necessary skills to generate beneficial transformations and make valuable contributions towards a future that is both environmentally sustainable and fair

The literature synthesis on the relationship between educational institutions, media impact, spirituality, and the development of entrepreneurial competency among students highlights the complex interaction of these factors in creating entrepreneurial mindsets and abilities. This study has analysed available studies to provide a detailed understanding of how educational institutions, media narratives, and spiritual concepts contribute to the development of entrepreneurial desires and capacities among students.

Educational institutions play a crucial role in fostering entrepreneurial growth by offering structured education, hands-on learning experiences, guidance from mentors, and institutional backing to those wishing to become entrepreneurs. By incorporating entrepreneurship education into academic courses and offering practical experiences, students are equipped with the essential information, skills, and mentality needed to traverse the entrepreneurial path with success.

The media exerts a substantial impact on moulding social views on entrepreneurship, presenting it as a glamorous and desirable pursuit. Media portrayals have the potential to encourage and stimulate those who aspire to become entrepreneurs. However, they can also reinforce false beliefs and oversimplify the complexities of business,

resulting in impractical hopes and misunderstandings. Developing critical media literacy skills is crucial for pupils to differentiate between verifiable information and fictionalised representations in media depictions of business.

Spirituality enhances entrepreneurial development by providing individuals with a profound sense of purpose, resilience, and ethical foundation. Incorporating spiritual beliefs and practices into entrepreneurial education programmes improves students' self-awareness, emotional intelligence, and decision-making skills. In addition, spirituality promotes a more expansive outlook on entrepreneurship, emphasizing social responsibility and the adoption of sustainable business methods. To summaries, the literature study emphasizes the significance of comprehending and utilizing the interrelated dynamics between educational institutions, media impact, spirituality, and the development of entrepreneurial competency among students. By efficiently utilizing these aspects, educators, policymakers, and practitioners may create an atmosphere that is favorable for entrepreneurial development and enable the emergence of the next generation of entrepreneurial leaders. To advance, further investigation is required to examine new patterns, cultural differences, and long-term impacts in this ever-changing area, aiming to promote a more inventive, adaptable, and ethically conscious business environment.

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SOCIAL ENTERPRISES AND SUSTAINABLE DEVELOPMENT

Dr. Saravanan M P
Associate Professor, Jain College

Abstract

Social ***enterprises*** has emerged as a powerful force for driving positive social change while addressing pressing societal and environmental challenges. This paper delves into the concept of social entrepreneurship, exploring its characteristics, motivations, and impacts on communities and economies. Drawing on a comprehensive review of literature and case studies from various contexts, the paper examines the role of social entrepreneurs in innovating solutions to complex social issues, fostering inclusive growth, and promoting sustainable development. It also discusses the challenges and opportunities facing social entrepreneurs, including access to resources, scaling impact, and measuring social outcomes. Additionally, the paper explores the evolving landscape of social entrepreneurship, considering the influence of digital technology, policy frameworks, and collaborative partnerships in shaping the sector. By synthesizing existing research and insights, this paper contributes to a deeper understanding of social entrepreneurship as a dynamic and transformative force for creating positive social impact and advancing sustainable development goals.

Keywords: Social Enterprises, Sustainable Development, Social Entrepreneurship

Introduction

Social enterprises are organizations that operate in a business-like manner to pursue social or environmental objectives. Unlike traditional businesses, which prioritize profit maximization, social enterprises prioritize creating positive social impact as their primary goal, while also generating revenue to sustain their operations. Social enterprises can take various legal forms, including nonprofits, for-profits, and hybrid structures, and they operate across a wide range of sectors, addressing issues such as poverty alleviation, environmental conservation, healthcare, education, and community development. Key characteristics of social enterprises include their commitment to social mission, use of innovative business models, reinvestment of profits into achieving social objectives, and accountability to stakeholders for their impact. Social enterprises play a crucial role in driving positive change and promoting sustainable development by leveraging market-based approaches to address societal challenges.

Social entrepreneurship refers to the practice of using entrepreneurial principles and techniques to address social, cultural, or environmental issues. Social entrepreneurs are individuals or organizations that apply innovative and sustainable approaches to tackle societal problems, with a focus on creating positive and lasting impact rather than solely pursuing financial gain. These ventures often operate within the nonprofit, for-profit, or hybrid sectors, aiming to generate social value alongside financial sustainability. Social entrepreneurship encompasses a wide range of activities, including launching new ventures, developing innovative products or services, mobilizing resources, and collaborating with stakeholders to drive meaningful change in communities and societies.

Sustainable development refers to a holistic approach to economic, social, and environmental progress that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. It involves balancing economic growth, social equity, and environmental protection to ensure long-term prosperity and well-being for all. Sustainable development aims to address the interconnected challenges of poverty alleviation, environmental degradation, resource depletion, and social inequality by promoting practices that are environmentally sound, socially inclusive, and economically viable. Key principles of sustainable development include stewardship of natural resources, social justice, intergenerational equity, and participatory decision-making. Achieving sustainable development requires collaboration and coordination among governments, businesses, civil society, and individuals to implement policies, practices, and technologies that promote resilience, equity, and prosperity for present and future generations.

Social enterprises are organizations that operate in a business-like manner to pursue social or environmental objectives. Unlike traditional businesses, which prioritize profit maximization, social enterprises prioritize creating positive social impact as their primary goal, while also generating revenue to sustain their operations. Social

enterprises can take various legal forms, including nonprofits, for-profits, and hybrid structures, and they operate across a wide range of sectors, addressing issues such as poverty alleviation, environmental conservation, healthcare, education, and community development. Key characteristics of social enterprises include their commitment to social mission, use of innovative business models, reinvestment of profits into achieving social objectives, and accountability to stakeholders for their impact. Social enterprises play a crucial role in driving positive change and promoting sustainable development by leveraging market-based approaches to address societal challenges. plays a significant role in advancing sustainable development by addressing social, environmental, and economic challenges in innovative and impactful ways. Here are some ways in which social entrepreneurship impacts sustainable development:

Innovative Solutions: Social enterprises develop innovative solutions to complex social and environmental problems, creating new products, services, and business models that contribute to sustainable development goals.

Community Empowerment: Social enterprises are organizations that operate in a business-like manner to pursue social or environmental objectives. Unlike traditional businesses, which prioritize profit maximization, social enterprises prioritize creating positive social impact as their primary goal, while also generating revenue to sustain their operations. Social enterprises can take various legal forms, including nonprofits, for-profits, and hybrid structures, and they operate across a wide range of sectors, addressing issues such as poverty alleviation, environmental conservation, healthcare, education, and community development. Key characteristics of social enterprises include their commitment to social mission, use of innovative business models, reinvestment of profits into achieving social objectives, and accountability to stakeholders for their impact. Social enterprises play a crucial role in driving positive change and promoting sustainable development by leveraging market-based approaches to address societal challenges. empowers communities by engaging local stakeholders in the design and implementation of solutions tailored to their specific needs and contexts, fostering ownership, participation, and resilience.

Poverty Alleviation: Social enterprises create employment opportunities, promote skills development, and support income-generating activities, thereby reducing poverty and promoting economic empowerment among marginalized communities.

Environmental Conservation: Many social enterprises focus on environmental sustainability, promoting renewable energy, waste management, conservation of natural resources, and sustainable agriculture practices to mitigate environmental degradation and climate change.

Social Inclusion: Social entrepreneurship promotes social inclusion by addressing inequalities and barriers to access essential services, such as education, healthcare, and financial services, ensuring that marginalized groups have equal opportunities to thrive.

Stakeholder Collaboration: Social entrepreneurs collaborate with governments, businesses, nonprofits, and communities to leverage resources, expertise, and networks, fostering partnerships that amplify impact and scale solutions for sustainable development.

Impact Measurement and Reporting: Social entrepreneurs prioritize measuring and reporting their social, environmental, and economic impact, providing transparency, accountability, and evidence-based insights to inform decision-making and resource allocation for sustainable development.

Literature review

Social Enterprise

Kerlin (2009) observed various definitions of social enterprise. In the United States, the term "social enterprise" is broad and somewhat vague, primarily referring to market-oriented economic activities that serve a social purpose. In Europe, this concept gained prominence with the enactment of the legal framework for social cooperatives by the Italian parliament in 1991. Subsequently, European researchers noticed similar initiatives emerging across the continent and established a study network to examine the rise of social enterprise throughout Europe. The EMES European Research Network defined social enterprises as organizations explicitly aiming to benefit the community,

driven and promoted by citizen groups, with limitations placed on the material interests of capital investors. These enterprises also prioritize economic risk and autonomy in their ongoing socio-economic activities.

The Social Enterprise Alliance (2009) defines social enterprise as ventures or organizations within a larger entity that pursue a social mission through market-oriented strategies. These strategies generate income through direct exchanges of goods, services, or privileges. For the purposes of this paper, this definition is adopted to provide a comprehensive description of social enterprise

Social Entrepreneurship and Sustainable Development

The village stands as humanity's oldest form of settlement. Its enduring presence throughout history underscores its foundational role in fostering communities and civilizations. Villages, as fundamental social units of the past, played pivotal roles in national development, particularly in ensuring food supply—a testament to their significance and necessity (Farahani and Haji Hosseini, 2013). Entrepreneurship emerges as a key catalyst for rural development, offering pathways to enhance economic and livelihood conditions by generating employment opportunities and income (Mohamadi Yeganeh & Valai, 2014). Consequently, assessing the entrepreneurial landscape within villages and nurturing entrepreneurship during rural development processes assumes critical importance (Najafi Kani et al., 2015).

Given the imperative to sustain and enhance rural life, innovative solutions are indispensable. Entrepreneurial ideas and interventions hold promise for preserving natural resources and harnessing potentials for future generations (Tousi et al., 2014). Investment in the animal husbandry sector emerges as pivotal, with both theoretical frameworks and empirical evidence validating its significance. Such investments not only bolster production and employment within the sector but also stimulate growth across interconnected sectors (Korsgaard et al., 2015). Given that animal husbandry often serves as a bulwark against rural-to-urban migration, identifying factors influencing investments in this sector and formulating conducive policies for investment promotion and employment creation assumes paramount importance (Farahani et al., 2014).

India, endowed with abundant agricultural and animal husbandry resources, holds considerable potential for the exponential growth of horticultural and livestock products. Achieving the targeted growth rates of 4 to 6 percent, crucial for narrowing urban-rural income disparities, becomes feasible in this context. To address income inequalities effectively, governmental attention should be directed towards agriculture and animal husbandry, with widespread investments in requisite public services for farmers and livestock breeders (Alavizadeh, 2017). Social entrepreneurs, meanwhile, strive to instigate lasting social transformations by creating value that transcends conventional profit motives.

The Importance of Focusing on Social Entrepreneurship within the Context of Sustainability

In contemporary discourse, entrepreneurship permeates various fields, with researchers endeavoring to contextualize its development within their respective domains. Entrepreneurship stands as a linchpin for social, organizational, and individual success. Within this landscape, social entrepreneurship emerges as a potent avenue for fostering the social sustainability of businesses (Spitzeck et al., 2013). The social dimension constitutes a critical aspect of sustainability, signaling a departure from traditional views of entrepreneurship solely focused on profit generation. Entrepreneurs, drawn to areas where they perceive opportunities or unmet needs, contribute to economic vitality while also addressing societal challenges (Santos, 2012).

Over recent decades, there's been a paradigm shift towards considering social impact alongside economic gain, giving rise to social entrepreneurship. Notably, social entrepreneurs demonstrate the capacity to generate profit while effecting positive social change, prompting the integration of this approach into academic literature and organizational practices (Ratten, 2018). The genesis of social entrepreneurship can be traced back to Joseph Banks in 1972, who advocated for applying managerial skills to address social issues alongside business challenges. The establishment of Ashoka in the 1980s further catalyzed the movement by providing support to social entrepreneurs (Agrawal & Sahasranamam, 2016).

Moreover, Peter Drucker's concept of "Social Innovation" in 1990 underscored the importance of managerial strategies in enhancing the effectiveness of producing social goods within non-profit organizations. Over time, definitions of social entrepreneurship have converged on a common emphasis on measurable social impact and

sustainable positive outcomes for communities (Mulyaningsih & Ramadani, 2016). Unlike traditional entrepreneurship solely focused on profit, social entrepreneurship aims to create value through persistent social changes, prioritizing the needs and values of individuals, groups, and regions (Agafonow, 2014).

While both traditional and social entrepreneurs leverage resources to create value, the key distinction lies in their approach to entrepreneurial self-discovery. Social entrepreneurs, driven by a desire to address societal needs, contribute to job creation and the revitalization of disadvantaged sectors within communities. Ultimately, social entrepreneurship aims to transcend individual profit motives, striving for profound and sustainable positive impacts on society at large.

Conclusion

The advancement of entrepreneurship yields a myriad of effects, notably bolstering innovation, elevating technological prowess, expanding employment opportunities, fostering the dissemination of technical and production knowledge, and enhancing income distribution within communities. These outcomes collectively contribute to the augmentation of national wealth and the economic growth of societies (Douglas & Prentice, 2019). Amidst the ongoing transformations and evolutions worldwide, the importance of entrepreneurship has surged. Organizations increasingly rely on innovation and entrepreneurial spirit to navigate evolving conditions, enabling them to secure larger market shares (Lurtz & Kreutzer, 2017).

Furthermore, the burgeoning development of entrepreneurship within the social sphere has garnered heightened attention toward addressing communal challenges. This trend has catalyzed the establishment and growth of social institutions, both domestically and internationally, fostering greater investment in resolving social issues. Social entrepreneurs, adept at identifying existing opportunities, have spearheaded impactful initiatives aimed at alleviating poverty, combating discrimination and inequality, and addressing legal injustices through the establishment and expansion of social institutions. The outcomes of these endeavors contribute significantly to the advancement of social justice within human communities.

In this context, social entrepreneurs, while sharing traits and behaviors akin to economic entrepreneurs, demonstrate a heightened inclination towards compassionate and supportive actions, coupled with a keen imagination and insight for tackling social problems. The outcomes of their endeavors, including the development of social entrepreneurship, increased innovation, elevated technological standards, expanded employment opportunities, the dissemination of technical and production knowledge, and equitable income distribution at the community level, stand as paramount achievements in advancing societal well-being.

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ANALYTICAL STUDY ON CONSUMER BEHAVIORS TOWARD NON-DURABLE GREEN PRODUCTS WITH REFERENCE TO BANGALORE

[1]Mr. Dhanush K,[2]Mr. Sultan Khan ,[3] Sneha Kanade

[1]MBA Semester I, Krupanidhi College of Management, Bangalore
, [2]MBA Semester I, Krupanidhi College of Management, Bangalore
[3]Prof. Associate Professor, Krupanidhi College of Management, Bangalore

ABSTRACT

The research paper titled "Analytical Study on consumer behaviour toward non-durable green products with reference to Bangalore" This research paper aims to examine the consumer preference on green non-durable food product in Bangalore. By understanding how consumer interact with different retailers, and the best methods for generating engagement and improving consumer preference, we can develop better strategies for achieving success on Indian green market.

The results showed that, overall, posts and strategies that incorporated a personal preference or efficiency that gave a unique perspective to the green non-durable products gained the highest demand and were deemed most effective.

Finally, it was found that certain strategies such as. Improvements should be made in the marketing elements and increasing the investments in the production units will help to decrease the cost of production. Government, NGO's, educational institutions, business houses and society should take the initiative to promote green products among consumers.

Consumer behaviour towards green non-durable products have increased significantly. Green products are usually identified by having two basic goals reducing waste and maximizing resource efficiency. Green product is a sustainable product designed to minimize its environmental impacts during its whole life cycle and even after it's of no use.

KEYWORDS: Consumer buying decision process, Green non-durable products, environmental impact, NGOs, E-Commerce.

Research Paper:

Title: ANALYTICAL STUDY ON CONSUMER BEHAVIORS TOWARD NON-DURABLE GREEN PRODUCTS WITH REFERENCE TO BANGALORE

Introduction:

The current rapid growth in the economy and the pattern of consumer's consumption and behaviour worlds wide are the main cause of environmental deterioration. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation have resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green.

Government has introduced policies to save the environment from further degradation and so has the corporations opted for environmentally friendly practices. One of the earliest steps that were taken regarding this environmental concern was to introduce products that were supposed to be environment friendly. These products have positive effects on the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as "Green Products". A green product is sustainable product designed to minimize its environmental impacts during its whole life cycle and even after it's of no use. Green products are usually identified by having two basic goals – reducing waste and maximizing resource efficiency.

Green behaviour is the choice made by the consumers whether to buy an eco- friendly product or not. Consumers concern towards a safe environment has been frequently increasing. Nowadays the market contains a wide variety of products that are environmentally safe. The purchase behaviour of the consumers depends on the beliefs and the consciousness of the consumer towards environmental concerns. If a consumer opts for a green product, it not only has personal benefits for the consumer but also many long-term environmental benefits.

A green product consumer is aware of his or her obligations to protect the environment by selective purchasing green product or servicing. A green consumer tries to maintain a healthy and safe lifestyle without endangering the sustainability of the planet and the future of mankind. Green Consumer Day is celebrated on September 28th every year to create an awareness of bringing a green and clean pollution-free environment. This day also depicts the issues and impacts of consumerism over the environment. Also, many awareness programs are conducted on this day to teach people about the significance of recycling-reusing and reducing waste materials. The concern for environment has been found to be more among the young consumers. Consumers regard the features of the green products to be most important while purchasing them.

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. A lot of companies promote their products by enhancing the consciousness of the consumers towards the environmental issues which makes a consumer move from a convectional product to a green product. This helps the firms to not only market their products but also increase the awareness of the consumers.

Review of Literature

According to **Sneha Ravindra Kanade's** study from (2023), there are several internal and external elements that affect consumer behaviour toward green non-durable goods. The factors were determined, and each hypothesis was examined. According to the research's findings, younger generations have been exposed to the idea of green products and have accepted it since they are aware of the effects it has on the environment. It was observed that consumers that care about the environment tend to buy more green items. Other aspects that would attract buyers are developed and highlighted. Due to their characteristics and functionality, eco-products produce higher levels of customer satisfaction than traditional ones. The outcomes are quite positive for any business selling eco-friendly goods, especially those that are not durable.

Vilkaite-Vaitone (2022) said that green marketing is a key contributor to the success of an organization. It has business benefits as well as also to environmental and social benefits due Ms. Sneha Ravindra Kanade, Dr. Smita Harwani cleaner production. This benefit leads to improvement of the natural ecosystem and increased quality of life. Therefore, academicians and practitioners have an increasing interest in this construct and its measurements.

Sally Avrinella Silaban (2021) Green marketing is one of the hot issues discussed. This occurs due to increased public awareness of the environment, so that people begin to choose and buy eco-friendly products. This is a challenge for goods and service providers to provide assurance to consumers that the goods and services produced are safe for consumers and eco-friendly so that they do not damage the environmental system. Green showcasing means making, advancing, deciding costs, and appropriating wares that make negligible or no mischief the normal environment (Baker and Hart, 2008). Methodologies incorporate changing creation process, item adjustment, or developing advancement strategies. The beginning of the idea traces all the way back to the 1970s with the rise of green advertising, which zeroed in on manufacturing plants that seriously affected the climate (Baker and Hart, 2008). It was likewise during this time that expanding accentuation was set on corporate social obligation (CSR). The time frame starting the mid-1990swas portrayed by the rising mindfulness and interest in eco-accommodating items, prompting the development of the ideas of the green customer. From that point forward, green showcasing has drawn in the consideration of researchers, naturalists, firms, and general society (Baker and Hart, 2008).As of now, green promoting keeps on getting expanding consideration as partnerships plan themselves to improve their endurance; the elements that have prompted this example incorporate the developing number of eco-touchy shoppers, rising government pressures, and expanding tree hugger crusades toward a green economy (Garg, 2015). By and by, the reception of green procedures by firms stays low as they battle to offset natural necessities with their monetary obligation.

Rahman and Duan (2019) A thorough investigation were undertaken by Rahman and Duan to look at consumer perceptions and knowledge of environmentally friendly non-durable products. They conducted study to better understand the elements affecting consumers' perceptions of and behaviour toward environmentally friendly solutions for non-durable items. The study collected data and drew conclusions using both qualitative and quantitative methodologies. The study revealed a notable positive shift in consumer attitudes towards green non-durable products. Increased awareness of environmental challenges, such as climate change, pollution, and resource depletion, emerged as a crucial factor shaping consumer attitudes. Participants indicated a growing sense of personal responsibility towards sustainable living. They acknowledged their role in making environmentally conscious choices and viewed their purchasing decisions as a means of contributing to environmental protection.

3. RESEARCH DESIGN

STATEMENT OF PROBLEM

Understanding consumer buying behaviour towards green non-durable products in Bangalore. By addressing the limited awareness, identifying influencing factors, exploring perceived benefits and barriers, and examining the impact of demographic variables, the research aims to contribute to a comprehensive understanding of consumer behaviour in this context. The findings will inform the development of strategies and initiatives to promote sustainable consumption and encourage the adoption of green non-durable products in Bangalore.

Despite the increasing awareness of environmental issues and the availability of green non-durable products, there is a lack of comprehensive understanding regarding consumer buying behaviour towards these products in Bangalore. The specific gaps in knowledge and areas of concern including less awareness and knowledge towards the green non-durable products.

OBJECTIVES OF THE STUDY

The main objective of this study is to determine the key antecedents influencing respondent's intention towards purchasing green non-durable products. It seeks to examine and understand whether factors such as Attitudes toward Green Purchase, Perceived Consumer Effectiveness, Health Consciousness, Attitudes toward the Environment and Social Influence will influence purchasing intention of green products.

The objectives of stress in this study are as follows:

- To Study consumer buying behaviours toward non-durable green products
- To evaluate the improvisation of non-durable green products in past five years
- To Study awareness and acceptance towards green products (non – durable)
- To study the impact of demographic variables on consumer behaviour towards green products based on Income, age etc
- To suggest measures to increase adoption of non-durable green products.

RESEARCH METHODOLOGY

Research Design:

The research is descriptive in nature. It describes the variables that influence purchase of green products.

Sample design:

1) **Population**: The population for this research project is consumers opting to buy green products.
2) **Sampling frame**: The sampling frame for this project is consumers of green products in Bengaluru region.
3) **Sampling Unit:** sampling unit for this research is individuals who are consumers of green products.
4) **Sampling method:** The Sampling method adopted for this research project is nonprobability sampling method. Convenience sampling has been used for this project.
5) **Sample size:** The sample size for this project is 98 respondents as per convenience of the researcher. For the study, data will be taken from common people who have purchased organic food products from Bangalore with

the assistance of the prepared and approved questionnaire having statements/questions; having open-ended and close-ended.

1. Tool for Data Collections

A questionnaire is designed to collect primary data for the research.

2. Method of Data Collection

The task of data collection begins after a research problem has been defined and research design has been found. Two methods of data collection are:

a) Primary Data Collection

b) Secondary Data Collection

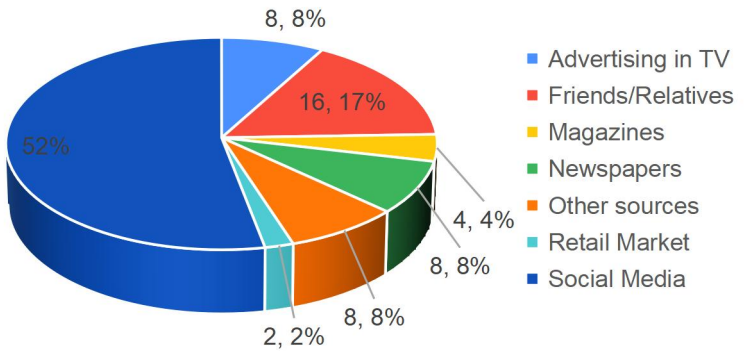
Data Analysis and Interpretation

Table 4.5: Table showing the sources of awareness about Non – Durable Green products.

Options	**Respondent's**	**Percentage**
Advertising in TV	8	7%
Friends/Relatives	16	16%
Magazines	4	4%
Newspapers	8	8%
Other sources	8	8%
Retail Market	2	2%
Social Media	52	54%
Grand Total	98	100%

Graph 4.5.1: Graph showing the awareness status about the no durable products.

Total 98 Responses



Analysis and Interpretation - The table presents the sources of awareness about the non-durable products distribution of 98 respondents who participated in the survey, categorized into seven groups. The majority of the respondents, 52% says that their source of awareness about the green non-durable products are through the social media like Facebook and Instagram.

Other 16% says they will get to know about green products through the friends and relatives. And 8% each with newspapers and other sources and remaining smaller percentage through magazines, advertisement and retail market. Therefor social media is the biggest platform to share the awareness about the green non- durable products.

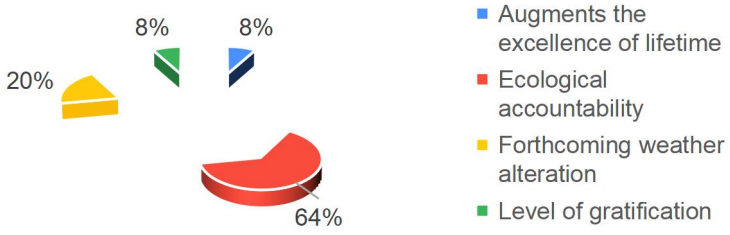
Table 4.6: Table showing the main reason to buy Non – Durable Green products.

Main reason to buy non-durable green products	**Responses**	**Percentage**
Augments the excellence of lifetime	8	8%
Ecological accountability	63	64%
Forthcoming weather alteration	19	20%
Level of gratification	8	8%
Total	98	100%

Graph 4.6.1: Graph showing main reason to buy green non- durable products in Bangalore.

Total 98 Responses

Analysis and Interpretation - The graph shows the main reasons for purchasing organic food among respondents in Bangalore. Out of 98 respondents, 63 respondents, which is 64%, reported that ecological concerns are the main reason for purchasing organic food. 19 respondents, which is 20%, reported that forthcoming weather concerns are the main reason for purchasing organic food. 8% each respondent, reported that augment excellence of lifetime and the level of gratification are the main reason for purchasing organic food.



FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

Age Distribution: The study included respondents, and the largest proportion of the respondents belonged to the age group of 41-60, accounting for 55% of the total, followed by those in the age the total, followed by those in the age group of 31-40yrs, who accounted for 31%. Therefore, majority of the respondents are from the age group of 41yrs to 60yrs.

Marital status: Most of the respondents are married with children the respondents and Most of the respondents were female, with 59 % or 58 individuals. The second-largest group of respondents were male, with 32% or 31 individuals.

Income Distribution: The majority of the respondents (60. %) reported an income of more than Rs. 40k, second largest group has the income below 40k with 38% (16%+8%+8%+6%).

Awareness about the non-durable products: The study shows the majority of the respondents, 54% says that their source of awareness about the green non-durable products are through the social media like Facebook and Instagram. Other 17% says they will get to know about green products through the advertisement.

Reason to buy or Purchase interest for non- green durable products: The graph shows the main reasons for purchasing organic food among respondents in Bangalore. Out of 98 respondents, 62 respondents, which is 64%, Majority of respondents are worries about environmental concerns.

Non-durable product Pricing: Maximum number of respondents with 52% of 98 people are agreed that the non-durable products in Bangalore are very highly priced. This perception of higher cost may discourage price-sensitive consumers, but the growing demand for organic food suggests that many consumers are willing to pay a premium for the perceived health and environmental benefits of organic food.

Willingness to pay for the product: willingness of respondents in Bangalore to pay a premium for organic food products compared to non-organic products. Out of 98 respondents, 42% reported being willing to pay 0-10% more for organic products. Whereas 12% people of the respondents are fine to spend more than 30% increased price for non- durable products.

SUGGESTIONS

Increased education and awareness regarding green organic products were shown to be the primary motivators for individuals to buy green organic products, according to the study. Therefore, it is crucial to spread information about the advantages of eating organic food using a variety of platforms, including social media, ads, and educational programs.

Enhance the accessibility and availability of green, non-durable organic products: The buying of green, organic non-durable products in Bangalore was found to be significantly hampered by accessibility and availability. Increased distribution and availability of organic foods in neighbourhood markets, as well as a rise in the number of green non-durable product suppliers—both online and offline—are necessary to remove this obstacle.

Lower pricing: According to the study, low prices were a major influence in persuading individuals to buy non-durable, green, organic products. Therefore, it's critical to increase the accessibility and affordability of green non-durable goods for a larger variety of consumers through subsidies or other policy changes.

Highlight the health benefits of green non – durable organic products: Health concerns were identified as the main reason for purchasing organic products. Therefore, it is important to highlight the health benefits of green organic products through marketing and education campaigns to increase consumer demand.

Address the concerns of those who don't buy: According to the study, a small proportion of participants didn't think it was vital to buy organic food. Understanding the causes for these people's non-purchases will help you create methods that will allay their worries and spur more interest in organic food.

CONCLUSION

The study conducted out in Bangalore offers insightful information on the variables affecting the purchase of organic food in the city. One of the study's key results is the rise in consumer interest in organic food, which is primarily motivated by health considerations. This demonstrates the necessity for companies to emphasise the health advantages of organic food in their marketing efforts in order to draw in more customers.

However, it was discovered that the biggest obstacles to buying organic food were accessibility and availability. To make it more available and cheaper for consumers, firms should aim to increase the number of green, organic, non-durable suppliers and distribution channels. In order to boost demand, there is also a need for more information and education on the advantages of green, organic products.

The study also emphasises how well green marketing works to increase consumer demand for environmentally friendly, organic goods. This shows that in order to raise consumers' interest in product that is organic, firms need to create more compelling green marketing techniques.

It is important for stakeholders to address the issues of non-purchasers, establish strategies that address those issues, and raise non-purchaser interest in organic products in order to support the expansion of the organic products market in Bangalore. Businesses might, for instance, create educational initiatives to enlighten consumers about the advantages of organic products and collaborate with governmental and non-governmental organisations to raise awareness of the significance of organic products.

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AN ANALYSIS ON RELATIONSHIP BETWEEN OF EDUCATIONAL QUALIFICATION AND ENTREPRENEURSHIP IN INDIA

[1]Manoj Kumar K , [2]Prof. Rekha Gothe.

Abstract

Entrepreneurship and start-ups are booming in India in the past decade. In 2021, India's entrepreneurial activity rate rose to 14.4% from 5.3% in 2020 and it is expected to grow moving forward as more trends such as digitalization and Make-in-India are emerging. The educational institutions are also focusing on providing skill-based education among students after implementation of new education policy, which can help them in applying theoretical knowledge into practical use, which a key characteristic of any entrepreneur. This study aims at providing an overview of entrepreneurship in India and also analysing the impact of educational institutions on the entrepreneurship. The study also explores how much confidence the educational institutions build among the students to become an entrepreneur based on their educational qualification alone by analysing the sample of 52 individuals collected using structured questionnaire by applying chi-square test. The study concludes that there is no relationship between the education and entrepreneurship. It is also found that majority of people do not believe that they can become entrepreneurs based on the skills and education that they have gained in their educational institutions alone. The study suggests that though education is important for becoming an entrepreneur, it is not the only factor which plays a vital role, but also other practical skills which individuals gain outside their institutions of their own volition.

Keywords: Educational institutions, educational qualification, entrepreneurship.

Introduction

Entrepreneurship has existed since ancient times in India, with a long tradition of trade and commerce. However, entrepreneurship truly began to flourish on a larger scale only after the economic reforms in 1990s. The liberalisation policies sparked a wave of entrepreneurial spirit, opening up avenues for innovation, investment and growth. Entrepreneurship in India spans wide range of sectors such as technology, e-commerce, renewable energy, etc. After the digitalization in 2015, technology and e-commerce sectors have experienced significant growth as start-ups came up with innovative solutions using technology that disrupted the traditional industries. While India does offer immense opportunities for start-ups to grow, it also presents several challenges such as regulatory complexities, infrastructural issues, etc. The access to finance, funding issues, and lack of proper guidance are also a major challenge in starting a new business. Educational institutions can help in overcoming some of these challenges by promoting entrepreneurial skills among the youth. The educational institutions play a critical role in developing the entrepreneurial skills among youth by integrating entrepreneurship education in the curriculum. This can expose youth to concepts such as opportunity recognition, business model development, and risk management in initial stages of business. Also, educational institutions are starting to adapt experiential learning after the introduction of New Education Policy, by various methods such as case studies, seminars, conferences, etc. These practical experiences allow the students to apply their theoretical knowledge, helping them to develop entrepreneurial skills such as problem-solving, decision-making, and teamwork, helping them to gain valuable insights and networks that can catalyse their entrepreneurial journey. Further, educational institutions can also foster a sense of social responsibility and ethical entrepreneurship among students, which not only helps them as an individual entrepreneur driven by profit, but also encourage them to address some major social and environmental challenges. This can be done by inculcating topics such as sustainability and corporate social responsibility in curriculum or other initiatives. Finally, educational institutions can leverage their expertise and networks of their academic community to build a supportive ecosystem by bringing students, faculties and alumni and industry partners to establish entrepreneurship centres, start-up accelerators, and networking events in order to create conducive environment for entrepreneurial success. In this study, we will see how educational qualification may impact an individual's desire to become an entrepreneur. The study uses the qualification of an individual as the parameter because it is the end result for joining any educational institution, indicating that the individual has learnt everything in the course that the institution offers.

Objectives of the study

Entrepreneurship is a booming area in India post digitalization. The educational institutions are also trying to streamline their curriculum in line with the practical scenario after the introduction of New Education policy. This study aims:

- To provide an overview of entrepreneurship in India.
- To analyse the relationship between educational qualification and entrepreneurship

Literature Review

Ediabonya (2013), in their study examines the role of entrepreneurship education in ensuring economic empowerment and development. The author suggests that government should make accessible loans available for graduates of the programme in order to help them to start-up their business. The study concludes that if there is no proper implementation of entrepreneurship education programme, the empowerment and development cannot take place. The study also says that there is a need for uniformity in curriculum of universities to ensure the development of entrepreneurship among individuals.

El-Khasawneh (2008), discusses the role of educational institutions in promoting entrepreneurship and risk-taking practices in conservative communities and cultures. The author classifies the role of universities into three main triads namely, Teaching, Research and Community service, as they believe these three will help in develop entrepreneurial qualities in the individuals. The study concludes that by ensuring practical application of theoretical knowledge in projects, seminars, workshops and extracurricular activities, the risk-taking practices and entrepreneurship can be promoted in educational institutions.

Jami & Gökdeniz (2020), in their study explores the role of universities in development of entrepreneurship. The study concludes that entrepreneurship can be learned through experience and its transfer, but it is not so easy for anyone to promote it to any individuals. The author also observes that today many graduates are only hoping to enter labour market after they complete their education and that they do not have any interest in starting their own business. The study suggests that if universities organize conferences, seminars and competitions, the young people may develop an interest in becoming entrepreneurs. The author further states that the educational institutions alone cannot promote entrepreneurship, other external factor outside the universities also play a vital role in promoting entrepreneurial qualities in graduates.

Jeyalakshmi & Meenakumari (2015), configures the importance of higher education in promoting entrepreneurship and explains the characteristics of both entrepreneurship and

higher education. The study concludes that entrepreneurship greatly helps in economic development of the country, especially in developing nations. The study suggests that promotion of entrepreneurship should not only be done at the higher education level, but also should be introduced in the primary and secondary level of education. The study also observes that entrepreneurship can help in eradicating many social problems such as unemployment and also act as the nation's economic stabilizers.

Tony (2016), discusses the importance of entrepreneurial education in educational institutions in order help any country from overcoming vicious cycles of poverty, infrastructural negligence, corruption and other social problems. The study concludes that if the entrepreneurship lecturers in institutions are pragmatic, innovative and committed to teaching, giving them training in both local and international entrepreneurship training, the entrepreneurial skills can be developed. The study also observes that government should provide adequate facilities and equipment, the institutions should streamline the entrepreneurship by adapting up-to-date technology and in line with practical skills, the entrepreneurial skills in individuals can be developed.

Research Methodology

The research is based on primary data of 52 individuals by simple random sampling collected using structured questionnaire method. The paper is a descriptive analysis and interpretation of the data collected by applying Chi-square test. 56 Questionnaires were received from the respondents out of 100 administered, and 52 were accepted as

complete and relevant for the purpose of data analysis. The data obtained from the respondents was analysed manually using Microsoft Excel.

Data Analysis

Table 1.1 depicts the demographic profile of all the respondents to the questionnaire (see appendices);

Qualification	Male	Female	Total
Class 12	1	0	**1**
Diploma	0	1	**1**
Undergraduate	18	14	**32**
PhD	1	4	**5**
Post Graduate	5	8	**13**
Total	**25**	**27**	**52**

Table 1.1

The were responses analysed following questions administered and the were processed and using chi-square test.

Question: Are you an entrepreneur/running your own firm or business/planning to start your own firm or business in future?

Responses:

Qualification	**Yes**	**No**	**Total**
Class 12	0	1	**1**
Diploma	0	1	**1**
Undergraduate	12	20	**32**
Post Graduate	4	9	**13**
PhD	2	3	**5**
Total	**18**	**34**	**52**
Chi-Square Value			**1.325**
Degrees of Freedom			**4**
p Value (at 0.05)			**9.488**

Table 1. 2

Null Hypothesis(H_0) There is no significant relationship between educational qualification and entrepreneurship

Alternative Hypothesis (H_1): There is a significant relationship between educational qualification and entrepreneurship.

As per the output in Table 1.2, Null hypothesis is accepted. So, we can conclude that there is no significant relationship between educational qualification and entrepreneurship.

Question: Hypothetically, can you start your own business if you wish to, based on the skills taught to you by your educational institutes alone?

Responses:

Table 1.3

Qualification	**Yes**	**No**	**Total**
Class 12	1	0	**1**
Diploma	1	0	**1**
Undergraduate	14	18	**32**
Post Graduate	8	5	**13**
PhD	3	2	**5**
Total	**27**	**25**	**52**
Chi-Square Value			**3.320**
Degrees of Freedom			**4**
p Value (at 0.05)			**9.488**

Null Hypothesis(H_0) There is no significant relationship between educational qualification and confidence in being an entrepreneur

Alternative Hypothesis (H_1): There is a significant relationship between educational qualification and confidence in being an entrepreneur.

As per the output in Table 1.3, Null hypothesis is accepted. So, we can conclude that there is no significant relationship between educational qualification and confidence in being an entrepreneur.

Findings and Conclusion

The above results shows that 34.61% are entrepreneurs and the remaining 65.39% are not entrepreneurs or running their own business and have no interest in starting their own business. However, 51.92% believe that they can become entrepreneurs based on their educational qualification alone. But the chi-square analysis shows that there is no significant relationship between the two. So, we can conclude that though educational institutions are playing a vital role in promoting and developing entrepreneurial skills, it is only one of the factors for developing entrepreneurial qualities among the youth. There are also many other external factors than educational institutions which play a crucial role in this such as individual attributes and attitude, economic factors, financial condition of individual, individual interest, etc. Also, though educational institutions are doing their best in trying to streamline their curriculum with practical approach, the students may be uninterested or careless in actively taking up such initiatives seriously. Therefore, we can say that educational institutions are playing crucial role in development and promotion of entrepreneurial skills among youth, but they are only one among many factors which can influence the youth to become entrepreneurs.

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Appendices:

A Study on Role of educational institutions in developing entrepreneurial skills among youth

I am Manoj Kumar K, a final year B.com undergraduate at PES University. I am currently doing research on " Role of educational institutions in developing entrepreneurial skills among youth". I seek your cooperation in getting this questionnaire filled. My humble request to spare 02-03 minutes to fill up the questions given below.

I assure you that the information provided by you will be kept highly confidential and will be used only for research purpose. if you have any queries regarding the questionnaire at any point in time you may contact me at - 8618445297 or by e-mail at manojkumark4247@gmail.com

Part A - *Demographic Profile*

Name		
E-mail ID		
Gender	a. Male	b. Female
Age		
Qualification		

1. Are you an entrepreneur/running your own firm or business/planning to start your own firm or business in future?

Yes b. No

2. Hypothetically, can you start your own business if you wish to, based on the skills taught to you by your educational institutes alone?

Yes b. No