ROLE OF NEW MEDIA TECHNOLOGY IN OUTREACH LEARNING

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Abstract: New media is assuredly manifested to be the remarkable technological innovation drawing an era of e-creation. It is developing a crucial ripple as vital information provider and interactive in nature which indeed creating a change in communication perspective. Demolishing the geographical boundaries, the new media is connecting the people all over the globe and mushrooming in the way of virtual world. Online media is attracting and allowing the pupils to explore new venture and to get exposure in their respective fields. The research paper emphasizes on the study of New media technological use in outreach learning and its approach towards the education sector recasting the knowledge economy. The outreach learning basically means that try to find people who need help in learning or in education rather than waiting for them to come and ask for help.

New media work as an agent of change it is the most preferred tool for greater specialization in module through experiential learning. Online media a forum for live interaction, helps to know new trends, and to get acquainted with the skills for the professional growth. It reformulated the existing education pattern in perspective of the industrial skill demand. New media is emerging globally with its new and creative features which helps the youth to learn effectively. New media tools provide the rapid dissemination and inflation of content and the efficacy to lead informal conversations.It is also an influential tool in terms of professional communication.

Keywords: New media, online media, interactive, communication, experiential learning, skills.

Introduction:

Before the advent of digital era, the traditional media was the most preferred media of that time, it includes Newspaper, Radio, Magazines, Folk media etc. Now the online media has taken its place and technological revolution changes the way of getting the information. The New media encroached the people's lives and it brings us together to the greater extent. Marshal Macluhan's Global Village concept is suitable in the era of technological innovation. It totally enhanced the way of grasping the information and updates. New media could be viewed as a means of enhancing the quality to the education sector to enable the access of content from anywhere at a real time. The technological advancement expanded the span of education in the latter part of 20th century i.e. the evolution of new media. It has widened the boundaries of education sector beyond four walled classroom with its exclusive characteristics.

New media digitized the whole world and made it accessible. Now the people become tech- savy. It brings the positive change in society by giving the opportunity to the people to show the creativity and their skills. New media breaks the boundaries of traditional media. In earlier times only the one way of communication mode is available for the users I.e. the traditional media which confines them only to view not to interact. New media offers the opportunity to its users to interact with others and to share their opinion. It works on the two way communication mode which gives the participation opportunity. New Media has reconstructed the education sector through content sharing and continuous upgradation in the learning process. Blogs, wikis, and other social networking sites supplementing the classroom teaching as well as the books. During COVID-19 new media proved that it has become an additional need not only to the corporate sector but also for the education sector. It extended its support to the students to clarify the concepts and to attend the online classes. It played an important role in our life during the pandemic.

New media has made the education more competitive responding to the globalization. It has interwoven the fabric of academics by allowing students to construct their own intellect through

Role of Media in the transmission of Human Values in Tribal Areas - An Analytical Study

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ABSTRACT
The impact and effect of media on society is substantial. The content broadcasts by the media have a deep impact on the minds of people. This also helps in the formation of personality and gives direction to the society. In the era of technological advancement, it is the need of the hour that media should produce and disseminate contents which awakens human values which leads a change in the society. So, in the present research study, the impacts of media in the formation of human values have been analyzed on the basis of tribal society of Sonbhadra district of Uttar Pradesh. On the one side, the media help in highlighting the problems of addiction and on the other side it inspires people to stay away from it. Today, even in the tribal society, the influence of media can be seen positive or negative. With this, media is also giving preference to western civilization while producing the content. Due to this, the media has had more negative impact than positive among the tribal society. But, media has also started defining the values of tribal society in a new way.

The media is called as the mirror of society, but is the media proving capable enough of showing the right image of society? Under the influence of markets and capitalism, we have turned away from society. It is also the responsibility of the media to raise the human values in the society. The present media has been reduced to just entertainment and glamour **Christians [1].** That's why the purpose has been lost.

Media is an important unit of society. Due to the credibility of the media, society gives importance to its words **Maio[2].** Therefore; he must become a catalyst in the process of social change. Media has always been an important pillar of the society. The media not only gives news of events but also forms public opinion. This provides a strong power to the media and wherever there is power there is a possibility of use of that power.

In some countries, where there are powerful media groups, it is said that it influences election results by portraying events and people in those countries in certain ways. In India too, some time ago, the relationship between prominent people and leaders of the communication world came to light. In addition to preserving human values, media has made a meaningful effort for human development by harmonizing with nature and has also provided a positive attitude towards personality development.

After the present study, it can be suggested that the government should take human values seriously and seek advice from educationists, psychologists, sociologists, and experts of other fields to suppress the decline in human values. True and clear signals from the top leadership of the country will have far-reaching implications to keep this trend under control **Rokeach[3].**

Keywords: *Media, Human Values, Communication, Development and Tribal Community*

INTRODUCTION

Societies have always been shaped more by the nature of the media by which people communicate than by the content of the communication.-**Marshall McLuhan**

Values are an important component of our behavior or ethical code of conduct. These values are ideals or standards that serve as guidelines for a society or organization or individual. These values developed through various institutions are deeply ingrained in our minds. Media from time to time has done the work of providing transparency and depth to human values **Christians[1].** The media has also acted as a mirror whenever there has been a decline in values. In the present research study, how did media work to establish human values in tribal areas and protect the tribal culture and at the same time work to give a standard to human values?

In present time media is a tool to exchange different types or formats of information between people connected through different social media applications through internet. People are connected through internet and exchange information with each other, it is called virtual community. They are connected globally. People living in remote area can

EFFECTIVENESS AND CHALLENGES OF ONLINE LEARNING: A CASE STUDY ON STUDENTS OF HIGHER EDUCATION

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ABSTRACT

In the virtually connected society of the 21st century, students are facing various challenges related to teaching-learning pedagogy. Especially, among college going students, problems like digital divide, usage of e-learning based methods, tools and techniques are prominent. So, in this paper, the researcher discussed about the requirements, meaning and challenges related to usage of online teaching-learning pedagogy by the students of higher education institutions. With this, this paper is majorly focused on the utilization of the updated and advanced Information and Communication tools (ICT) by the students for adopting the current teaching-learning pedagogy.

For this, the quantitative research methodology has been utilized by the researcher. The sample has been taken mainly from the private institutions which make use of online platform for teaching-learning process. An online survey was conducted in order to target the age bracket (18 to 22). The result of the analysis suggested that after the era of covid, the utilization and usage of information and communication tools has been increased and with this the challenges associated with it has also surged.

Keywords: **Online learning, Traditional learning, Information and Communication tools, Challenges.**

INTRODUCTION

"Online learning can be broadly defined as the use of the internet in some way to enhance the interaction between teacher and student. Online delivery covers both asynchronous forms of interaction such as assessment tools and the provision of web-based course materials and synchronous interaction through email, newsgroups, and conferencing tools, such as chat groups. It includes both classroom-based instruction and as well as distance education modes. Other terms synonymous with online learning are 'web-based education' and 'e-learning'. (Curtain, 2002)"

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IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS ENVIRONMENT OF INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

The business environment is highly volatile and has affected Indian industries on a large scale. India has come a long way toward becoming a force to be reckoned with in the international economy. India is being projected as a manufacturing hub through the "Make in India"' campaign.India emerges as one of the greatest marketplaces for digital consumers, with a population of 1.38 billion and more than 500 million internet users. In February 2018, NITI Ayog led a nationwide initiative on "National Strategy for AI," whichemphasizes India's AI strategy. It offers more than 30 policy proposals, including accelerating the implementation of artificial intelligence throughout the value chain, promoting ethics, confidentiality, and security in AI, and promoting investments in scientific research.
Countries like the USA, China, Singapore and Canada have announced their national AI strategy documents. Investment in AI start-ups in India has grown to USD 73 million in 2017 from USD 44 million in 2016. Among the G-20 countries, India had the third-highest number of AI start-ups in 2016. The government identified various areas where AI could be effectively used, such as health care, agriculture and education. This paper attempts to examine the changing scenario of the business environment, and it also studies the opportunities and challenges of the digital economy considering AI in India.

Keywords: Business Environment, Artificial Intelligence, Challenges and Opportunities, Effect on employment

INTRODUCTION

The business environment is made up of all the internal and external elements that have animpact on an organisation. It aids in the identification of strategic business prospects, the planning of activities, and the improvement of the profitability and expansion of the company.(Ghosh, 2018).Artificial intelligence (AI), a branch of computer science, places a strong focus on creating intelligent robots that behave and react much like people. In 1950, John McCarthy was the first person to use the term "artificial intelligence." According to his theory, every component of learning and every other quality of intelligence could be so thoroughly described that a computer could be programmed to duplicate them. It will be investigated how to make robots comprehend language, create abstractions and concepts, address issues now handled by people, and grow. The "#AIforall" working paper exhorts India to leverage its assets by making investmentsin the Indian economy's "gold mine," or the areas where AI will have the most positive socialimpact. These industries have been broken down into five categories: smart mobility and transportation, smart infrastructure and cities, smart agriculture, and smart healthcare. The study suggests that NITI Aayog uses a three-pronged approach to achieve these goals. First, it needs to create AI prototype programmes to prove the notion. Second, it has to develop a comprehensive national policy toimprove India's ecosystem for AI. Third, in order to carry out these ambitions, it shouldcollaborate with top AI research institutions and organisations. The NITI Aayog has designated this aim of deploying transformative technologies for social and inclusive growth as #AI for all, as suggested by the title of its discussion paper.
The adoption of artificial intelligence is still subject to debate. Elon Musk, for instance, described it as the "greatest existential threat" and likened it to "summoning the demon." Expertslike Stephen Hawking and a vast percentage of scientists releasing ground-breaking discoveries agree with Elon Musk that AI may be extremely destructive. They are concerned that we areavidly pursuing the

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BUSINESS INCUBATION AND PERFORMANCE OF START-UP: AN EMPIRICAL REVIEW

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Abstract

Startups in India have to face abundant difficulties before they set their foot in the market. A lot of them have entered Indian markets either as detecting a new market or through holes in the prevailing market or product lines. The history of startups in India falls into extreme ends. Some of them thrive to flourish and others flop to survive the competition. Incubators originated in school and Universities in the early 1940s with the primary objective to create SMEs and in return generate regional employment. As the years passed there was a gradual increase in their number, most of them being in USA and UK. This study is an attempt to review the role of business incubators to make startups run successfully.

Introduction

Incubators have witnessed accelerating growth from approx. 40 of them in 2016 to 140 in 2019. Out of these 30 incubators were established under the government initiative of "Startup India Standup India". Bangalore, Mumbai and Delhi-NCR being the centers with more than 40% of all the incubators focused in these cities. An incubator usually counsels a start up from 6months to 3 years, depending upon networking with investors, training etc. They understand the need of startups in the form of innovation finances, support functions, guidance and other resources. Though business incubators have been globally recognized as an essential tool for economic growth and development, incubators in India are still on the infant stage, they have not yet attained majority as international incubators. Some startups are favored by the market conditions paytm being one of them supported by Demonetization in India where people chose digital monetary transactions instead of standing in the long ATM Queues .Majority of startups dearth the experience and networks essential in order to raise, which gave rise to the Business Incubators. Business incubators offer budding entrepreneurs a wide range of resources and skills required to excel. Business incubators are establishments that offer startups shared operation space. Collaborative work with a guidance of mentor help the initiators of these start up an invaluable learning experience and open many gates to new opportunities in terms of financial support, shared equipment.

MBA JOURNALS

BSE Sensex and BSE Auto Index Analysis Study

Jatinder Kaur[1,*], Monisha[2], Srijan Gupta[3]

Abstract
This study explores the BSE Sensex and BSE Auto Index within the framework of capital markets. Capital markets, defined as long-term debt and equity securities trading platforms, are critical for directing wealth towards productive use. Regulatory bodies like SEBI, BoE, and SEC oversee these markets, safeguarding investors. Transactions are managed by financial institutions, yet public access exists, fostering a diverse ecosystem. Primary markets involve fresh securities issuance, with governments and corporations as key participants. Secondary markets enable existing securities trading, boosting investor confidence. Our analysis focuses on BSE Sensex and BSE Auto Index, two vital indices in the Indian financial sphere. These indices reflect the performance of major stocks, providing insights into market trends. Our study aims to discern patterns, fluctuations, and correlations within these indices, shedding light on the broader economic landscape. We seek to provide meaningful investing insights by analyzing historical data, identifying key drivers, and applying statistical methods.

Keywords: Capital markets, BSE Sensex, BSE Auto Index, regulatory oversight, investment insights

INTRODUCTION

As contrast to a money market, where short-term debt is purchased and sold, a capital market is a financial market where long-term debt (over a year) or equity-backed securities are bought and sold. Capital markets channel savers' wealth to businesses or governments that can invest it for the long term and put it to constructive use over the long run. [a] Financial watchdogs like the Securities and Exchange Commission (SEC) of the United States, the Bank of England (BoE), and the Securities and Exchange Board of India (SEBI), among others, oversee capital markets to protect investors against fraud [1].

Although certain transactions on capital markets can be viewed directly by the public, most are administered by organizations in the financial industry or the treasury departments of governments and businesses. For instance, even though individual bond sales only account for a relatively tiny part of total bond sales, anybody in the US with internet connection may establish an account with Treasury Direct and use it to purchase bonds in the primary market. Many private companies provide browser-based services that enable customers to buy securities on secondary markets, sometimes even bonds [2]. These systems number in the tens of thousands, although the bulk only cover a small percentage of the world's financial markets. Governmental organizations, investment institutions, and stock exchanges all host the systems. The systems are geographically dispersed throughout the world, although the majority of them are located in important financial hubs like London, New York, and Hong Kong [3].

A primary market or a secondary market may make up a capital market. Investors can purchase new stock or bond offerings in a primary market, typically through a procedure known as underwriting. Governments (which may be

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Review   NJCBMR

An Investigation into Customer Contentment with Google Pay

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Abstract
In the era of digital transformation, Google Pay, a leading digital payment platform, has revolutionized financial transactions. This study delves into the factors driving customer satisfaction with Google Pay, examining its features, usability, security, and overall user experience. With the widespread adoption of mobile technology and digital transactions, understanding user satisfaction is crucial for service providers and policymakers. This research contributes valuable insights into Google Pay's strengths and areas for improvement, aiming to aid providers in refining their offerings, enhancing user trust, and shaping the future of financial transactions through digital payment platforms The present study focuses on analyzing customer satisfaction towards Google Pay, a prominent digital wallet platform developed by Google. The study seeks to delve into the factors that contribute to customer satisfaction, examining the platform's features, ease of use, security measures, and overall user experience, The study's objective is to delve into customer satisfaction within the realm of Google Pay, with the aim of offering valuable insights into the platform's strengths and areas that may require enhancement. The insights gleaned from this research can aid service providers in refining their offerings, enhancing user experiences, and fostering greater trust in digital payment platforms.

Keywords: Google Pay, Digital payment platforms, Customer satisfaction, financial transactions, User experience

INTRODUCTION

In an era driven by digital transformation, the evolution of financial transactions has witnessed a paradigm shift, with digital payment platforms at the forefront of this revolution. Among these platforms, Google Pay, formerly known as Android Pay, has emerged as a key player, offering users a convenient and secure way to conduct transactions, both online and in-person. As the digital payment landscape continues to evolve, understanding customer satisfaction becomes crucial for assessing the effectiveness and acceptance of such platforms.

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The surge in digital transactions and the widespread adoption of mobile technology have paved the way for the prominence of digital payment platforms. As more individuals rely on these platforms for their financial transactions, understanding user satisfaction becomes pivotal for both service providers and policymakers. The study endeavors to contribute to the existing body of knowledge by shedding light on customer satisfaction with Google Pay, uncovering patterns, preferences, and potential challenges faced by users.

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AN EVALUATION OF CSR (CORPORATE SOCIAL RESPONSIBILITY) THROUGH-OUT THE INDIAN BANKING SECTOR

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Prof. (Dr) Namita Mishra, Professor in ITS School of Management

Abstract:
Corporate Social Responsibility (CSR) is a concept that has gained increasing importance in recent years. The Indian banking sector is not immune to this trend and many banks have begun to incorporate CSR into their operations. This research paper aims to evaluate the current state of CSR practices in the Indian banking sector. The study will examine the extent to which banks have integrated CSR into their operations and the impact it has had on their performance. The paper also discusses the challenges faced by banks in implementing CSR and suggests possible solutions to overcome them. The findings of this research will provide valuable insights into the current state of CSR in the Indian banking sector and will help in developing strategies to improve CSR practices.

Keyword-
Corporate Social Responsibility, Indian banking sector, Sustainability, Social and environmental impact, Stakeholders

Introduction:
Corporate Social Responsibility (CSR) is a concept that refers to the responsibility of businesses towards society and the environment. It encompasses a range of activities that businesses undertake to promote the well-being of the society they operate in. CSR has gained increasing importance in recent years, and many companies, including banks, have begun to incorporate CSR into their operations.
The Indian banking sector is one of the largest in the world, with over 150 banks and more than 200,000 branches. The sector plays a critical role in the Indian economy, providing financial services to individuals and businesses alike. As such, the banking sector has a significant impact on society, and its CSR practices can have a significant impact on the well-being of the country.
Corporate social responsibility (CSR) has become an increasingly important topic for businesses around the world. The banking sector, being a crucial part of the financial system, has a significant role to play in promoting CSR. In India, the banking sector has been under pressure to address issues related to sustainability, environmental impact, and social responsibility.
The Indian banking sector is one of the largest in the world, with over 200 commercial banks and a total asset size of around US$3.94 trillion as of March 2021 (Reserve Bank of India). The sector has been growing steadily, with a compound annual growth rate (CAGR) of around 7.5% over the past decade. However, the sector has also faced several challenges, including the problem of non-performing assets (NPAs) and the need to enhance financial inclusion.
In recent years, there has been a growing awareness of the need for Indian banks to adopt CSR practices. According to a report by KPMG, the total CSR expenditure by Indian companies, including banks, has increased from INR 8,327 crore (approximately US$1.1 billion) in 2014-15 to INR 13,828 crore (approximately US$1.8 billion) in 2018-19. The report also notes that the banking sector has been one of the leading contributors to CSR spending in India.
Several Indian banks have adopted CSR policies and practices in recent years. For instance, the State Bank of India (SBI), one of the largest banks in India, has a CSR policy that focuses on areas such as education, health, and rural development. SBI has also implemented several initiatives, such as the adoption of villages, to promote sustainable development.
Similarly, ICICI Bank, another major Indian bank, has a CSR policy that focuses on areas such as education, healthcare, and environment sustainability. The bank has implemented several initiatives, such as the creation of a mobile medical unit to provide healthcare services in rural areas.

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A SYSTEMATIC REVIEW AND META-ANALYSIS EDUCATION AND EMPLOYABILITY OF THE BUSINESS GRADUATES

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Determinants of Green Product Purchase Decision: An Empirical Study using Smart PLS-SEM

Preeti Jindal*
Nidhi**

Abstract: *The present study is an attempt to identify factors affecting consumer's decision to purchase green products during COVID 19 pandemic in India. To test the research model and hypotheses Primary data was collected through structured questionnaire. Responses were collected from 232 respondents. This study sheds light on the determinants of consumer decision to purchase green products. In the light of findings, it suggests green product marketing strategies. It will allow businesses to acquire more market-applicable approach to sustain in the competitive market. The present study carried out smart PLS-SEM in R-studio in order to test the proposed conceptual model.*

Key words: *Green marketing, Green product, Social circle, Environment commitment*

Introduction

Green marketing is a holistic concept involving environmentally friendly practices in all the stages such as the production, designing, marketing and selling of goods or services.American Marketing Association, "green marketing is the efforts by the organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. "Green products mean those products which are not destructing in nature for environment, use less toxic ingredients, recycled packaging and material that is not damaging for the globe (Gurau and Ranchhod, 2005).These products have gained popularity because of its minimal impact on the environment followed by safety, acceptable price, long term health benefit, energy efficiency, long lasting effects, durability, recyclability and reusability (Yesmin, Shayala; Akter, Sharmin, 2018).Witnessing the demand for eco-friendly products, many companies in India such as Mama earth ,Dabur, Kama, Patanjali, ITC, Tata, LG etc have started producing these eco-friendly products. Apart from consumers and businesses, even government has also taken several initiatives by making many regulations in support of protection of environment for example the ban of plastics in many parts of the country.As green marketing is different from the marketing in traditional way, marketers need to know the factors that persuade the consumer to buy the green products. This study aims to resolve the research question that what factors influence the consumer decision to buy the green product.

Need of Study

It is observed that many studies (Vijayasree et al., 2022;Chen et al., 2022;Chitra and Govindasamy, 2020; Sujith, 2017; Mohd Noor et al. (2016);Chopra and Vinayek, 2013; Pandey, 2012)have been done on customers' perception towards green product. But to the best of knowledge of researcher expect very few studies no comprehensive study has so far been conducted to explore the factors affecting customers' purchase decision of green product during the ongoing uncertainty of the COVID-19 pandemic. Hence, the present study contributes to the field by investigating and exploring factors influencing customers' green product purchase during the COVID-19 crisis.

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EVALUATING EDUCATION'S IMPACT ON WORKPLACE READINESS: A META-ANALYTICAL EXAMINATION

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ABSTRACT

Purpose: The purpose of this study is to investigate the conceptualization of skillset development, particularly in the context of higher education, with a focus on its impact on employability. Given the challenges faced by graduates in meeting the expectations of employers due to perceived deficiencies in their skills and abilities, this research aims to explore the varied skills, personal traits, and knowledge bases necessary for successful employability. By conducting a review of existing literature and meta-analysis of research investigations, the study seeks to elucidate the theoretical underpinnings of skillset development, particularly in the context of the COVID-19 pandemic.

Methods: This study employs a systematic approach, involving a review of existing literature and a meta-analysis of research investigations on skillset development. Special attention is given to employability skills, task-related skills, self-management, and technical knowledge required by employers. The researchers analyze scholarly articles and empirical studies to identify conceptual frameworks and key themes related to skillset development in higher education. Through rigorous examination and synthesis of this literature, the study aims to contribute to a deeper understanding of skillset development processes and their implications for employability.

Results and discussion: The review and meta-analysis of research investigations reveal insights into the multifaceted nature of skillset development in higher education. Employability skills, task-related skills, self-management, and technical knowledge emerge as critical components influencing graduates' success in the job market. The study discusses how these skills and attributes are conceptualized and cultivated within the educational context, considering factors such as pedagogical approaches, curriculum design, and industry relevance. Furthermore, the impact of the COVID-19 pandemic on skillset development and employability is examined, highlighting both challenges and opportunities for higher education institutions and graduates.

Implications of the research: The findings of this research have significant implications for higher education institutions, policymakers, employers, and graduates. By providing insights into the conceptualization and development of employability skills, the study informs strategies for curriculum design, teaching methodologies, and career counseling services. Additionally, the research underscores the importance of addressing the diverse skill needs of industries and adapting educational practices to meet evolving demands. For graduates, the study

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HR ANALYTICS AND INDUSTRY 5.0: A NEW HR MODEL AT WORK

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Abstract:
The concept of managing the human resource of the organization has faced the challenge after the emergence of global workforce and the increasing relevance of business analytics as a strategic organizational capability. The industry 5.0 is the new revolution. With this new revolution the current human resource management of the organization has to undergo this transition. This article will discuss about the HR Analytics, which is a new and most demanded HR model for dealing the new challenges and contributing in a factual way for effective HR decision making. The major HR issues in any organization is high employee attrition rates, performance issues, compensation planning, career development initiatives plans etc. The HR analytics through combination of statistical techniques helps in collection, interpretation, measurement, and forecasting of data. HR analytics enlightens solution to the organizational problems and make accurate decisions based on facts and figures instead of intuitions. HR analytics hence aligns HR strategy with overall business strategy to obtain a competitive advantage. This research article is based on secondary data and discuss about various types of HR analytics and its role in workforce planning, competitive advantage, employee acquisition to employee retention, leveraging data, developing insights and developing various models for organization for aligning HR activities with organizational goals and strategy

Introduction:

In the earlier years the role of an HR was limited to merely filling up vacancies as and when required. In the current corporate scenario, HR has a much more substantial role to play. With the significance of the severe reliance on the workforce slowly being comprehended there is escalating stress on uncovering and engaging the most suitable talent. The employees are no longer willing to limit themselves, they are now multi skilled personality and they are constantly on the lookout for better opportunities, hence making the responsibility of HR even more crucial.

The HR are no more confined with hiring, but also identifying the talent and retaining the good employees in the organization As the roles and responsibilities of the HR modify, there has also been a modification in their approach. The decision making which had once been guided by intuition and instinct has now become factual, relying on data analytics and algorithms for arriving at business solutions. The HR analytics is a tool which helps in making right decision making through the facts and figures .The emergence of HR Analytics in organizations helps them in gathering, interpreting, and measuring of HR data in a very easy way. HR Analytics act as a tool which is a combination of statistical techniques that enable collection, interpretation, measurement, and forecasting of data. HR analytics enlightens solution to the organizational problems and make accurate decisions. HR analytics hence aligns HR strategy with overall business strategy to obtain a competitive advantage.

Folktales of Tharu Community: Cultural Transmission of Values and Beliefs

KUMARI PALLAVI[1] & SHIVENDU KUMAR RAI[2]

ABSTRACT

Values and beliefs are critical elements of the culture of any community. These components of culture allow the community members to rejuvenate themselves in the process of learning. In this process, storytelling is a powerful tool which is utilized by the community to culturally transmit their values and beliefs. The folktales of a community have the power to shape the understanding of the community members and how they interact with others. For sharing these folktales among others, the community usually utilizes the cultural transmission process as postulated by Cavalli-Sforza and Feldman. The folktales of a community also work on the basis of 'mechanism of transmission process' of a culture where the storyteller works as a 'cultural caretaker' who transmits the information and the listener works as an 'accepter' of the information. The present study explores the praxis of folktales in the cultural transmission of values and beliefs of the Tharu community in Bihar. It examines the process of cultural transmission of the Tharu community through folktales along with the role of the storyteller as a cultural caretaker of the community and how these folktales propagate their values and beliefs. For this, ethnographic data has been collected through observation and in-depth interviews of the community members of the Tharu community. The results showed that the Tharu community of Bihar has been propagating their values and beliefs through folktales. Their folktales reflect the emotions, beliefs, norms, and values of the community and also showcase a tradition of storytelling in the community.

Keywords: Cultural caretaker, Cultural transmission, Folktales, Storytelling, Tharu community.

Introduction

Folktales are the shared information of any community to entertain, educate and enable the transmission of a culture. It is a form of oral tradition of a community. In the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (2003), it has been mentioned that folktales play a crucial role in the transmission of cultural tradition by bringing people closer together and "ensuring exchange and understanding among them". It reflects the thoughts, ideas and cultural attributes of the community.

Storytelling is the act of telling stories about the experiences. Basically, it is a traditional form of dissemination of knowledge, values and wisdom (Ganz, 2011). Stories transmit the ideas of diverse cultures, traditions, customs, beliefs, and ways of living (Sirah, 2014). The tales are like anecdotes or narratives to impart knowledge, experiences and living activities.

Mphasha (2015) suggested that, in the process of storytelling of folktales, three components represent the interrelationship: Narrator (Writer), Folktale (Text) and the Audience (Readers). These three components work together for the initiation and transmission of the folktales.

In communities, folktales help to build trust, cultivate norms, transfer indigenous knowledge, facilitate learning and maintain emotional bonds (Sole, 2002). It is a strong way to disseminate information and practices of the community. Generally, it is passed on in the family from one generation to another. In fact, personal life experiences of the elders may also be shared by them with the younger generation in the form of stories which shape their social behaviour and moral values.

Folktales also help in the promotion and preservation of "community culture" in the form of stories which represent the cultural attributes of the community. With this, folktales also help to maintain the sustenance of the indigenous communication system of the community. It gives a platform to the

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Exploring the Intersection of Tribal Identity and Indian Politics: A Comprehensive Analysis of Tribal Communities' Participation, Representation, and Influence in the Indian Political Landscape

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Abstract

The participation, representation, and influence of tribal communities within the Indian political landscape are the main points of this research paper's investigation of the complex relationship between tribal identity and Indian politics. Tribal communities make up a sizeable portion of India's diversified population with their unique cultural, social, and historical roots. This essay tries to give a thorough analysis of how tribal identity influences political engagement, including the difficulties they encounter, the degree of representation they achieve, and the influence of their involvement on policy-making. Furthermore, the research delves into the influence of tribal communities on policy-making, governance, and broader political narratives. It explores instances where tribal interests have converged with or diverged from national political agendas and the resultant impact on policy outcomes. Through an analysis of historical cases, contemporary case studies, and the narratives of tribal leaders, the study assesses the strategies employed by tribal communities to assert their demands and aspirations.

Keywords: Tribal Community, Politics, Indian Political System, Tribal Identity and Political Participation.

Introduction

The political environment in India is intricately constructed from a variety of identities, cultures, and history. Tribal communities are a distinctive and essential part of the diverse mosaic of communities that make up the Indian population. Tribal tribes have historically contributed significantly to forming the socio-political structure of the country due to their unique cultural practices, languages, and historical experiences. However, their participation in India's political process has been characterized by difficulties, victories, and continuous fights for representation and emancipation.

The intersection of tribal identity and Indian politics presents a fascinating arena for exploration. From the mist-covered hills of the Northeast to the arid deserts of the West, tribal communities have carved

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Adoption of augmented virtual reality in higher education during Amrit Kaal: A systematic literature review

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Abstract
This systematic literature review aims to investigate the adoption of augmented virtual reality (AVR) in higher education during the Amrit Kaal. The Amrit Kaal is a period characterized by transformative advancements in technology, particularly in the field of virtual reality (VR) and augmented reality (AR). The purpose of this review is to provide a comprehensive analysis of existing literature on the topic, highlighting the current state of adoption, benefits, challenges, and potential applications of AVR in higher education.

The review adopts a systematic approach, following established guidelines for literature search, selection, and analysis. A rigorous search strategy was employed, encompassing multiple academic databases, conference proceedings, and relevant literature.

Keywords: Immersive media, augmented reality, virtual reality, higher education

Introduction
The Amrit Kaal is a transformative era characterized by significant advancements in technology, and one such advancement that has gained substantial attention is augmented virtual reality (AVR). AVR combines elements of virtual reality (VR) and augmented reality (AR) to create immersive and interactive experiences that blend digital content with the physical world. In the context of higher education, AVR holds great promise in revolutionizing teaching and learning methodologies, offering unique opportunities for enhanced engagement, experiential learning, and skill development.

The adoption of AVR in higher education has the potential to address various pedagogical challenges and transform traditional classroom environments. By leveraging immersive technologies, AVR can offer students realistic and engaging experiences that go beyond the limitations of traditional textbooks and lectures. It enables students to interact with digital objects, explore virtual environments, and manipulate virtual elements, fostering a deeper understanding of complex concepts across various disciplines.

It goes without saying that the potential, the technology, or even the applications that are presently in use are not the most important aspects of virtual and augmented reality to underline. The important thing to remember is that these are instruments. The ultimate goal is to enhance student outcomes across the board for the whole educational process in which they participate. These resources are only intended to expand the number of students who can acquire the essential knowledge needed by a rapidly evolving competitive market. Millions of experts from numerous organizations work every day to achieve this. People currently discuss virtual and augmented reality, but tomorrow they might bring up holography or any other incredible development. In the end, these are just tools, and the improvement of student understanding will always be the industry's primary objective.

Literature Review
Tycho T De Back *et al.* (2020) [1], Benefits of immersive collaborative learning in CAVE-based virtual reality, International Journal of Educational Technology in Higher

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Sustainable and environmental friendly production practices among the Indian apparel designers

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Abstract

This study's goal is to ascertain the methods used by various fashion designer's about environmental friendly, sustainability and incorporates it into their design and production practices, as apparel industry is the world's second most polluted industry(WEF, Jan 2020). The following research questions serve as a framework for the study: (1) Is there a substantial difference between environmentally friendly, sustainability and production practices in apparel industry and to propose an environment friendly strategic framework for the apparel industry,(2)what is the extent of current designer's environmental friendly and sustainability knowledge? (3) How effectively are designers implementing their sustainability knowledge in their design and production practice? The present study linked the 63 designers in Delhi and NCR ,sustainable design concerns, to the product lifecycle and design processes, to acquire a better picture of their expertise towards fashion sustainability.

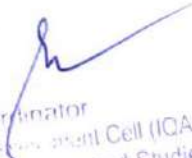*[*]E-mail:* Saina.jain@student.amity.edu (Corresponding Author)
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GREEN MARKETING: REVIEW PAPER ON THE LITERATURE TO ANALYZE TACTICS AND TOOLS.

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Abstract
Environmental sustainability has recently moved to the top of the political agenda on a world basis and is now seen as a significant innovation driver. The sector is growing quickly as a result of customers' rising interest in green products. Therefore, firms intending to develop, produce, and sell green products can greatly benefit from understanding the key characteristics of those items as well as factors affecting their pricing and customers' willingness to pay more for them. sell green products (4Ps). Green advertising. The world's green movement is expanding quickly. In this aspect, consumers are taking accountability for their actions and behaving morally. Consumer desire and awareness continue to drive market change. particularly as more environmentally friendly items come to market. Indian customers are much less knowledgeable about Environmental problems like global warming than wealthy consumers. Effective marketing has historically included identifying trends and presenting goods, services, and brands in a way that serves consumers' goals. Today, a lot of companies recognize their responsibility to protect the environment. Thus, both the final product and the manufacturing process are clean. More companies are introducing eco-friendly products, which reduces global pollution. "Go Green," as they know they can reduce pollution and increase profits, and at the same time, green marketing presents a special opportunity to innovate in meaningful ways and expand your business. This essay looks at consumer perceptions and attitudes toward purchasing environmentally friendly products. Due to this, a thorough comprehension of green marketing will, on Encourage the creation of eco-friendly products for sustainable production on the one hand, and successful green product marketing on the other. To review the body of knowledge on the subject, this study conducts a thorough literature review. The various components. Mix of green marketing. This study offers a thorough it has important implications for academics and top management since it analyses and instantiates the knowledge that is currently accessible in the field of green marketing.

Keywords:-Sustainable development, Green Marketing Ps, Eco-friendly products & perception

Introduction :
Due to growing concerns about environmental sustainability and climate change on a worldwide scale, all firms now struggle to include environmental issues into their strategy and actions (e.g. Nidumolu et al., 2009).Most firm functional areas, including R&D, design, manufacturing, and marketing, are involved in this dilemma Lenox and Ehrenfeld (1997); Foster and Green (2000). Environmentally sustainable goods or services must be created in order to successfully reduce the damaging impacts of industrial activities on the environment and encourage cleaner production. Marketing is essential to this process since marketing inputs are important for creating product concepts and designs. Additionally, unless green products and services were widely used, developing them would be useless for environmental sustainability. adopted by consumers. Additionally, marketing is crucial in this process because it might be extremely crucial for the growth of a green market by informing customers about the advantages of environmentally friendly goods and services and communicating with them to raise their understanding of environmental sustainability (e.g., Rex and Baumann, 2007). Marketing is therefore crucial for promoting sustainable consumption as well as greener production.

The term "Green Marketing" refers to the incorporation of environmental sustainability into marketing, and it will be the subject of this study. Despite the fact that some studies have shown that the terms "green," "greener," "eco," "ecological," "environmental," "sustainable," and