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A Study of Responses by Urban Consumers to The Selected E-Retailing Practices

Laxmikant S. Hurne

*Asst. Professor in Commerce , Shri V N Arts & Shri A N Commerce
College, Mangrulpur.*

Abstract :

The aim of the present study is to examine the Influence of Social Support on Mental Health of Employees selected from Gulbarga District. The Sample consists of 200 (of different occupations and gender) employees. The sample was administered with Social support questionnaire and Mental Health Inventory. And the data were subjected the t-test.

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A STUDY OF RESPONSES BY URBAN CONSUMERS TO THE SELECTED E-RETAILING PRACTICES

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Abstract:- Now-a-days the world is becoming the technological village, because of the facilities of telecommunication. Internet is one of the telecom facilities, which used by most of the people. Next, many urban users are using the e-retailing facility for purchasing the products and the services from websites. In this sense, people from Nanded are also giving good response to e-booking of railway & bus tickets, e-recharge, and e-bill payment system etc. E-retailing facility saves the time and also the efforts for purchase. Present paper attempts to know such responses to e-retailing practices. Also it focuses on common problems faced by people while purchasing through e-retailing websites.

Keywords: e-retailing, urban consumers, websites etc.

INTRODUCTION

Today, we can see that, everywhere internet, e-commerce is used for purchasing the production or services. Online purchasing facility is used by most of the internet users, because it saves the time and efforts also for searching the product. Generally, E-retailing or e-commerce or e-tailing is the practice of purchasing and selling the product by using the internet technology. People are getting attracted towards purchasing tickets, mobile recharge, dish tv recharge, book purchase, electronic products purchase through websites, because of the easiness of shopping and pool of varieties of products.

E-shopping or E-retailing is the form of electronic commerce whereby consumers can directly purchase the goods or services from a seller, manufacturer over the internet without any mediator. An online shop, e-shop, e-store, Internet shop, web-shop, web-store, online store, or virtual stores are the sources for e-retailing.

The sale of the goods and services through the Internet is known as e-retailing. Electronic retailing, or e-tailing, can include business-to-business (B2B), business-to-consumer sales (B2C) and also the consumer-to-consumer (C2C) purchase and sale transaction. E-tailing revenue may come from the purchase and sale of products, also through the subscriptions to website content, matters, or through advertising on site.

OBJECTIVES OF THE STUDY:

Following objectives were set for the present study.

- 1.To know the use of e-retailing by urban consumers.
- 2.To know the causes of using e-retailing
- 3.To know problems faced by urban consumers while using it.

SIGNIFICANCE OF THE STUDY:

The study mainly helps to know the using pattern of e-retailing by urban consumers. It also gives some suggestions for making e-retailing more trustful and worthy. It focuses the common problems faced by people while purchasing through internet.

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MAKE IN INDIA: A CAMPAIGN TO CHANGE THE INDUSTRIAL FACE OF INDIA

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RESEARCH PAPER IN COMMERCE

ABSTRACT

The mission 'Make in India' is simply announced for improving the manufacturing sector in India. It aims to make the country one of the master players in the world's manufacturing. As Indian economy and manufacturing industry have growth potential, government is trying to attract the foreign players for investing their money to commence manufacturing in India. Beside this, it also aims to provide employment. But, new industries may face some problems like land acquisition, delay in licensing, labour and skill problems etc. **Key Words:** Make in India, FDI, Manufacturing sector etc.

Introduction

The mission 'Make in India' is an initiative, which is undertaken by Shri Narendra Modi lead NDA government. It is launched as a dream project of Prime Minister Narendra Modi, on 25th September 2014, for encouraging the people and companies throughout the globe, to establish their manufacturing units in rural and urban setting of India. It is expected that, after successful implementation of 'Make in India' campaign, India would become most favourable destination for FDI in production sector, by leaving behind China as well as USA. This masterstroke initiative will also make deprived rural areas fortunate by starting industries and job opportunities.

Manufacturing sector in India contributes only 16% to GDP. So, all governments tried to increase the share of manufacturing sector. In same way Make in India campaign is launched. 'Make in India' is an international marketing campaign to mesmerize the businesses and investors from around the world investors from around the world to invest and manufacture the products in India. The campaign has been concentrated to fulfill the purpose of job, creation, encouragement to secondary and tertiary sector, to boost rural and national economy. Finally it aims to make India self-reliant country in production, manufacturing skill enhancement and job creation. It also desires to make Indian economy for being recognized in the world.

Objectives of the Study

1. This study attempts to know the Make in India concept thoroughly.
2. To assess the projected benefits of the campaign to rural India.

Sources of Data

The data for the said study is collected through secondary sources like newspapers, magazines and websites etc. Beside this, speeches of prime minister and other officials were also used for data.

Objectives of make in India Project

1. Attracting foreign direct investments in all manufacturing sector.
2. The major objective behind the initiative is to focus on job creation and skill enhancement, with industrialization.
3. Reducing imports of electronic products.
4. Zero defective product manufacturing.

Simple key policies under Make in India

Following activities will be undertaken to catch the investments.

1. Making India a place of easier business

World Bank reports ranks India 134th out of 189 nations on ease of doing business parameters. Hence, under make in India project government will attempt to reduce the procedure for registration and commencement of business. It also put a watch on red-tapism while issuing permits and licenses to manufacturing units.

2. Improving skills among youths and providing employment to them

As make in India, attempts to attract investments, it is necessary to make skilled manpower available for manufacturing. The investors should train the rural youth and improve their skills. It is the responsibility of manufacturing units to give the employment to the youth by creating job.

3. Making the Rural India manufacturing hub of the world

The project make in India, is urging to the global investors to start their production units in rural India. This campaign is provoking investors to set up industries in India instead of just FDI. So, this will

pose India as a destination for production for goods and exporting the same to the world.

4. Old and unwanted rules about formation of industry, to be dropped

Some of the old rules and regulations were adding complexity and for issuing permits to the industries. Due to this many investors face problems setting up their industrial units. So, Govt. of India through the campaign, attempting to reduce the documents required for permits, reducing procedures and time required to issuance of licenses.

5. Development of smart cities

In addition to Make in India, central government announced 100 cities will be developed where primarily affordable houses and civil facilities will be provided to people. This smart city project is to be supported by industrial units.

6. Public sector undertaking will be gradually dis-invested

Continuously loss-incurring and inefficient PSUs will be dis-invested gradually. Government is thinking to dispose such parts of public sector undertakings to private operators.

Sectors in which investments are sought

Make in India campaign is attracting the investment in the sectors, which can generate employment highly and which will become beneficial for development of rural India. Mainly, it is focusing on following 25 sectors in the economy.

Automobiles	Automobile components
Aviation	Bio-technology
Chemicals	Construction
Defense Manufacturing	Electrical Machinery
Electronics systems	Food processing
IT & BPO	Leather works
Media & Entertainment	Mining
Oil and Natural Gas	Pharmaceuticals
Ports & shipping	Railways work
Renewable energy	Roads & highways
Space research	Textiles & Garments
Thermal power	Tourism
Wellness	

Govt. of India, allowed 74% FDI in space research, 49% in defense manufacturing, 26% in news & media. Beside this, 100% FDI is allowed in other above mentioned sectors.

Achievements of the Campaign

1. Foxconn Electronics signed an MoU with Maharashtra state for investing US \$ 5 billion in electronics and mobile manufacturing.
2. Cell phone manufactures Lenovo, Motorola, Sony, Xiaomi, Gionee, OPPO and HTC expressed their interest in setting up their manufacturing units in India.
3. General Motors announced that it will invest US \$ 1 billion for manufacturing cars in India.
4. U S based defense manufacture Lockheed martin has been granted clearance for project office at New Delhi.
5. Spice group signed an MoU with UP Govt. to setup mobile manufacturing unit, which is followed by Samsung and Huawei.
6. Alstom and GE have signed agreements with Indian Railways to set up locomotive manufacturing facilities in country.

Major problems before Make in India

1. Land acquisition is a biggest problem before new industries. It is very difficult to acquire and register the private lands for industrial setup.



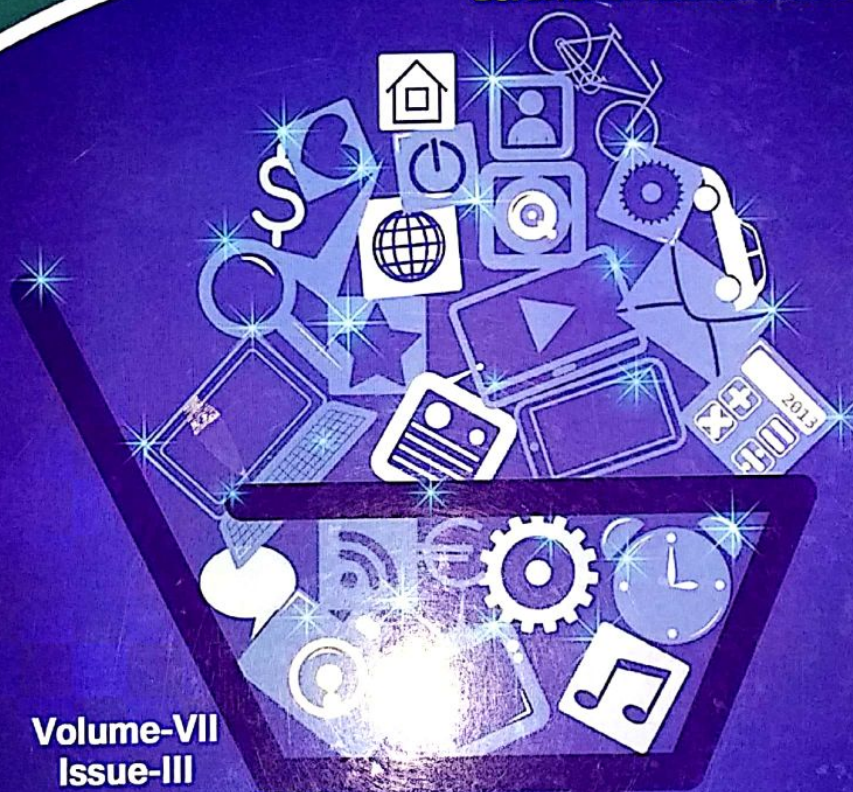
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14. A Study of Wages and Working Conditions of Migrant Labourers Vis-À-Vis Human Rights and Some Labour Laws

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Dist. Washim.

Abstract

The Government of India and all the state governments in India have passed some labour laws and the laws related to the workers. Human Rights of Migrant Labourers, Inter-State Migrant Workmen Act, Equal Remuneration Act, Weekly Holidays Act etc are some of them, which provides for well being of the labourers. The acts say that, the proper wages and better living conditions must be provided by the employer to his labourers. But, actually when the survey was conducted and the interviews of migrant labourers were conducted, the researcher found that very few provisions of the labour laws were followed by the employers.

Keywords: *Migrant Labourers, Human Rights, Labour Laws etc.*

Introduction

The Government of India and all the state governments in India have passed some labour laws and the laws related to the workers. Human Rights of Migrant Labourers, Inter-State Migrant Workmen Act, Equal Remuneration Act, Weekly Holidays Act etc are some of them, which provides for well being of the labourers. The acts say that, the proper wages and better living conditions must be provided by the employer to his labourers. But, actually when the survey was conducted and the interviews of migrant labourers were conducted, the researcher found that very few provisions of the labour laws were followed by the employers.

In present Paper, researcher has attempted to point out major provisions regarding the labourers and migrant labourers. When, actual working conditions were compared with the standard provisions of the act, it was found that migrant labourers don't know anything about these laws. Somewhere the employer also doesn't know about the laws. It reveals that definitely



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7. Cashless Economy: Benefits and Limitations in Indian Scenario

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Abstract

A financial system where no physical cash, coins or notes are in circulation is a cashless system. Payments are made with the help of credit and debit cards, bank electronic fund transfers or virtual payment wallets. Cashless payment system brings down the cost associated with printing, storing and transporting of cash. The ease of conducting financial transactions is probably the biggest motivator to go digital in country like India. With the help of digital modes, we can avoid queue for ATMs, transact 24*7 and save time. In a cashless economy all the transactions are done through organized channels, like banks and financial institutions. These can be monitored by the government and income tax department and proper actions could be taken against the tax evaders. Cashless Economy will also help to boost financial inclusion. I will cover people who have not used banking facilities ever.

The present paper attempts to analyze the concept of cashless economy. It also discusses benefits and limitations of cashless economy.

Key words: Cashless Economy, Digital Transactions, e-payments etc.

Introduction

Cashless is a word, which has dictionary meaning like 'having no cash', but in today's world, it refers to using various digital payment platforms instead of using cash for making payments. After the evening of demonetization, Indians have faced acute shortage of cash. Due to which, lot of transactions were got affected. To avoid any delay in transaction, government suggested people to use cashless means for transactions. This move made mind of Indians to use NEFT/RTGS facility, Credit Cards, ATM cards, UPI apps for payments. It also led Indians to go for cashless transaction.

Cashless economy means simply a use of non-conventional payments system, in which hard cash is not exchanged with each other. The term Non-conventional payments